



**SOMAD VISUAL ARTS
STRATEGIC ENGAGEMENT:**

**BIRD STREET BELMONT TERRACE
UPGRADE PROJECT**

**IN SUPPORT OF APPLICATION
FOR TEAM ENGAGEMENT AWARD**

BIRD STREET UPGRADE

- **TRINDER SQUARE**
- **ATHENEAEUM**
- **URBAN ART /GRAFFITI PROJECT**

SUBMITTED BY:

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**Photography: Mary Duker Rob Duker Fritz Schultz
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**Nelson Mandela
Metropolitan
University**

for tomorrow



WHAT IS THE RELEVANCE OF PUBLIC ART?



- Andrew Shoben, Professor of Public Art at Goldsmiths College, London, suggests that:
- ‘Good public art creates several positive outcomes - a sense of place, and identity for an area and a local audience. It also creates thoughts - discussion, both positive and negative in areas of cities where often things can seem impersonal and distant’

<http://www.bizcommunity.com/Article/196/415/71749.html>



SCHOOL STRATEGIC AGENDA

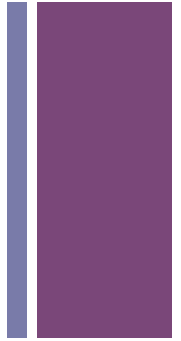


- Promoting the social, economic and cultural role of the visual arts in society (Charter for Social Sciences & Humanities)
- Strengthening the engagement profile of the Visual Arts departments
- Developing entrepreneurial opportunities for students
- Working to retain creative graduates in the metro through the strengthening of strategic partnerships
- Working to build a creative arts economy in the Metro



IMPLEMENTATION OF STRATEGIC AGENDA

- Establishing a cooperative working relationship with the Mandela Bay Development Agency (MBDA) and other role players
- Exploring the potential of the visual arts to assist in transforming public expectations of place
- Contributing to and participating in public art projects intended as a means of transforming the metro public spaces



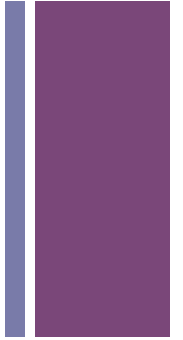
+ Benefits to students



- Work integrated learning
- Income generating opportunities
- Opportunity to gain experience working on real-time projects that would usually be reserved for well established artists in their mid-careers
- Experience at operating as part of a creative collective
- Professional practice: costing, project management experience, client liaison



BIRD STREET BELMONT TERRACE UPGRADE



Vision: the creative arts as an economic driver for the precinct: Public access to and engagement with the creative arts as the core driver of the whole precinct – it informs infrastructural changes

Process that SoMAD team was involved in:

- **Assisted in social facilitation & stakeholder consultations**
- **Integrated design process**
- **Art and infrastructural projects**



SoMAD goals – reasons for being involved:

- Building the creative arts profile
- Creative skills transfers
- Creative arts anchor tenants
- Art that speaks of the now
- Art that celebrates the cultural history of the place
- Visual change in the precinct
- A visually enriched neighborhood for residents
- A safe place for tourists
- Sustainable programme of activities
- Youth culture
- Day-night culture



Port Elizabeth Algoa Bay



Albany Rd

CBD

Russell Rd

Central

Bird Street

Belmont Tce

Brickmakers Kloof

M4 Settlers Highway

Govan Mbeki Ave

Walmer Rd

Humewood Rd



Precinct Location Plan





**Athenaeum:
performances
and art events**

**Trinder Square:
Village green
space for the
residents &
community**

**NMMU campus:
cultural anchor
tenant – Gallery,
Jazz centre,
conservatory of
Music and
studios**

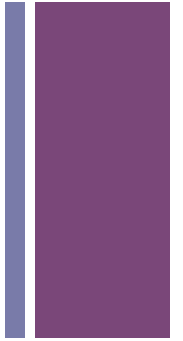
**Gallery belt:
ArtEC
ART Gallery
NMMAM**



BIRD STREET BELMONT TERRACE UPGRADE



- Athenaeum Building Student Commissions
 - Masks
 - Fabric Design
 - Carvings
- Urban Art / Graffiti Projects:
 - Athenaeum: the Power of Play
 - Elsen Academy: the Power of Memory
 - Elsen Academy: the Power of Knowledge
 - Trinder Square Student Commissions
 - Mosaic Benches
 - Welded Decorative Screen
 - Hopscotch Ground Graffiti



