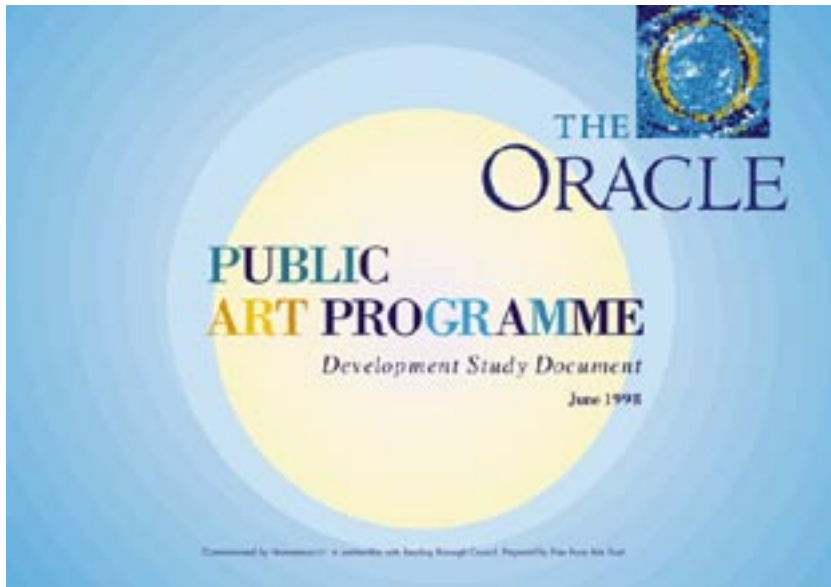


Hothouse 274 Richmond Road London Fields E8 3QW

Telephone: 0207 249 3394 Facsimile: 0207 249 8499 Email: contact@freeform.org.uk Website: www.freeform.org.uk



Above and middle, two aerial views of the site

Above & below, the Oracle Public Art Programme and Public Arts Strategy documents, prepared by Free Form and commissioned by Hammerson plc and Reading Borough Council

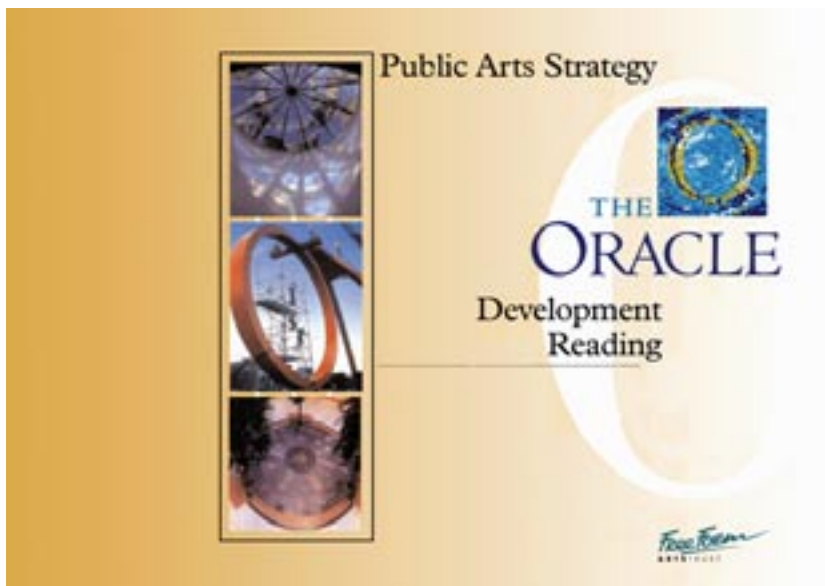
In March 1997, Hammerson plc, acquired a 22 acre site of largely derelict and underdeveloped land in the centre of Reading. It is now developing a major regional shopping centre which represents an opportunity to develop a strategic approach to public art on an unprecedented scale. The investment in public art is over £5 million, £2 million from Hammersons. In February 1997, after a competitive tender process, Free Form Arts Trust were appointed as the public art agency for this complex public art programme. They are responsible for the appointment and contractual arrangements with artists.

Free Form produced a public art strategy document in summer 1997, identifying opportunities for artists to work on a range of commissions. The opportunities included: large scale glass works, street furniture, new bridges and canopy, freeing of River Kennet, floor scapes, sculptural entrances, a heritage trail involving local people, a beacon, and a programme of live events. Free Form then developed commissioning briefs and coordinated the selection process of lead artists. Artists have now been appointed for each commission.

