



The Loudoun Square  
Partnership

presents

Loudoun Square Public Art Launch

Culture & Media Centre @ Loudoun Square

Tuesday 20th November 2012, 6.00 – 9.00 pm

**Leadbitter**  
Group



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board



Llywodraeth Cymru  
Welsh Government

## SCHEDULE

18:00 – 18:30 Drinks reception

18:30 – 19:30 Welcome from the Loudoun Square Partnership by Kevin Protheroe, Chief Executive, Cardiff Community Housing Association.

Introduction to Public Artworks Programme by Sarah Pace, Co-Director, Addo.

Introduction to **Fold, Axis** and **Different Storeys** by artists Anna Heinrich & Leon Palmer.

Artist Janet Hodgson introduces **Statues**.

Premiere of **Statues**.

19:30 – 21:00 Drinks reception continues and opportunity to tour the CMC @Loudoun Square.

# WELCOME

Welcome to the launch of the Loudoun Square Public Artworks at the CMC@Loudoun Square.

The artworks were commissioned by the Loudoun Square Partnership (Cardiff Community Housing Association, Leadbitter, Cardiff & Vale University Health Board, and Cardiff County Council) for Phase 1 of the redevelopment of Loudoun Square, Butetown, Cardiff, which comprises of a new three-storey health centre, retail units, affordable homes, flexible community facilities, a culture & media centre (the CMC@Loudoun Square), and well-designed external space.

Butetown grew and developed to house and service the workers and travellers drawn to the area by the shipbuilding yards and docklands, formerly situated to the east of the site, which were a major generator of employment and wealth. By the outbreak of World War I people from over fifty nations had settled in Butetown. On Bute Street alone you were likely to meet people from all over the World, including Yemen, Egypt, India, Somalia, Sudan and Sierra Leone, Liberia, Nigeria, Cameroon, Gambia, South Africa, Scandinavia, St Kitts, and Jamaica. In more recent years Butetown has provided a safe haven for refugees from places with colonial ties to the UK, such as Somalia and Sudan. Also affectionately known as Tiger Bay, Butetown is imprinted upon the national psyche and is still home to over 46 different nationalities making it one of the most dynamic, diverse and culturally rich communities in the UK. However, today the area is much changed. The Glamorgan Canal and the Bute West Dock have been dried out and filled in. The majority of the industry has disappeared and only a single rail line remains.

Butetown is now recognised as one of the most socio-economically deprived areas in Wales and so it is essential that the Loudoun Square Redevelopment Scheme is much more than a capital build project. The CMC@Loudoun Square aims to help achieve this by encouraging sustainable community partnerships, celebrating the area's vibrant and diverse history and culture, and providing a focus for the community, both in terms of facilities and identity, and inspiring creativity through film, media and cultural activities.

The public artworks @Loudoun have been curated and managed by Addo ([www.addocreative.com](http://www.addocreative.com)), who worked with the Loudoun Square Partnership and other key stakeholders to develop an initial idea for a set of 'art railings' into a programme of permanent artworks and temporary activities that would not only enhance and complement the physical design of the buildings but would also help to meet the wider social and cultural aims of the development. The artist partnership of Anna Heinrich & Leon Palmer was commissioned to work with the Loudoun Square Design Team to create integrated artworks that would enhance aspects of the design of the building and surrounding landscaping. This process resulted in the development of three artworks: **Fold** in the glass entrance lobby, **Axis** on the double-height wall of the atrium, and a participative photography project called **Different Storeys**. Artist Janet Hodgson was also commissioned to develop a participatory project that would offer local residents the opportunity to engage with the redevelopment and would result in an installation in the entrance atrium of the new community building and potentially a sustainable resource and/or longer term outcomes. The result is the back lit projection facility in the entrance atrium, the Butetown Heroes Production Company and website, and the making of **Statues**, which will be premiered this evening.



# THE ARTWORKS @LOUDOUN

**Fold** makes a feature of the glass entrance lobby of the building @Loudoun Square through the use of light and the application of a screen-printed abstract pattern in blue enamel inks, which has then been toughened and laminated. The pattern is derived from the bellows of musical instruments or old-fashioned cameras, which reflect the activities taking place in the CMC@Loudoun Square. The artists, Heinrich & Palmer, wanted to suggest a sense of movement and flexibility within the design that would complement the architecture, create a vibrant landmark feature and provide a welcoming space for those using the building during the day and night.