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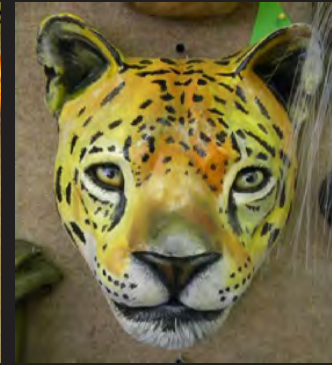
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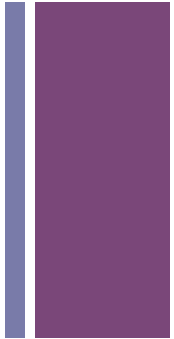


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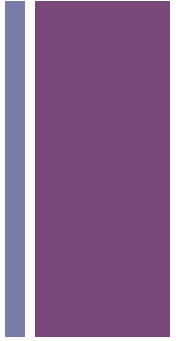


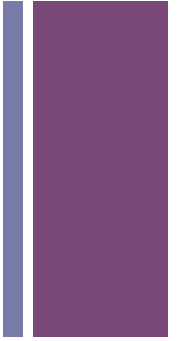
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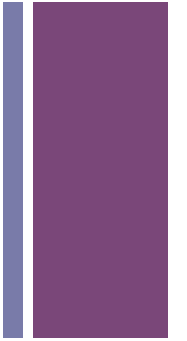




**Trinder Square:
Bench Designs
SoMAD Art
Collective
involvement**







[Previous Story](#)[Next Story](#)

Article rank | 21 Feb 2014 | The Herald (South Africa) | Balisa Ntloko ntlokob@timesmedia.co.za

Making history in the park

Students embrace inner-city challenge to create unique beauty and practicality

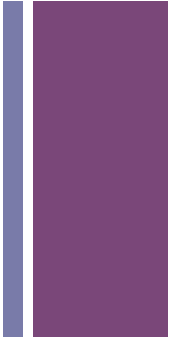
'They are inspired by the roots of the giant figs that ring Trinder Square

A PUBLIC art project on Trinder Square in Central is part of a project to beautify the Bay's inner city and at the same time help to keep creative arts graduates from leaving for bigger cities. brain-child of NMMU music, art and design director Mary Duker and colleagues David Jones and Marcus Neustetter, the project started in November last year.



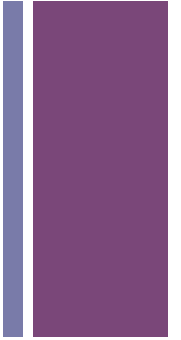
Picture: MIKE HOLMES

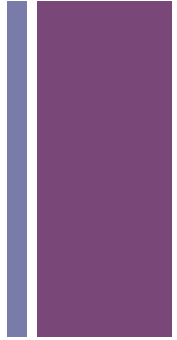
GLOWING: NMMU arts students, from left, Namhla Mbalane, Owen Tarr, Amy Verheul and Luke Lombard, with Mellaney Ruiters in front, make the final touches to one of their beautiful creations in Trinder Square, Central



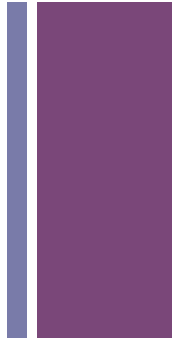


**Trinder Square: Welded Screen
SoMAD Art Collective involvement**





Commissioned Urban Art / Graffiti Project: SoMAD Art Collective involvement





FLOWERING TALENT: Pola Maneli with his mural at the Athenaeum and his assistant, student Themba lethu King Picture: JUDY DE VEGA

Budding artist's parting gift to PE

Chanice Koopman
koopmanch@timesmedia.co.za

A PROMISING young Port Elizabeth designer is creating a massive mural painting as a parting gift of sorts before leaving for Cape Town to take up a job

Bay fun run glowing success for charity

Xolisa Phillip
phillipx@timesmedia.co.za

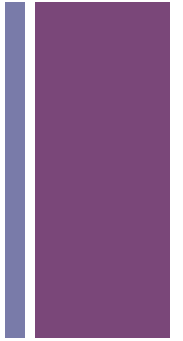
NELSON Mandela Bay residents came,

warm-up group dance. Food stalls, a well-stocked bar and an eating area lent a fete-like, feel-good atmosphere.

