

STUTTGART



## **Programme for Art in Public Space**

Cultural Affairs Office  
Department of Cultural Funding  
Public Art

As of: January 2023

## I. Background and political task

The City of Stuttgart views Art in Public Space (Kunst im öffentlichen Raum = KiöR) as an important element of urban life capable of serving various functions.

**Urban space:** KiöR shapes the urban landscape and creates points of reference. It can also initiate, accompany and influence transformation and urban development processes from an artistic perspective.

**Social space:** KiöR can create spaces where people meet and communicate, where the issues surrounding community life can be discussed. It also contributes to the urban community's reflection on and identification with their city.

**Artistic space:** With its direct access, KiöR makes art perceptible and offers a new way to experience the city.

Towards the end of 2021, the municipal council of the City of Stuttgart adopted a resolution on the participatory development and implementation of a new programme for Art in Public Space. The aim is to develop a contemporary strategy for approaching public art and anchoring this long-term in the cultural life of the city.

To this end, an annual funding budget of one million euros has been made available from 2022 – 2025 and earmarked for personnel as well as programme costs. For its implementation, a new division for public art has been established within the Department of Cultural Funding of the Cultural Affairs Office.

## II. Development process and objectives

In consultation with a team of almost 100 representatives from the art and cultural scenes in Stuttgart, the city administration and politics, as well as professional experts, the new programme was established during a nine-month strategy and development process (Fig. 1).

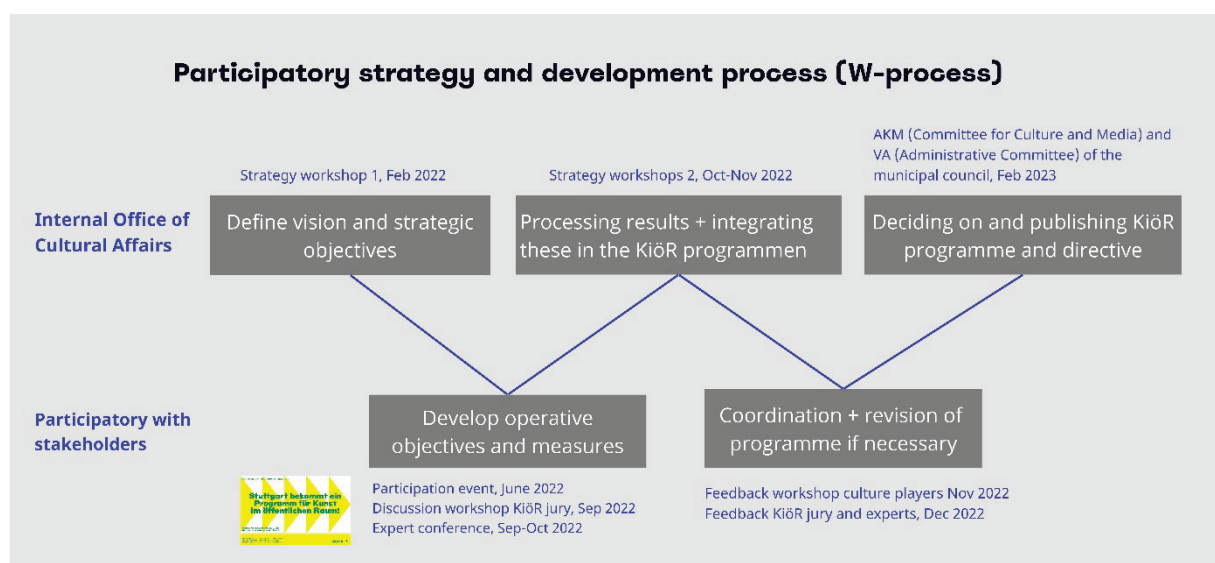


Figure 1: Participatory strategy and development process of the KiöR programme

The process saw the development of the following goals:

1. A broad funding structure with comprehensive advisory services, enabling process-oriented working methods and a thematic focus. The goal is to boost interdisciplinary and multifaceted public art throughout Stuttgart.
2. A good state of conservation for Stuttgart's public works of art. Works are brought to life through focused artistic projects that actively raise their profile within the urban community.
3. Visibility of public art in analogue and digital forms. Public art is communicated and documented. The urban community can experience KiöR, help shape it and put it into context.
4. A lively network of representatives from Stuttgart's art and cultural scenes, city administration, politics and professional experts working together to implement the programme.

The content and areas of responsibility of the new KiöR programme on the following pages form the summary of the participatory measures developed to achieve these objectives.

The areas within the programme are not static, but rather subject to a continued process-oriented development. In consultation with the KiöR network, empirical values will be collected and reflected upon on a regular basis and relevant adjustments to the programme made. This way, a flexible, diverse and sustainable KiöR programme for Stuttgart can be developed and implemented to meet the needs of the players from the art and cultural scenes.

### III. Programme

#### 1. Principles

The aim of the programme is to present contemporary public art that reflects interdisciplinary art projects of all genres, formats, procedures and media in the current art discourse. It is open to experimental expressions, ventures, thinking outside the box and continued development.