Free Form were also involved in a short term art project: identifying the hoarding around the site as opportunity for community artwork, 6 local schools were involved



in work shops with a Free Form artist to produce art work for the hoarding.



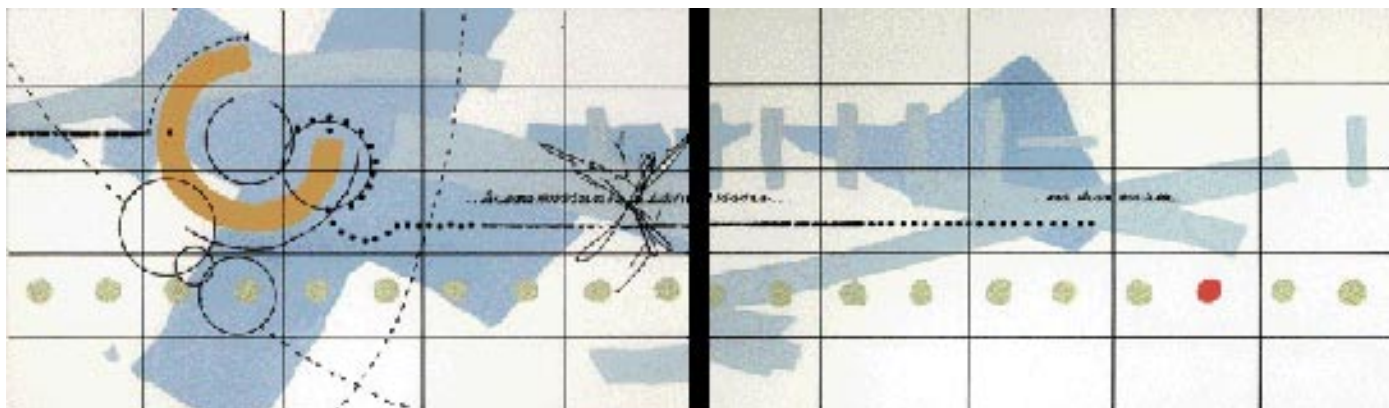
Presentation drawing by the architects, Haskolls.



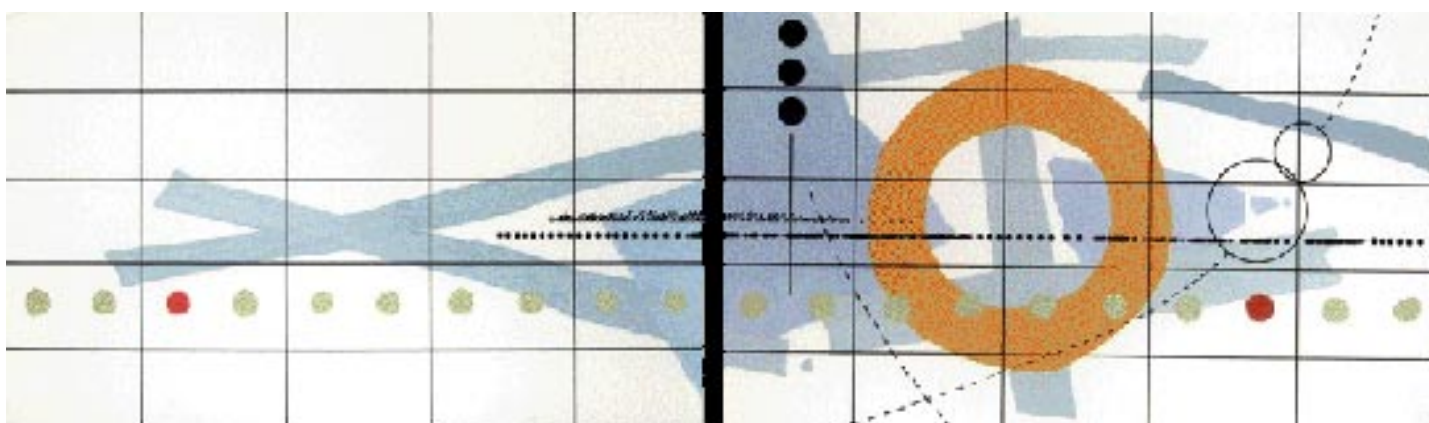
FreeForm THE ORACLE, READING- Public Art Strategy

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Link Block window designs by Martin Donlin



Below, placement of the link block windows, and bottom, John Gingell's Beacon



Below, street furniture by Alan Dawson, bottom, Holy Brook paving design by Anne Smythe



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Above, floorscape design by Simon Read. Below and right, heritage trail details by Guy Patterson