A mix of young and old turned up, and



NMMU/MBDA ART PROJECTS ALREADY COMPLETED:

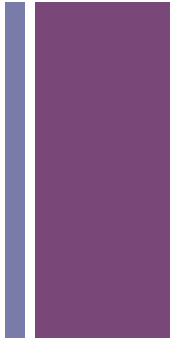


ROUTE 67

- Campanile Project
- Strand Street Project:
 - Walk of Words & Pool of words
 - Red Location Flags
 - Bus Station Project
- Vuyisile Mini Square:
 - Conversations with the Queen
 - St Mary's Steps (Michael Barry)
 - Vuyisile Mini Walking
- Mosaic Balcony on the Bay on the Donkin Reserve

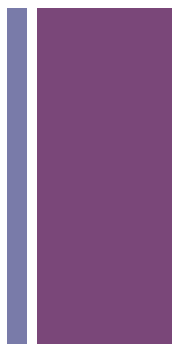


The Public Artworks commissioned by the Mandela Bay Development Agency (MBDA), on behalf of the Nelson Mandela bay Municipality with the financial support of the NLDTF, will see 67 public art interventions in the inner city. The First artwork have been installed on the Donkin reserve. In the next 10 months, the Route 67 will complete a journey from the Campanile via the Donkin Resrve to the Athnaeum, with links to South End and Red Location.





Route 67 ARTS/CULTURE/HERITAGE TRAIL





The Campanile Precinct:

The Wall Frieze:

Mkhonto Gwazela

The Wall of Texts:

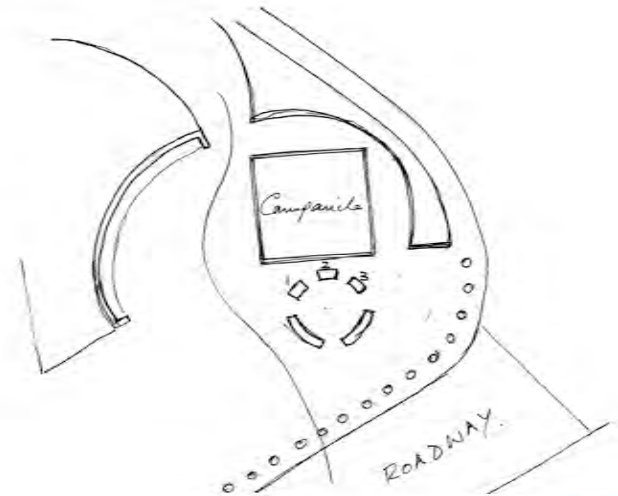
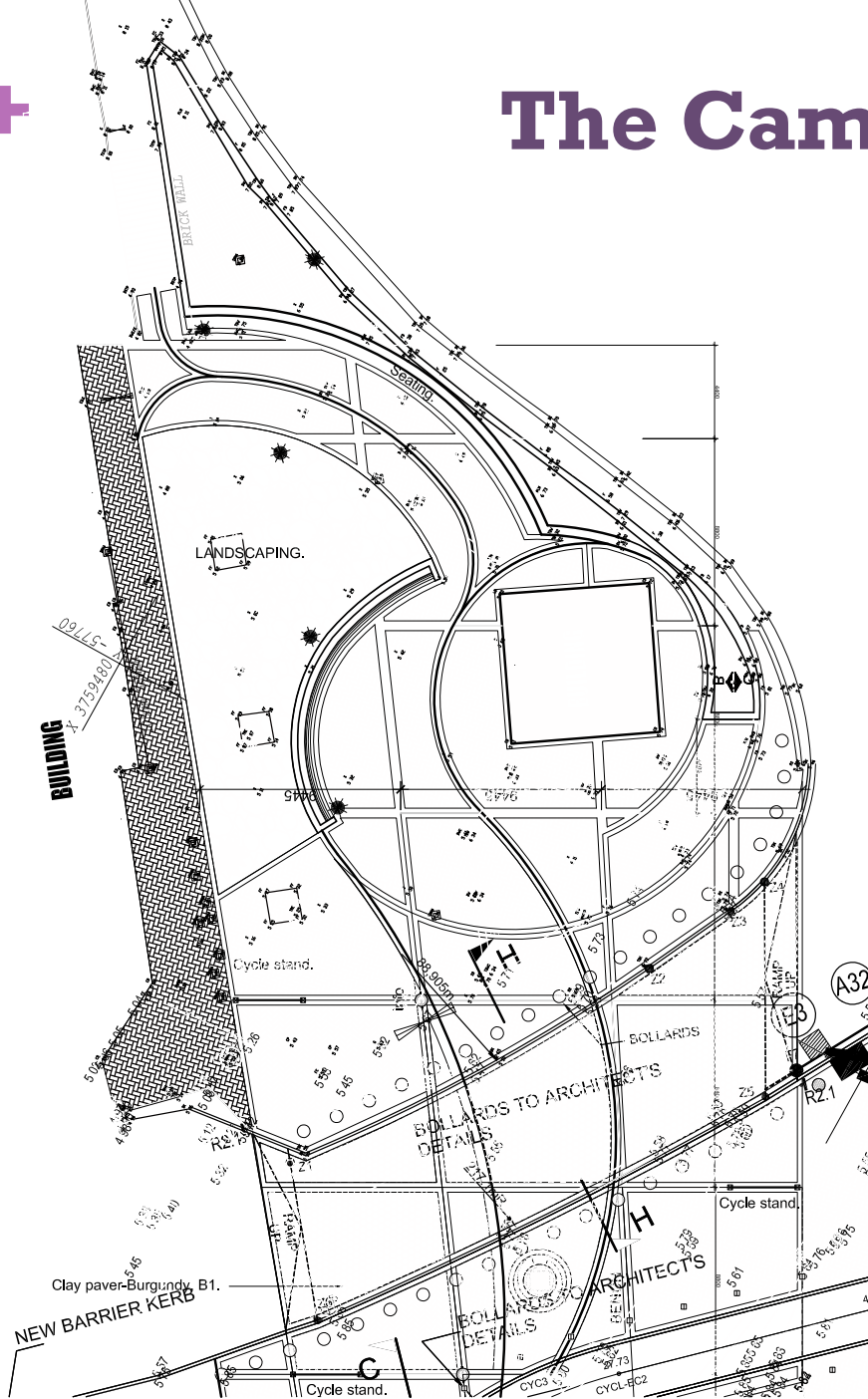
Lelethu Mahambehlala

