

## 2000 Venice Biennale of Architecture | British Pavilion

Alsop & Stormer: Art in the Community

edition  
Less Aesthetics, More Ethics, 2000

country  
Great Britain

curator(s)  
Andrea Rose  
Brendan Griggs

venue  
Great Britain Pavilion



*Alsop & Stormer: Art in the Community, Great Britain Pavilion (2000) La Biennale di Venezia*

Alsop & Stormer: Art in the Community

The role of art in the community has widened as the idea of art practice has broadened. At one time the term 'community art' was frowned upon by the 'Fine Art' community as though it were an amateur irrelevance, today it is developing a poignancy which will create it and rescue it from the label of 'fringe' activity.

c/PLEX and Jubilee Arts have been developing this practice, in West Bromwich for twenty-five years. Over that period, they have broken down the edges of the field and firmly placed themselves in the center of the community of West Bromwich, Sandwell, in the West Midlands, as well as developing a national and international reputation. In achieving this they have also broken down further boundaries between social work, health, education and rehabilitation, which is reflected by the diversity made available to both them and their projects.

The idea of an 'arts' organization developing itself as an engine for regeneration and a catalyst for change, is Art practice with a capital A. In its field, the expansion of activities afforded by a new building will be as important as the opening of the new Tate at Bankside.

By using a wide range of people, including many renowned artists, they will be able to produce a highly relevant and rich series of experiences, events, advice, entertainment and comfort to all members of the public. How do architects design such a place? The new building is conceived as primarily a piece of equipment. The building, in conjunction, with a public square, will become with electronic image, dance, performance, light, etc: a place where all the interest groups and members of the public will gravitate towards at moments of celebration.

Thirteen and a half meters above the public square is another public and information. It will be a place that can be program space. It is a covered street of event, eating, spatial experience, and from this street views over West Bromwich and the Black Country are available. In this way the street itself is a reminder of where you are on the surface of the earth. This street looks after you. It also contains some key areas of c/PLEX's creative activity and provides a surprise entrance into Gallery X.