**Axis** is a photographic installation on the double-height wall of the entrance atrium, composed from hundreds of high-resolution digital photographs taken from the rooftop of Loudoun House tower block on 1st February 2012. Loudoun House was built on the site of the original Loudoun Square Park and is one of the tallest buildings in Cardiff. Alongside Nelson House it is located at the heart of the Tiger Bay community, making it a poignant place from which to photograph the area. **Axis** is intended as a celebration of Tiger Bay, offering a unique perspective of the surrounding area as seen from the heart of the community. The idea for the project came from Heinrich & Palmer learning about the history of the area from residents and local historians. The panorama has been shaped in an elliptical form to fit with the atrium wall and to locate Tiger Bay at the centre of a broader view of Cardiff and the surrounding landscape. The over-layering of images and viewpoints has been allowed to show through to give a sense of activity, change and memory.









**Different Storeys** is a photographic participatory project involving staff and residents from Loudoun and Nelson House. The project helped inform the visual direction for Axis and sought to capture and share people's views from the tower blocks, both the visual views from their windows and their views of what it's like to live there. The idea developed out of chance conversations that Heinrich & Palmer had with residents on visits to Loudoun House to undertake test shots for Axis. The project culminated in an exhibition of photographs, mainly shot using single-use film cameras, showing some of the residents' views of Cardiff and the surrounding area. Quotes taken from conversations and observations shared during this time complement the images and give a personal perspective on what the view and Tiger Bay means to each person.

**Statues** Janet Hodgson developed a participatory film project and installation alongside Cardiff Community Housing Association's idea to provide a community cinema @Loudoun Square. The project addresses some of the key aims of the redevelopment scheme, namely to develop a sense of ownership of the new facilities by local residents and to integrate the site into the wider Butetown area. The resulting film **Statues** aims to rework the idea of public statues that are traditionally made up of still images, cast in metal, of someone with whom people can identify as being associated with the common good. The forces that make these works and the reasoning behind them are often unknown or unseen. The film is designed to unpack and examine these processes and create a public artwork that celebrates and engages local residents. The process of making **Statues** was open to the public, playful and deliberately idiosyncratic, recognizing the impossibility of representing the rich history of Butetown in one artwork.

Janet set up a small production company called 'Butetown Heroes' with local filmmaker and University of Glamorgan graduate, Glen Biseker. They spent six months talking to people from Butetown to collect nominations for local heroes and heroines to celebrate in the film. They then sourced photographs of those nominated outdoors, in and around Loudoun Square, and if such photographs could be found, along with local look-alikes to play the heroes and heroines, they set about recreating these still images in a moving film. The images were brought to life by look-alikes from the local area dressed in costume, standing motionless in the streets as close as possible to where the individuals were in the original photographs. The cast and crew for the film were made up of local residents alongside seasoned professionals and students and graduates from the University of Glamorgan close by.









The film focuses on the local hero and seeks to recognise and celebrate the people's history of Butetown's complex and diverse community. Through re-making images from the past, the work also acknowledges the change that time makes to a place. It recognises the change that happened to Butetown in the 1960s with the redevelopment of Loudoun Square from low rise housing to the high rise flats of Loudoun House and Nelson House, when community life turned from being played out and visible outdoors to being more hidden, indoors and private. The work attempts to address this change by bringing and representing people outdoors.

Ostensibly **Statues** evokes and celebrates the memories of local residents but it is also about legacy. It has endeavoured to make links with the wider film and visual arts community in Cardiff and South Wales and existing local filmmakers and act as a celebratory launch film for the CMC@Loudoun Square by providing an introduction to, and inspiration for how its new film and media facilities may be used. The filming process has offered local people the opportunity to become involved in the production of a film and to learn and develop skills that may be applied in the Creative Industries. It is hoped that in this small way the project will contribute to building up the capacity and enthusiasm of Butetown residents to become involved in the redevelopment of Roath Basin close by, which will transform the last major derelict site in the Inner Harbour area of Cardiff Bay to create over 1,000 new homes and more than 1 million sq ft of commercial development space, mostly targeted at the media, creative and life sciences sectors of the economy.

**Statues** will be displayed in the evenings as an installation on a back projected screen over the entrance to the Health Centre on the ground floor. This will create a theatrical, cinematic ambience after the Health Centre has closed and indicate to the activities that will take place in the CMC on the first floor.

**Statues**, alongside the film & media suite @Loudoun, has also been awarded the Olympic Inspire Mark and was followed by Roy Noble on BBC Radio Wales. The CMC@Loudoun Square is being supported by OPEN CINEMA (a national network of film clubs programmed by and for homeless and socially excluded people), the Welsh Assembly, the Arts Council of Wales, NESTA, Chapter Arts Centre, The Film Agency for Wales, Literature Wales and BBC Wales.