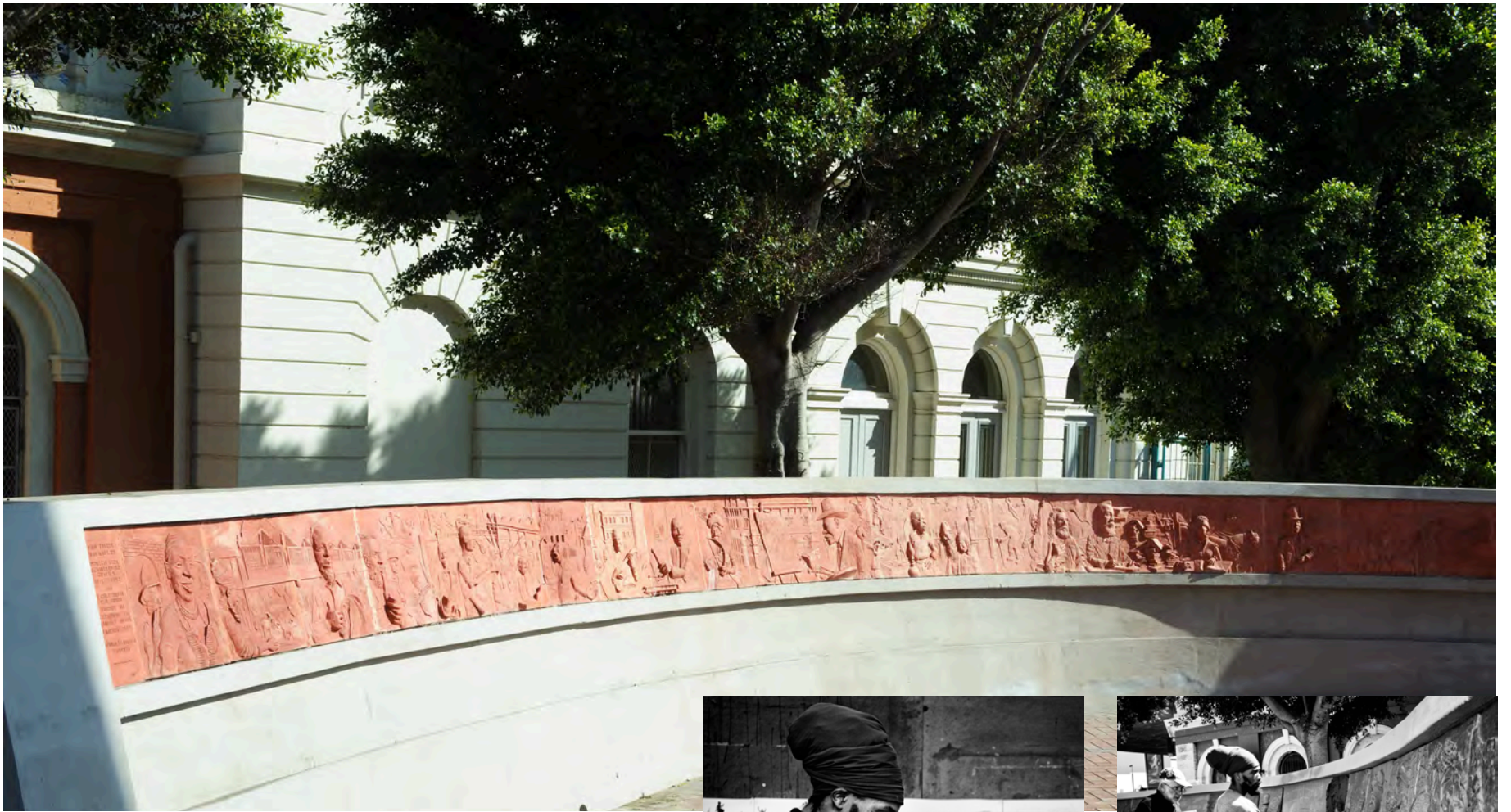
The Glass Women:

