

**Project Profile: Iron:Man**

**Client: TSB**

**Value: Programme £125K**

**Strategy, Design Competition, Project Management, Education Programme**

**Duration: July 1990 – June 1991**



#### Project Aims

To commission a contemporary artwork to animate the space adjacent to TSB's new head office.

#### Objectives

- To explore how to realise a stand alone sculpture that can contribute to and dignify a new public square
- To secure funding from a new development
- To agree a brief and location with client and the planners
- To agree a shortlist of artists to develop proposals
- To arrange an exhibition of all the artists' proposals at the City Art Gallery, alongside a review of all the working drawings of newly installed commissions for the new Convention Centre and Centenary Square to enable the public to give feedback on the proposals

#### Outcomes

- Antony Gormley's dramatic and beautiful Iron:Man sculpture
- An exhibition of the photos of all the manufacture, taken by the foundry workers themselves
- A new piece of sculpture juxtaposed with a historic memorial to Queen Victoria
- Six education projects creating artists' gardens in schools around Birmingham
- A major public launch