**Temporary:** The programme funds temporary performative and sculptural art projects that can be realised in public space, are freely accessible, engage with their location on an artistic level and provide a link to the city or added value for the urban community.

**Permanent:** Stuttgart possesses a wealth of statues, sculptures and reliefs in public space. The programme strives to maintain these works and to preserve them for the future. Artistic interventions and projects aim to revitalise the works and put them into a contemporary context.

**Diversity-sensitive:** The programme strives for multifaceted perspectives and artistic approaches that reflect the diversity of the urban community. This is why issues of accessibility and mediation play a major role in the selection of the funded projects.

#### 2. Areas of the programme

The programme supports and promotes interdisciplinary art projects as well as the two festivals CURRENT and PFFFESTIVAL. It campaigns for the networking, mediation and visualisation

of art in public space. Another area of the programme is the preservation and maintenance of public works of art. The programme is to be monitored by an advisory committee (see figure 2).

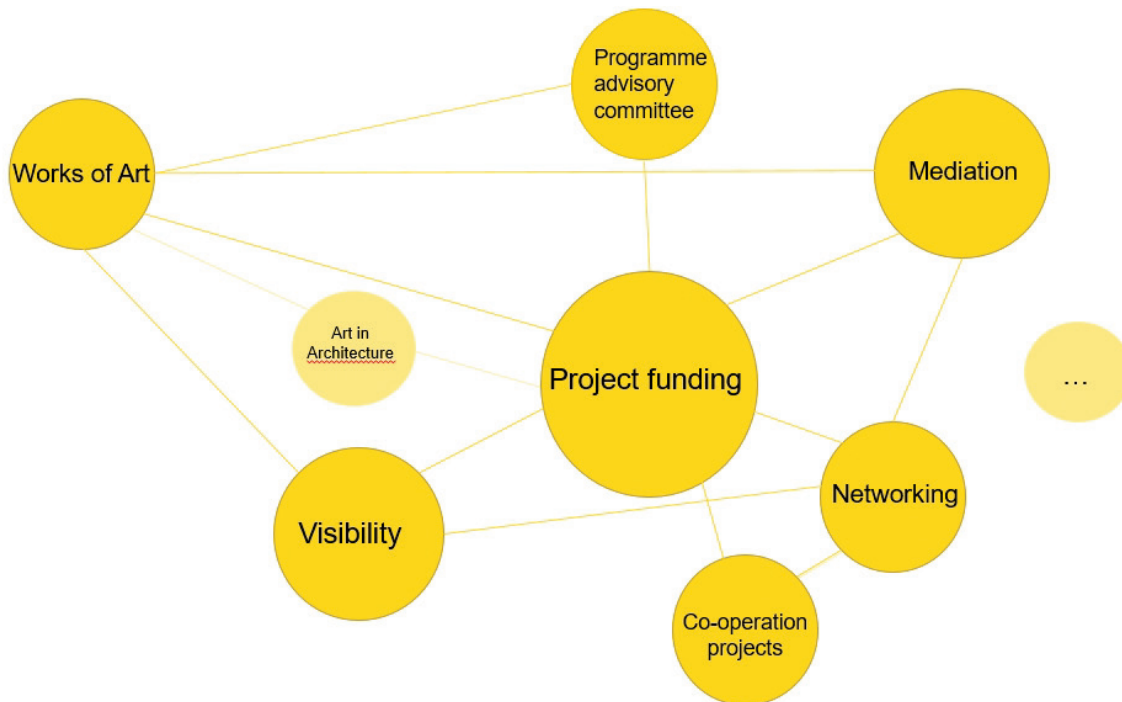


Figure 2: Areas of the KiöR programme

## 2.1 Project funding

Project funding is an area of the programme that can help achieve these goals on a long-term basis. The **“Richtlinie zur Förderung von interdisziplinären Kunstprojekten im öffentlichen Raum”** (GRDRs 870/2022) (Guideline on the Funding of Interdisciplinary Public Art Projects) lays down the principles, contents and framework of project funding. The guideline is based on the needs of the scene and the experience derived from previous project funding of public art and culture.

### 2.1.1 Project funding possibilities

There are three project-funding variations as well as several submission deadlines over the course of the year.

**General project funding:** Subject and location are determined by the applicant. Applications can generally be submitted by 15 October and 15 April for projects starting in the following half-year.

**Context-related project funding:** A call for proposals (at least one per year) sets out the subject and location. These can be developed and implemented in co-operation with institutions to set priorities relevant for Stuttgart, such as urban development, internationality, green/ecological KiöR or digitalism.

**Small-scale project funding:** Subject and place are set by the applicants. Funding is limited to a maximum of 5,000 euros. Applications can be submitted throughout the year, however no later than eight weeks prior to the start of the project.

Within the funding framework there is an appropriate selection of eligible project types (one-time project funding, research and concept funding), enabling procedural and/or open-ended working practices.