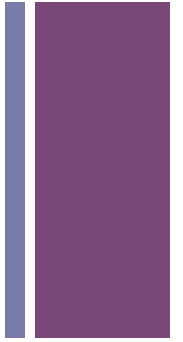
Lorinda Pretorius

Anva Chiazzari

Pumi Gubevu









Strand Street Identities Project:





Jetty Street Precinct:

The Walk of Works:

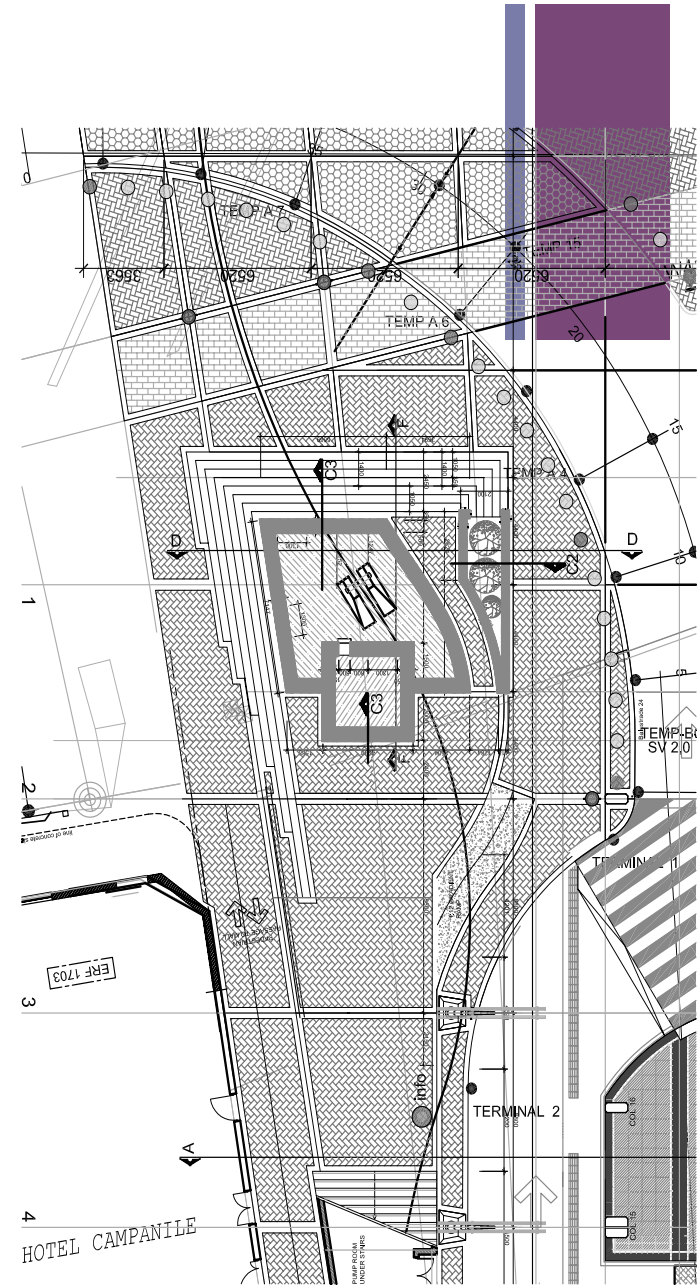
Ceramic Cooperative

Bus Terminus Mural:

The Four Blind Mice

Red Location Flags:

