

CONTINUING THE CONVERSATION

DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL - ARTS DEVELOPMENT POLICY 2011 - 2014



CONTENTS

Preface	03
1 Introduction	05
2 Context	08
3 Mission and Priorities	11
4 Key Policy Areas for Development	13
5 Conclusion	17
Appendices	
1 Research Methodology	19
2 Organisations and Individuals Consulted	20
3 List of Consultation Meetings	21
4 The Grainstore, dlr's Youth Arts Facility	21
Bibliography	22
Acknowledgements	23



PREFACE //

As Cathaoirleach and County Manager of Dún Laoghaire-Rathdown County Council, we are delighted to introduce 'Continuing the Conversation', Dún Laoghaire-Rathdown County Council- Arts Development Policy 2011–2014.

Since 1994 Dún Laoghaire-Rathdown County Council has taken great pride in developing and supporting the arts. The County Council views the arts as an important service that contributes to the quality of life for those who live in, work in and visit the County. We are extremely proud of our reputation as a supportive home for the arts and, in these uniquely challenging times, believe in their intrinsic value and the vital contribution that they make to the wellbeing of the County.

In 2007 the first Arts Strategy for the County was published. Following its implementation (2007-2010) we embarked on an extensive public consultation process that has helped shape this policy. Great care was taken to listen to and take account of a wide variety of opinions and points of view. We would like to sincerely thank all those who took the time to participate in this process. We would also like to acknowledge the tremendous work in the arts undertaken by individuals, organisations and groups in the County: amateur, professional and voluntary.

With the publication of 'Continuing the Conversation', Dún Laoghaire-Rathdown County Council confirms its commitment to support the development of the arts and to providing opportunities for all to engage with the arts. We look forward to working with artists, individuals, organisations and groups throughout the lifetime of this policy. We hope to see the arts develop and grow in Dún Laoghaire-Rathdown and we are keen to continue the conversation with all involved.

An Cathaoirleach
Councillor John Bailey

County Manager
Mr Owen P. Keegan

'Continuing the Conversation' Dún Laoghaire-Rathdown County Council - Arts Development Policy 2011-2014 was adopted by Dún Laoghaire-Rathdown County Council on the 11th of September 2011.

1 //



INTRODUCTION //

This policy document has been developed by Dún Laoghaire-Rathdown County Council as a framework for local arts development in Dún Laoghaire-Rathdown for the period 2011–2014. It builds upon the County Council's first Arts Strategy 2007-2010 and reflects the substantial changes that have occurred nationally. It has been informed by the findings of public consultations held during 2010 and a review of relevant literature and policy documents.

'Continuing the Conversation' identifies three key areas for development and it is the ambition of Dún Laoghaire-Rathdown County Council to steer the arts at local level towards a more resilient and sustainable future. This document encompasses service provision for artists, the public and partners alike. With this in mind the three key policy areas identified are:

- > Programme Development
- > Participation and Learning
- > Arts Supports

2 //



CONTEXT //

NATIONAL CONTEXT //

Under the Arts Act 2003, a local authority is required to prepare plans for the development of the arts within its area, confirming that arts development is an integral part of local government planning. The arts are identified as playing a pivotal role in local economies and helping to establish a sense of community. Taking account of The Arts Council's recent strategic overview Developing the Arts in Ireland 2011-13, this Arts Development Policy, written in challenging times, considers an approach that aids development at local level while also maintaining quality service provision. Dún Laoghaire-Rathdown County Council is renowned for its arts service and is proud of its contribution and commitment to the arts.

LOCAL CONTEXT //

The mission statement of Dún Laoghaire-Rathdown County Council as articulated in the Corporate Plan 2010-13 is:

“To deliver high quality services and infrastructure, which contribute to a better social, physical, economic and cultural environment for all who live in, work in and visit the County”.