The filming of **Statues** took place on 14th & 15th July 2012 with the following cast and Crew:

### Cast

Tommy	Dan Speed
Johnny Erskine	Lindsey James
Joey Erskine	Paul McCready
Man 1	Neil Sinclair
Man 2	Steve Khaireh
Woman 1	Julie Watkins
Girl 1	Ngairé Gape
Girl 2	Evelyn Taylor
Patty Douglas/Derby	Karen Battle
Ian Derby (Baby	Mila Eva-Larae Marciano
Blodwen Glasgow	Jenny Ayers
Dennis Hyppolyte	Jamal Adam
Woman in White Coat	Janet Hodgson
Anthony Campbell	Nasir Adam
Nevel Liverpool	Jama Muhamed
Phillip Hanson	Colin Howarth
Steven Harris	Haitham Shamsan
Vera Johnson	Danielle Johnson
Young Neil	Muhammed Jamal

### Crew

Janet Hodgson	Director
Simon Vincenzi	Performance Director
Glen Biseker	Production Assistant & 1st Assistant Director
Graham Pettit	Director of Photography
Sarah Jones	Camera Op
Victoria Rodway	2nd Assistant Director & Clapper
Carolyn Delhaye	3rd Assistant Director
Matt Brown	Sound
Zoe Howerska	Wardrobe
Amy Leystone	Costume Assistant
Amy Morris	Costume Assistant
Julie Davies	Make-up Designer
Sian McCabe	Make-up assistant
Jenny Ayers	Acting Coach
Sam Wilkins	Editor
Neil Sinclair	Research

## SPECIAL THANKS TO:

Past & Present Members of the Loudoun Square Public Art Steering Group, Design & Production Team:  
Nasir Adam, Community Development Officer, Cardiff Community Housing Association  
Vince Alm, former Construction Manager, Leadbitter  
Sue Ancombe, Communities and Regeneration Manager, Cardiff Community Housing Association  
Helen Ball, Communications & PR Coordinator, Cardiff Community Housing Association  
Tope Balogun, Architect, Austin-Smith:Lord  
Nicole Barnes, former Community Coordinator, Leadbitter  
Andrew Carey, Cardiff Community Housing Association  
Nick Cope, former Site Manager, Leadbitter  
Steve Davies, Senior Technical Manager, Leadbitter  
Ceri Harries, former Project Manager, Leadbitter  
Carl Hayes, Senior Construction Surveyor, Cardiff Community Housing Association  
Dennis Hellyar, former Director, Austin-Smith:Lord  
Karen Jones, Practice Manager, Grange Surgery  
Stuart Jones, former Technical Director, Leadbitter  
Caroline Marsden, Head of Development, Cardiff Community Housing Association  
Kevin Pearse, Lead Art Therapist, Cardiff & Vale University Health Board  
Christine Read, Practice Manager, Butetown Medical Practice  
Ken Thomas, Development Consultant and Client Representative for Cardiff Community Housing Association  
Nikki Condon, Cardiff Community Housing Association  
Michael Szymanski, Cardiff Community Housing Association

### Staff and Volunteers at Butetown History & Arts Centre:

Glenn Jordan, Director  
Karen Battle, Volunteer  
Sian Holley, Volunteer  
Phyllis Grogan Chappell, Volunteer  
Freddie Manny, Volunteer

Jason Bennett, Director, Sain Seren  
Ian Lewis, Technical Director & Mike Bass, Executive Director, Drake Audio-Visual  
Victoria Rodway, Photographer  
Betina Skovbro, Photographer  
David Proto, Director, Proto Studios  
Spectrum Photographic  
Neil Sinclair, Historian & Author  
Anthony & Simon Campbell, Photographers  
Getty Images  
Samira Shahad, Director, The Yemeni Community Centre  
Fizzy Oppe, Lecturer – Film, University of Glamorgan

### Different Storeys contributors:

Alleia Abdulrub, Carolyn Delhaye, Colvin Coomansingh, Mariama Sano, Saida Ghaleb, Omar Ismail, Shakira Kaur, Levan Anlyale, Mr Pourkayva, Janet Mc Cue, K Abdullah, Hussein Ali, Chris Ullah, A Yusef, Sanab, Mrs A Muden, Morfydd Hippolite, Ted Davis, Mrs Porter, Jamilia, Sian Tarbet, Marie Jones and the staff and residents at Loudoun and Nelson House.

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The Loudoun Square Public Art Programme was curated by Addo on behalf of the Loudoun Square Partnership.

The catering service this evening has been provided by EJ Catering in collaboration with Butetown Employment & Training Centre, Addo and Cardiff Community Housing Association.