Jonathan Jones & Pola Maneli





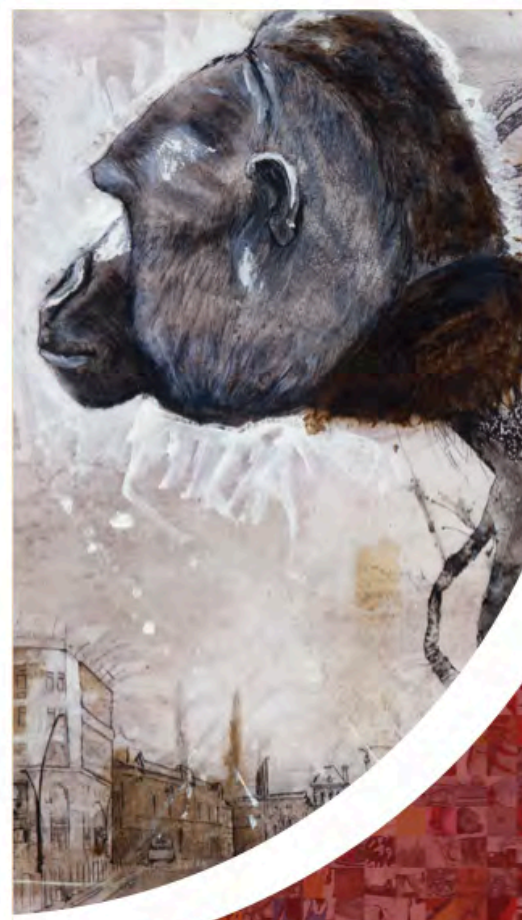
EXPERIENCE THE

SPIRIT OF

MEDEYE AT THE

RED LOCATION

CULTURAL PRECINCT 



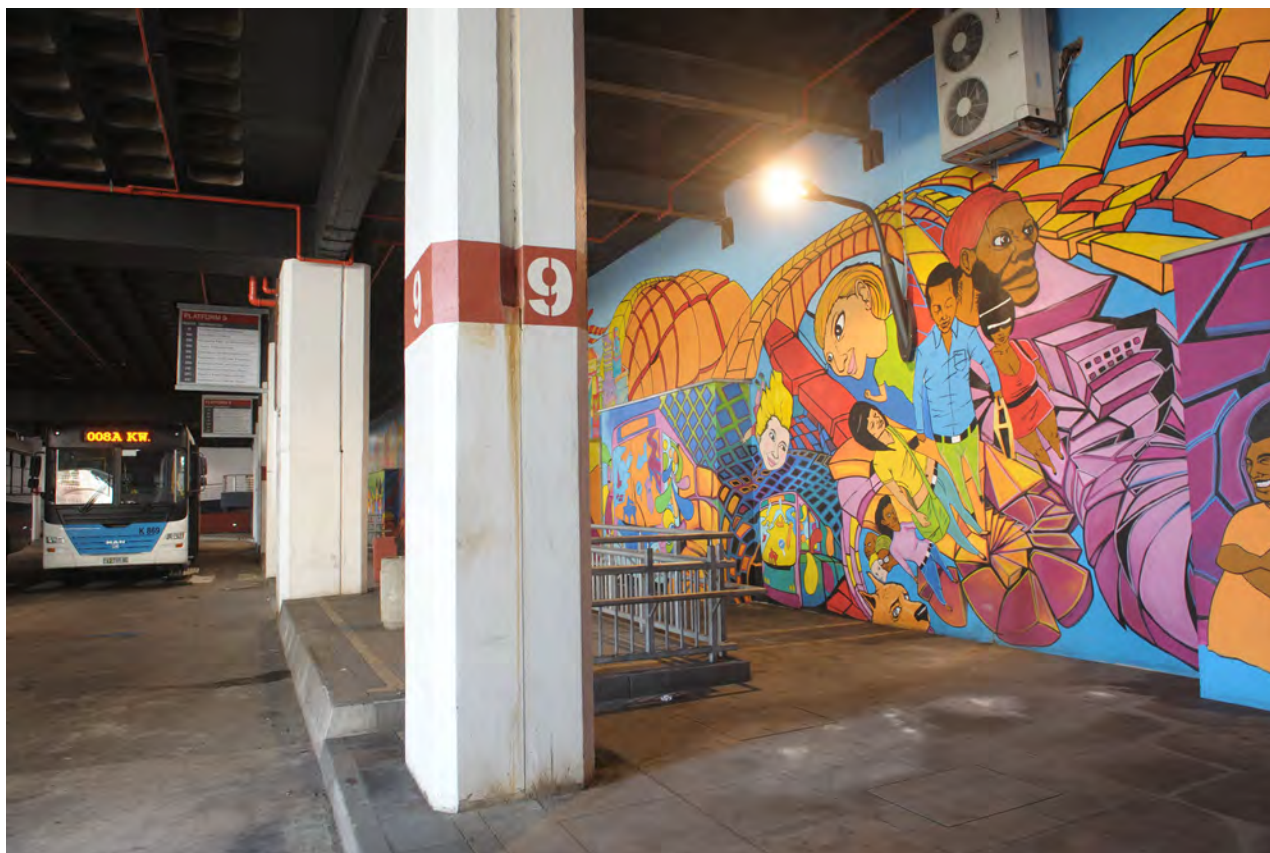