Dún Laoghaire-Rathdown is located between the outer suburbs of Dublin City, the South Dublin coastline and the Dublin/Wicklow Mountains on the East Coast of Ireland. Within the County the six electoral areas are Ballybrack, Blackrock, Dún Laoghaire, Dundrum, Glencullen and Stillorgan. The 2011 census indicates that there is a population of 206,995. Key demographics of the County include a high proportion of the population with a third level qualification, the relative affluence of the residents (although there are pockets of disadvantage) and the increasing cultural diversity of the population.

Since the Dún Laoghaire-Rathdown County Council Arts Office was established in 1994, the County Council has developed a high quality programme including exhibitions, education and outreach initiatives, festivals, public art projects and artists' residencies. dlr Arts Office programmes through direct invitation; opportunities advertised on the website (www.dlrcoco.ie/arts) and in the dlr Arts e-bulletin. Support is also provided through subventions and grants. The arts are a natural driver for one of the goals of the County Development Plan 2010-2016 which is:

“To provide for a high quality natural and built environment and improved quality of life for those living and working in Dún Laoghaire-Rathdown and for those visiting the County”.

CONSULTATION PROCESS //

This policy has been informed by an extensive consultation period undertaken during 2010 and was guided by the Environment, Culture and Community Strategic Policy Committee. The consultation process consisted of:

- Eight consultation meetings throughout the County with one specifically designed for artists.
- Interviews with external stakeholders and partners throughout the County.
- Interviews with internal stakeholders from various departments within Dún Laoghaire-Rathdown County Council.
- Written submissions from the public and County Councillors.
- An online survey.
- Presentations to the Environment, Culture and Community Strategic Policy Committee (SPC), Area Committee meetings and a County Council meeting (Please refer to Appendix 2 for full list of SPC and Council members).

The consultation methods were designed to elicit and highlight key areas for policy development and consideration.

- The public consultations were facilitated and feedback collated by an external agent on behalf of Dún Laoghaire-Rathdown County Council.
- The interviews were conducted by dlr Arts Office staff.
- The written submissions and online survey were offered by means of an open call to the general public.
- The aspiration of the overall process was to gather as much information from partners, artists and members of the public alike in an open and accessible manner. Underpinning this process was the first dlr Arts Strategy 2007-10, which, in conjunction with a literature review and the aforementioned consultation process, contributed to the formation of this new Arts Development Policy.

IDENTIFIED PRIORITIES //

In the current economic climate it is necessary to decide upon priorities. This local Arts Development Policy builds on the expertise and knowledge garnered from the dlr Arts Strategy 2007-2010, the consultation process undertaken in advance of formulating this policy, the internal capacity of dlr Arts Office and its public service remit.

A number of key priority areas have emerged and these will be focused on during the lifetime of the Policy. These identified priorities are:

- Participation in the arts for all, in particular children, young people, older people and Dún Laoghaire-Rathdown's local arts community.
- The encouragement of opportunities for the creation and showcasing of work.
- That all activities will offer opportunities for further learning and engagement.
- Advocacy for the development of the arts at local level.

3 //



MISSIONS AND PRIORITIES //

DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL ARTS MISSION STATEMENT //

Dún Laoghaire-Rathdown County Council supports the development of the arts at a local level and aspires to provide opportunities for all who live in, work in and visit the County to engage with the arts as creators, participants and spectators.

GUIDING PRINCIPLES //

Throughout the duration of this Arts Development Policy the following guiding principles will be utilised across the three key policy areas of Programme Development, Participation and Learning, and Arts Supports.

All programmes devised and implemented by Dún Laoghaire-Rathdown County Council will be:

- Creative
- Strategic
- Enriching
- High Quality

Creative: Ensuring that all activities are underpinned by imaginative and artistic thought.

Strategic: Undertaking work in an informed manner that avoids duplication, delivers value for money that equates economic investment with the return for the County and encourages beneficial alliances to occur.

Enriching: Offering meaningful opportunities for the public to engage as creators, spectators and participants.

