

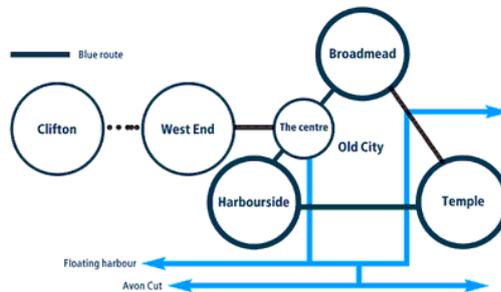
**Project Profile: Bristol Legible City**

**Client: Bristol City Council**

**Value: Programme £500K**

**Creative Strategy Development, Delivery Plan, Commissioning Artists**

**Duration: June 2000 – May 2001**



**Project Aim**

To improve people's understanding, appreciation and navigation of the city through a programme of identity, information and transport projects integrated with artists' work.

**Objectives**

- To scope out the role that art could play in the process
- To assemble artistic strategy and explain how it would work
- Bring the right players to the table
- Establish what resources would be needed to implement
- Develop and deliver pilot projects
- Explore the need to for Lead Artists and appoint

**Outcomes**

- Endorsement of the strategy by elected members and officers
- A clear financial plan and partnership in place
- Resource strategy and the funds to recruit 2 arts officers
- Lead Artist in place with funds to commission projects
- A series of art commissions built around the concept of legibility, including some splendidly quirky bird boxes
- Temporary Programme commissioned for an artist and poet collaboration introducing text into the pavements and on transport modes such as buses, stops, ferries etc.

**Project Overview**

Bristol is a city that is not easily pictured or understood by either residents or visitors. The concept of Legible City emerged from determination to enable people to develop a confident perception of the city and to encourage 'free, easy and open' movement for residents, businesses and visitors alike.

Working pArts was part of the thinking process behind the overall concept and was invited to suggest what role art could play and to develop a strategy. The principles that we developed are built around generating navigation strategies for people whatever travel mode they are utilising. Picturing where you are, where you are going and understanding the journey that you are about to take are part of making a city feel manageable. Being able to

develop a remote sense of familiarity is part of the success stories of great cities and something Bristol aspired to.

Bristol has now become a model for the development of legibility strategies and art is now a recognisably vital component of making them effective.