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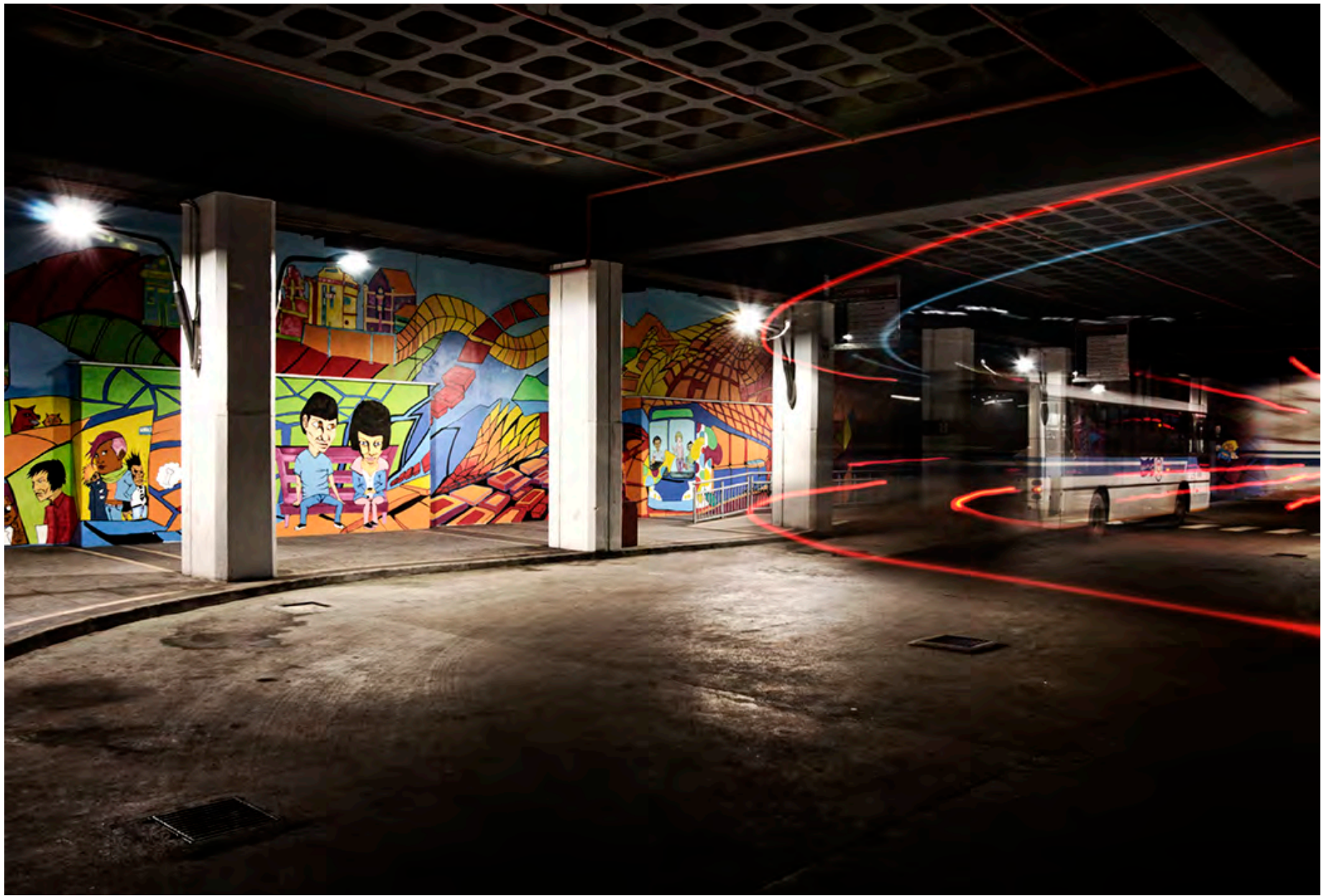
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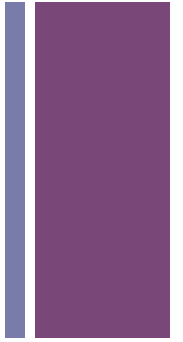
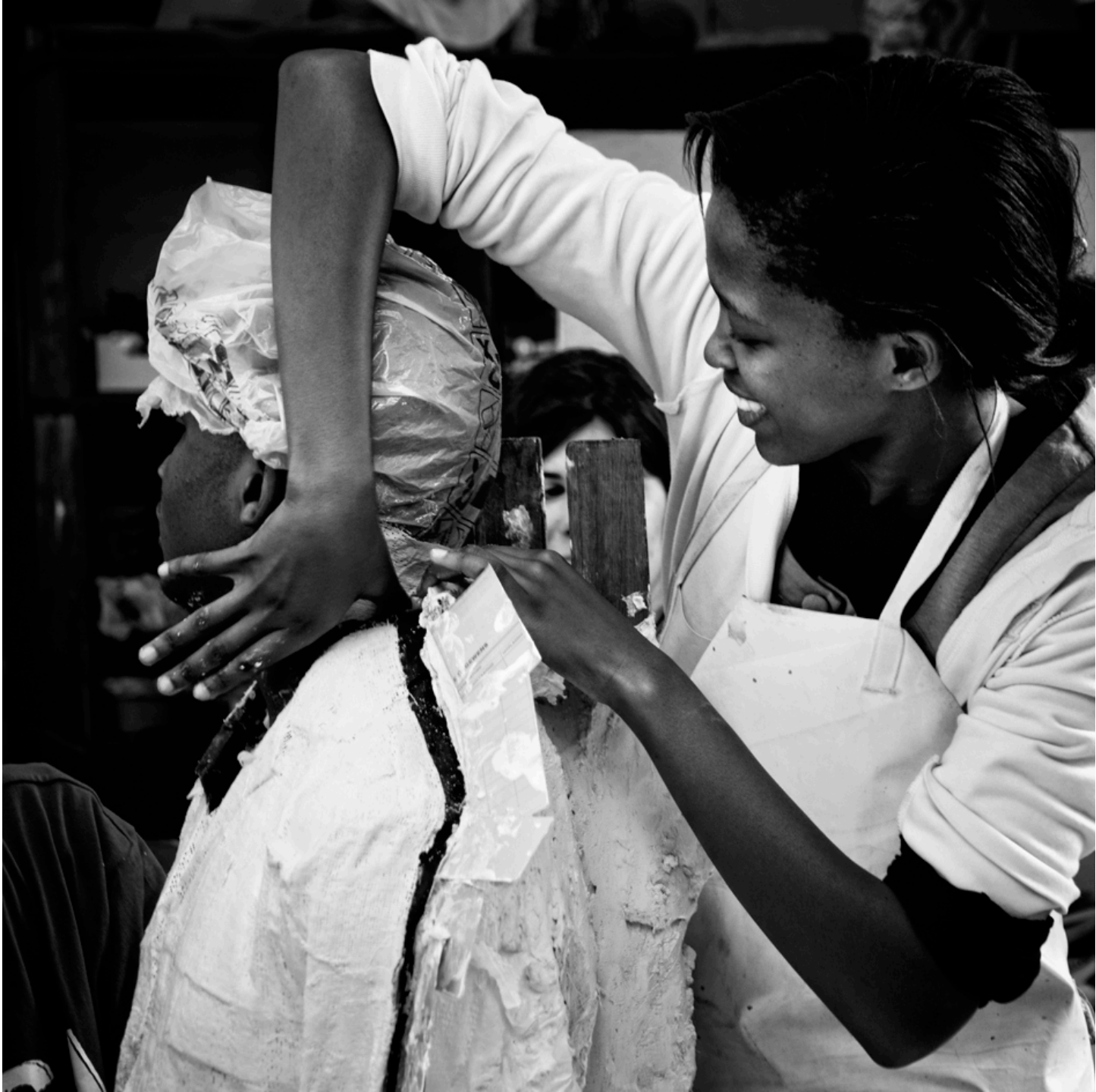