High Quality: Maintaining high standards across all areas of activity.

4 //

KEY POLICY AREAS FOR DEVELOPMENT //

KEY POLICY STRANDS //

Dún Laoghaire-Rathdown County Council has identified three main strands for policy development. The four guiding principles (Creative, Strategic, Enriching and High Quality) will be integral to the following policy areas:

- Programme Development
- Participation and Learning
- Arts Supports

Strand 1 - Programme Development

This strand will enrich the cultural life of the County by providing and developing the annual arts programme which will continue to animate the County.

Strand 2 – Participation and Learning

This strand will work strategically and in partnership with internal and external agencies to support the various communities within the County to actively participate in the arts as both creators and spectators.

Strand 3 – Arts Supports

This strand will support the needs and growth of a large professional and amateur arts community throughout Dún Laoghaire-Rathdown to ensure the sustainable future of the arts within the County.

PROGRAMME DEVELOPMENT //

This strand will enrich the cultural life of the County by providing and developing a County arts programme which will continue to animate Dún Laoghaire-Rathdown.

There will be a sustained ongoing commitment to literature, visual arts and youth arts. Dún Laoghaire-Rathdown County Council will endeavour to focus on additional individual art forms, including dance, film, music and performing arts, on an annual basis over the lifetime of the Policy.

While Dún Laoghaire-Rathdown County Council has a Countywide remit, the key centres of programmed artistic activity will be the two administrative and population centres of Dún Laoghaire and Dundrum. The artistic programme will be delivered by dlr Arts Office in collaboration with other Council departments. In particular, dlr Arts Office will develop greater synergies of programming within the Environment, Culture and Community Department, especially with dlr's Library Service. Further arts activity across all art forms and throughout the County will be supported through the arts grants and public art commissions. A fundamental tenet of this policy will see participation and learning as central to all projects and events programmed by dlr Arts Office.

PARTICIPATION AND LEARNING //

This strand will work strategically and in partnership with internal and external agencies to support the various communities Countywide to actively participate in the arts as both creators and spectators.

Participation and Learning is at the core of this Arts Development Policy and subsequent dlr Arts Office programming during the period 2011-2014. This strand aims to build strong and resilient foundations for the future and will, as stated in the Policy mission statement, provide opportunities for all who live in, work in and visit the County to engage with the arts as creators, participants and spectators.

Participation in its widest interpretation encompasses both passive and active forms of engagement, from audience member through to the creator of work. Learning supports the sharing of knowledge and enables collaboration. A number of priority demographics have been identified through the consultation process: children, young people, older people and Dún Laoghaire-Rathdown's arts community. We will endeavour to continue to offer opportunities in our primary schools; The Grainstore, dlr's Youth Arts Facility (refer to appendix 4 for further details); our Arts and Health Programme and to explore other learning and engagement contexts.

Taking into consideration the priority areas identified for the lifetime of this Policy, Participation and Learning will:

- Create various opportunities for the public to engage with the arts, as creators, participants and spectators.
- Develop audiences for the future.

ARTS SUPPORTS //

This strand will support the needs and growth of a large professional and amateur arts community throughout Dún Laoghaire-Rathdown to encourage the sustainable future of the arts throughout the County.

Funding

Subject to available resources, Dún Laoghaire-Rathdown County Council will continue to provide an annual subvention to the Pavilion Theatre, which is the municipal theatre for the County and to the Mill Theatre, which is a vital arts resource for Dundrum and surrounding areas.

Dún Laoghaire-Rathdown County Council offers a scheme of grants for the purpose of providing financial assistance to artists, arts groups and organisations engaged in arts projects or events at local or County level. Grants are also available to encourage the development of artists' workspaces, enable opportunities to showcase work and support the professional development of individual artists. Artists, arts groups and organisations working in all art forms throughout the County are eligible to apply.