### 2.1.2 Expert jury

As the central decision-making body, the jury selects the art projects to be realised in public space. The objective is to involve a cross-section of expert opinions, perspectives and stakeholders in the selection. Beside the regular committee of professional experts, the jury can be supplemented by additional members with experience of particular subject areas and issues, for instance by (young) artists, representatives of the urban community, representatives of the council offices, regional advisory committees or institutions.

### 2.1.3 Consulting, support and encounters

In order to provide players from the art and cultural scenes with the optimal conditions for developing and implementing their KiöR projects, the programme offers extensive and easily accessible information, practical support and professional advice during the application process as well as accompaniment for funded projects.

**Information:** Guidelines pertaining to all aspects of applying for and implementing a KiöR project, including the approval process, insurance, etc.

**Consulting:** Consulting services by experts on concept development, mediation, public tender/documentation and the application process.

**Support:** Kick-off, information and networking events for all funded projects.

## 2.2 Festivals

Within the framework of the programme two concerts are funded that promote the visualisation and consolidation of the international discourse on art in urban space and urban art.

**CURRENT – ART AND URBAN SPACE** is a transdisciplinary biennial festival for public art in Stuttgart organised by the Art Public Space – Culture Matters gUG. Installations, performances, discussions and workshops navigate the area between art and architecture and the city.

**PFFFESTIVAL – Urban Art in Stuttgart** is an annual festival for urban art initiated by Studio Vierkant. Local and internationally renowned artists create large-scale artworks across the city to help make Stuttgart a more diverse and liveable place.

## 2.3 Works of art

The City of Stuttgart possesses a wealth of more than 455 statues, sculptures and reliefs in public space, mostly dating from the second half of the 20<sup>th</sup> century. The goal of the programme is the responsible custodianship of the city's rich cultural and material heritage.

**Maintenance and preservation:** Development and implementation of a restoration and conservation strategy based on existing measures for the maintenance and repair of artworks in the ownership of the city. In addition to an assessment of the condition of the objects, the necessary steps in their conservation / restoration and the estimated costs

thereof, the strategy will recommend a prioritizing of the work to be undertaken. The next step is the successive implementation of this strategy.

**Enlivenment:** Promotion of temporary projects by art and cultural players that bring the works to life and place them in a new context.

**Mediation:** Development of an overall (digital) mediation concept for public works of art.

## 2.4 Mediation

The programme aims at helping the urban community in Stuttgart experience, understand, contextualise and shape its permanent and temporary public art. Analogue and digital mediation formats initiated for this purpose include:

**Funding:** Scholarships for the implementation and development of mediation formats that concentrate on public space and local mediation in urban neighbourhoods.

**Networking:** Co-operation between mediators and artists (for example a pool of mediators) or a resident-artist tandem as a mediation duo.

## 2.5 Networking

The programme aims to establish a KiöR network that brings together interested parties and promotes the exchange of ideas. The network will provide a platform for a differentiated discourse on art in public space, strengthening the two-way co-operation between art and cultural players and giving a new impetus to the further development of the KiöR programme.

**Regular network meetings:** Get-togethers, exchange, information, knowledge -sharing, input from external technical experts and the presentation of KiöR projects

**Exchange:** Productive co-operation between the departments of the city council, the state and private owners.

**Co-operation:** Founding of co-operation projects with institutions from the arts, culture, economy, sciences and education in order to implement the programme's strategic goals.

## 2.6 Visualisation

The aim of the programme is the analogue and digital visualisation and documentation of art in public space. On one level, artists and cultural players need to be supported in the implementation of their art projects through focused public relations work. On another, cross-sector measures, such as an individual programme website and the reissue of the publication "Kunst im öffentlichen Raum in Stuttgart" ("Art in Public Space in Stuttgart"), are planned within the framework of the programme.

## 2.7 Programme advisory committee

An advisory committee is to monitor the work and development of the programme and convene at least once a year (or more often if needed).

**Chair:** First Deputy Mayor, Dr. Fabian Mayer

**Participants:** Technical experts, artists, representatives from networks and the city administration, spokespeople for cultural policy, expert citizens, art mediators and representatives of the urban community

**Tasks:** Advice on content, focus and further development of the programme, calls for proposals with a localised and thematic context, dealing with works of art, large-scale project submissions with a high application volume, heightened visibility or extraordinary significance.

#### **IV. Outlook**

The programme strives to develop the enormous creative potential of public art in Stuttgart, systematically and collaboratively on a long-term basis, as an established part of the cultural life of the city.

Art in Public Space has the potential to navigate transformative processes in the city landscape and the community, creating areas for public discourse where the urban community can reflect and actively participate. Not only does it offer a direct, low-threshold accessibility to art, it can also actively accompany the urban life of the City of Stuttgart and its development.

The establishment of the structure, implementation of the measures and the sustainable effect of the KiöR programme are designed as part of a continuing process. With a long-term perspective of the programme beyond the year 2025, future urban development (such as the Rosenstein Quarter and the IBA2027 projects) can be accompanied artistically.