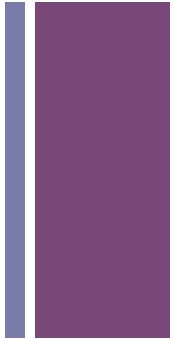
+ VUYISLE MINI SQUARE: NMMU Cooperative

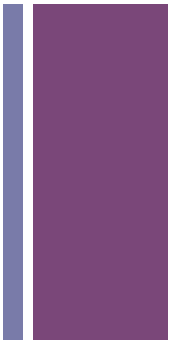
- Conversations with the Queen
- Vuyisile Mini walking
- St Mary's Steps



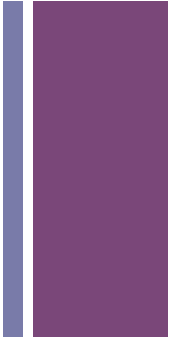
















THE WAY FORWARD: NEW PROJECTS

Current:

- Ubuntu Shirt commission NMMU
- Uitenhage Project: Zola Nqini

Upcoming:

- Involvement in Baakens Valley Upgrade



Ubuntu Shirt:
SoMAD Art
Collective
involvement:

- Tiles
- Wire work
- Welding



THE WAY FORWARD: CHALLENGES AND OPPORTUNITIES



- Retaining momentum
- Addressing logistical / procurement challenges
- Building the creative arts profile
- Creating art entrepreneurial opportunities
- Training a pool of community artists
- Keeping an eye on the ball - Public art as a means of contributing to social cohesion and societal transformation
- Thank you
- Mary Duker
- David Jones