The objectives of the grants are as follows;

- To support the development and promotion of all art forms within Dún Laoghaire-Rathdown;
- To encourage, nurture and support arts initiatives that actively increase opportunities for Dún Laoghaire Rathdown's public to experience, interact and engage with quality, stimulating creative ventures;
- To support individual artists to develop and further their practice in Dún Laoghaire-Rathdown;
- To support high quality arts projects, arts groups and arts organisations.

Professional Development & Mentorship

dlr Arts Office will initiate a series of professional development and mentorship opportunities for artists living and working in the County. dlr Arts Office will act as an advice service for artists and arts organisations within the County and facilitate the development of artists' networks.

Information & Communications

dlr Arts Office will strive to become a central source of information for artists, organisations and members of the public wanting to find out about the arts. This will be achieved through a new website and regular arts e-bulletins and further supported by the Professional Development and Mentorship series.

5 //

CONCLUSION //

Throughout its lifetime 'Continuing the Conversation', Dún Laoghaire-Rathdown County Council-Arts Development Policy 2011–2014 will provide the framework for local arts provision and development in Dún Laoghaire-Rathdown County.

The three policy strands of Programme Development, Participation and Learning, and Arts Supports will be addressed through the identified priorities. In keeping with the guiding principles, all programmes and activities devised and implemented by dlr Arts Office will be Creative, Strategic, Enriching and High Quality.

Annually the policy will be strategically planned, monitored and evaluated by way of an internal implementation plan that will take account of the prevailing circumstances, Council policy developments, the needs of stakeholders and the achievements of the previous year.

dlr Arts Office will prepare a yearly implementation plan for approval by the Environment, Culture and Community Strategic Policy Committee in advance of the budgetary planning process. As such its actions are dependant on the successful drawdown of partnership funding and support.

Through 'Continuing the Conversation' Dún Laoghaire-Rathdown County Council commits to engaging in an ongoing dialogue and looks forward to working with artists, individuals, organisations and groups so that Dún Laoghaire-Rathdown continues to grow and develop as a vibrant home for the arts.

APPENDICES //

APPENDIX 1 // RESEARCH METHODOLOGY

The consultation process employed both quantitative and qualitative research methods to elicit information in an informed manner from the various stakeholders. The findings contributed to the formation of this Arts Development Policy for Dún Laoghaire-Rathdown County Council. As stated in the main policy document, the process consisted of consultation meetings, interviews with external and internal stakeholders, written submissions and an online survey.

These consultations were publicised by an open call to the general public and by direct invitation to internal and external stakeholders. Information regarding the process was made available in print, online and advertised publicly. In addition an external agent facilitated the public meetings and collated the subsequent findings.

The above research methods were complemented by a literature review of current publications and policy documents and learning garnered from the implementation of the first dlr Arts Strategy 2007–2010.

‘Continuing the Conversation’ was researched and written over a period of six months by dlr Arts Office:

Kenneth Redmond, Arts Officer;
Carolyn Brown, Assistant Arts Officer – Arts Supports and Operations;
Máire Davey, Assistant Arts Officer – Participation and Learning;
Cíara King, Assistant Arts Officer – Arts Programme Development.

APPENDIX 2 // ORGANISATIONS AND INDIVIDUALS CONSULTED

dlr Arts Office would like to acknowledge the contribution of all those who took part in the consultation process. In particular we would like to thank Margaret O’Sullivan for facilitating the consultation meetings and Kadine Henry and Laura Larkin for collating the data from the arts survey.

The following organisations and individuals were invited to participate in the consultation process:

Councillors (2010):

- Councillor John Bailey
- Councillor Maria Bailey
- Councillor Marie Baker
- Councillor Niamh Breathnach
- Councillor Richard Boyd Barrett
- Councillor Victor Boyhan
- Councillor Aoife Brennan
- Councillor Aidan Culhane
- Councillor Cormac Devlin
- Councillor Jane Dillion Byrne
- Councillor Stephen Fitzpatrick
- Councillor Tony Fox
- Councillor Pat Hand
- Councillor Gerry Horkan
- Councillor Richard Humphreys
- Councillor Tom Joyce
- Councillor Hugh Lewis
- Councillor Donal Marren
- Councillor Lettie McCarthy
- Councillor Mary Mitchell O’Connor
- Councillor Tom Murphy
- Councillor Jim O’Dea
- Councillor Denis O’Callaghan
- Councillor Gearóid O’Keeffe
- Councillor Neale Richmond
- Councillor Barry Saul
- Councillor Carrie Smyth
- Councillor Barry Ward

Organisations:

- Airfield
- Blackrock Education Centre

- County Dublin Vocational Education Committee
- Comhairle na nOg
- Comhaltas
- County Enterprise Board
- Dalkey Heritage Centre
- Dance Theatre of Ireland
- Dublin Youth Dance Company
- Dún Laoghaire Art Gallery
- Dún Laoghaire Chamber of Commerce
- Dún Laoghaire College of Further Education
- Dún Laoghaire Harbour Company
- Dún Laoghaire Vocational Education Committee
- Dún Laoghaire Youth Service
- Dundrum Rathdown Youth Service
- Glasthule Opera
- Health Service Executive
- Dún Laoghaire Institute of Art, Design and Technology
- Imaginosity
- Internal County Council Departments
- International Puppet Festival
- Lambert Puppet Theatre
- Mill Theatre
- Newpark School of Music
- Pavilion Theatre
- Sallynoggin Senior College
- Sandyford Business Estates Association

- Southside Partnership
- Stillorgan Senior College
- The Grainstore, dlr’s Youth Arts Facility
- University College Dublin
- Youthreach

Strategic Policy Committee for Environment, Culture and Community (2010-2011):

- Councillor Aoife Brennan
- Councillor Cormac Devlin
- Councillor Stephen Fitzpatrick
- Councillor Tony Fox
- Councillor Hugh Lewis
- Councillor Donal Marren
- Councillor Mary Mitchell O’Connor
- Councillor Denis O’Callaghan (Chairperson)
- Councillor Jim O’Dea
- Councillor Barry Saul
- Councillor Carrie Smith
- Councillor Patricia Stewart
- Councillor Barry Ward
- Chris Keogh (IFA)
- Roger Kirker (Maritime Museum)
- Michael Merrigan (Genealogical Society of Ireland)
- Liz Ferris (Chambers of Commerce Ireland)
- Richard Donelan (Dún Laoghaire-Rathdown County Community Forum)
- Damien O’Sullivan (Scouting Ireland)

APPENDIX 3 // LIST OF CONSULTATION MEETINGS

During September 2010 eight public consultation meetings were held in the following locations:

- Airfield, Dundrum
- County Hall, Dún Laoghaire
- Deansgrange Library
- Community Rooms, Loughlinstown
- Stillorgan Park Hotel
- The Step Inn, Stepside



APPENDIX 4 // THE GRAINSTORE, DLR’S YOUTH ARTS FACILITY

The Grainstore, dlr’s Youth Arts Facility in Cabinteely Park, Cabinteely has been an important amenity for the young people of Dún Laoghaire-Rathdown since it’s opening in November 1999. The Grainstore has encouraged the artistic development of hundreds of young people over the years. dlr Arts Office has managed The Grainstore since September 2008 and has developed quality arts programmes that place young people at the core. Central to this ethos is the development of Canvas, the youth arts committee which is based in The Grainstore.

Young people have been identified as one of the demographics to be targeted in ‘Continuing the Conversation’. Dún Laoghaire-Rathdown County Council will continue to support The Grainstore and Canvas to offer opportunities for all young people to engage with the arts as both active and passive participants and continue to develop audiences for the future.

BIBLIOGRAPHY //

- A Strategy for The Arts in Chelmsford 2006-2010 (2006) Chelmsford, Chelmsford Borough Council, Arts & Entertainment.
- Artbeat: Regional Arts And Culture Strategy 2010-2014 (2009) Brisbane, Queensland Government, Department of the Premier and Cabinet.
- Arts Strategy 2008-2013 Flintshire County Council (2008) Flintshire, Flintshire County Council.
- Bath & North East Somerset Council Arts Development Strategy 2011-2014 (2011) Cullis, A and Salt, P. Bath, Bath & North East Somerset Council, Accessed 18th January 2011. Available at <http://www.bathnes.gov.uk/leisureandculture/artsandentertainment/artsdevelopment/Pages/Arts%20Development%20Strategy%202011-14.aspx>.
- Championing Creativity An Arts Development Policy Framework for Western Australia 2004-2007 (2004) Perth, ArtsWA.
- City & County of Cardiff Culture, Leisure & Parks Service Arts Development Division Arts Strategy (2006) Cardiff, City & County of Cardiff.
- City Of Helsinki Cultural Office Annual Report 2008 (2008) Helsinki, City Of Helsinki Cultural Office.
- City Of Melbourne Arts Strategy 2004-2007 (2004) Victoria, City Of Melbourne.
- City Of Sydney Interim Public Art Strategy (2006) Sydney, The City of Sydney.
- City Strategies, City Arts & Living Culture Strategy 2003-2007 (2002) Adelaide, Adelaide City Council
- Common Chords, A Music Strategy for the City Of Edinburgh 1999, (1999) Edinburgh, The City of Edinburgh Council.
- Cork City Council Arts & Cultural Strategy 2006-2009 (2005) Cork, Cork City Council, Arts Office.
- Creating Value: An Arts and Culture Sector Policy Framework 2010-2014 (2010) Perth, Government of Western Australia, Department of Culture and the Arts.
- Cultural Connections Strategic Plan For Cultural Services Division Donegal County Council 2009-2014 (2009) Donegal, Donegal County Council.
- Cultural Matters, A Cultural Strategy for Islington Council 2010-2015 (2010) London, Cultural Services, Environment and Regeneration.
- Cultural Metropolis - The Mayor's Draft Cultural Strategy 2012 and Beyond (2010) London, Greater London Authority.
- Developing the Arts in Ireland, Arts Council Strategic Overview 2011-13 (2010) Dublin, The Arts Council of Ireland.
- Draft Strategic Arts Development Plan (2010) Galway, Galway City Council, City Arts Office. Accessed 24th December 2010. Available at <http://www.galwaycity.ie/AllServices/ArtsandCulture/Publications/FileEnglish,5849,en.doc>.
- Dublin City Council Arts and Cultural Strategy 2004-2009 (2004) Dublin, Dublin City Council.
- Dublin City Council's Arts Service Plan 2006-2009 (2006) Dublin, Dublin City Council.
- dlr Arts Strategy 2007-10 (2007) Dublin, Dún Laoghaire-Rathdown County Council.
- Dún Laoghaire-Rathdown County Council Corporate Plan 2010-14, (2010) Dublin, Dún Laoghaire-Rathdown County Council.
- Dún Laoghaire-Rathdown County Council Development Plan 2010-16, (2010) Dublin, Dún Laoghaire-Rathdown County Council.
- Dún Laoghaire-Rathdown Heritage Plan 2004-2008, (2004) Dublin, Dún Laoghaire-Rathdown County Council.
- Dún Laoghaire-Rathdown Library Development Programme 2010-13 (2010) (Draft) Dublin, Dún Laoghaire-Rathdown County Council.
- Edinburgh Dance Strategy June 2004 (2004) Edinburgh, The City Of Edinburgh Council.
- Edinburgh Theatre Strategy: October 2004 (2004) Edinburgh, The City Of Edinburgh Council.

- Fingal Arts 2006-2010 (2006) Dublin, Fingal County Council, The Arts Office.
- Future of the Arts in Gwynedd (2007) Gwynedd: Gwynedd Council.
- Holden, J. (2006) Local Authorities: A Change in the Cultural Climate, London, Demos.
- Partnership for the Arts (2005) Dublin, The Arts Council of Ireland.
- Partnership for the Arts in Practice 2006-2008 (2005) Dublin, The Arts Council of Ireland.
- South Dublin County Council Arts Development Strategy 2006-2010 (2006) Dublin, South Dublin County Council, The Arts Office.
- The Arts Debate – About the Consultation (2007) London, Arts Council England.
- The Public and the Arts (2006) Dublin, The Arts Council of Ireland.
- The Royal Borough Of Kensington And Chelsea Arts And Culture Policy 2009-2020 (2009) London, The Royal Borough Of Kensington And Chelsea.
- Towards the New Enlightenment: A Cultural Policy for the City of Edinburgh 1999 (1999) Edinburgh, The City of Edinburgh Council.
- Westmeath Arts Plan 2010-2016 (2010) Westmeath, Westmeath County Council. Accessed 18th January 2011. Available at <http://www.westmeathcoco.ie/en/ourservices/recreationculture/arts/westmeathartsplan2010-2016/>.

ACKNOWLEDGEMENTS //

In addition to those who took part in the consultation process the authors would like to thank the following people for their guidance and assistance throughout the development of this policy.

Mr Owen P. Keegan, County Manager
 Mr Richard Shakespeare, Director of Service for Environment, Culture and Community
 Ms Mairead Owens, County Librarian
 Mr Wessel Badenhorst, Economic Development Officer
 Ms Elaine Carroll, Project Officer, Dún Laoghaire Town Brand Project
 Mr Michael McLoughlin, dlr's Youth Arts Worker
 Ms Lynda Fox, Communications Office
 Ms Torry Schellhorn, Communications Office
 Ms Monica Corcoran, The Arts Council

Photographs by:

dlr Arts Office
 Jason Clarke
 Paul McCarthy
 Pat Redmond
 Niamh White

Children's Workshop, led by Artist Aoife Dwyer at a Visual Art Exhibition in County Hall, Dún Laoghaire



Michael Craig-Martin
ALPHABET

"Thinking out a line usually to do with
a hand-drawn sketch - I want to
make every sign, the words, the
own building, all visible however
it's great and makes a lot of sense.
Painting is the work that when the
possibility of the world is there that
the world itself, it's when they see."

"I've always had the idea of making
work when all of the elements are
absent and transparent, but a
certain thing is still seen that
something is happening, something
invisible."

"It's not in the last couple of hundred
of years, since manufacturing, that
there are common ideas. Learning
and knowledge before then, they're
more subtle things and, because of
that, they're invisible."

"Whenever I think of the real thing,
I always imagine the spirit of what
I'm not doing. It's not a lot of things
I think of that and what I'm doing
is not in the mind more than a
word, I can't talk further."

Michael Craig-Martin
ALPHABET

"I have done a set of twenty-six prints
creating a sort of classic pictorial alphabet,
where each letter is combined with an
object. But I chose the objects mainly for
visual formal reasons - how they looked
with each letter - not their alphabetic
relation to it."

"The biggest development was the
introduction of computers in my work.
If someone said to me thirty years ago
they could develop a machine that could
help me do what I was trying to do, I'd
have described a computer. The thing
that fascinated me was the cut and paste
function initially for word processing.
It was so easy and I suddenly realised
this was what I did with images. So I
transferred all the objects that feature in
my work onto the computer and I haven't
done anything in the last fifteen years that
hasn't been typed on a computer first."

"We have new things but we don't care
for them as we do old things. In my work
I always try to use what's given and
most given things are new - ordinary,
manufactured and ubiquitous. When I
begin, they aren't the things that were the
accepted subjects of painting. But if you
come from outer space and someone showed
you a block of gold and a glass of water,
which would you choose? I mean the glass
of water is much, much, more interesting.
It consists of two clear substances, one
solid, one liquid. It's amazing."

