



The Poets Fountain

A monument to British Literary Heritage

H. M. Queen Elizabeth II's Golden Jubilee Mayfair Fountain

A fountain in Park Lane with the use of the latest Holographic and laser lighting, allows British classic poetry and contemporary poetry to be seen high in the sky.

Steering Committee

*M. Hauschildt (The Mayfair Trust)
Andrew Marshall (The Mayfair Car Park/GTM)
Dr S. G. Seretis (C.R.E.M.S.)
Nigel Williams (The Mayfair Car Park/GTM)*

Consultants

*Jeremy Hunt Fine Art
Romana Zukowska-Labunski*

Meetings:

The Dorchester: Breakfast 11 September /RL-MH-SGS

GTM Offices MH - Andrew Marshall/Nigel Williams

The Dorchester 14 October 1996 SGS-MH-AM

Dr Seretis Office: Wednesday 18th November (AM-SGS-MH-NW)

Dr Seretis Office Thursday 3 December 17.30

***Prince Jefri Bolkiah ibni Omar Ali Saifuddien III
The Royal Commission of Fine Art
The Duke of Marlborough
The Duke of Westminster
The Duke of Devonshire
John S. Latsis***

***The Royal Society of Arts
Grosvenor Estate***

***Architect/Engineer
Artists
Westminster City Council
Art & Architecture***

- 1.*** Determine appropriate companies interested & sell the idea to them
- 2.*** Fundraise to secure seed money
- 3.*** Form a steering committee
- 4.*** Identify art consultants
- 4.*** Identify the artist
- 5.*** Establish an action plan

- 1. Initial working Committee***
- 2. Secretariat***
- 3. Feasibility Study***
- 4. Collect photographs and detailed plans of the area***
- 5. Artistic brief***
- 6. Funding Proposal***
- 7. Selection of artists***

To be opened in early June 2002 by HM Queen Elizabeth II

Why the HRH The Queen/Golden Jubilee/Poets:

- The Queen was born in Mayfair (in the hearth of the area)*
- Previous statues of poets and literary statesmen*
- Many tourists come to see the British heritage/Royals*
- Mayfair have many links to the literary world*
- The co-founder of the Trust/President of RAM connection with publishing*

- The Queen often passed by this place on her way to the hotels etc.

Artists were initially selected after going through a large group

*Alexander Stoddart "Sandy"
William Pye
Adrian Wiszniewski*

*The poetry to be written for the occasion
Publish poetry to be sold in the adjoining hotels
In 2002 publish holograph laser poems on the site sponsored by various companies
Published on the Internet by having a camera live to the site.
3.5 years to prepare, and raise the required funds (incl. Endowment to maintain the fountain)*

PHASE I

The Mayfair Trust's proposal/by Mogens Hauschildt
Initial Steering Committee
Technical data/feasibility study
Collect data, plans and photographs related to the site
Preliminary conversation with WCC
Select Art Consultant
Consider a list of artists/select 3
Funding for the 3 artist's proposal
Establish a Secretariat
Select members for the Honorary Committee

PHASE II

Establish a timetable
Proposal for a funding plan
Public Relation/Promotion
Select an artist
Consider the artist's proposals
Tender the construction work
Recruit the Honorary Committee
Contact PR
Present the plans to the public
An outline planning application to WCC
The launch with a Reception
Exhibition at Park Lane showing the project

PHASE III

Commencement of Funding activities
Presentation of the project to the hotels
Utilising the site for promotion (Art, Poetry and laser/holographic lighting)
Select poets
Publish poetry for sale in the hotels and around the West-End
Poetry reading in the hotels
Construction commences and develops

PHASE IV

The Opening preparation

To be opened in early June 2002

Art Committee

Royal Society of Art

Art Consultant

Architect

Artist

WCC

The Fountain will:

- *beautify and animate the area*
- *attract residents and tourists to the area*
- *complement adjacent businesses*
- *enhance property values*
- *attract well-educated employees*
- *contribute to a creative, innovative environment*

Location:

Hilton (700 rooms) Metropolitan (155), Four Seasons (228), Inter-Continental Hotel (461), London Club Casinos. A large number of tourists and visitors to London pass by in addition to a considerable amount of traffic (3,500-4,000 cars per hour, approx. 30 million per year).

Art in Public Places

The impact of cultural improvements can be immeasurable: the arts attract residents and tourists who also support adjacent businesses such as restaurants, hotels, retail and parking. An arts presence also enhances property values, the profitability of surrounding businesses and the tax base of the region. The arts attract a well-educated

workforce; a key incentive for new and relocating businesses. Finally, the arts contribute to the creativity and innovation of a community.

Working/Steering Committee

Action Plan

Technical details

Budget and Funding

The Mayfair Trust

The Fountain at Park Lane

Findings presented at:

Art for Mayfair

1998 Special Meeting
Mayfair, May 1998

Prepared for:

The Mayfair Trust

Prepared by:

Mogens Hauschildt

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Acknowledgements

Mogens Hauschildt prepared this report with the assistance of Jeremy Hunt. We are grateful to the many people who generously shared their thoughts and ideas with us, particularly the Steering Committee members who helped with the technical data and reviewed the draft report. We also wish to extend a special thank you to Romana Zukowska-Labunski for coordinating efforts with Art for Mayfair and The Mayfair Society.

We were overwhelmed by the genuine enthusiasm demonstrated by the many people who took the time to contribute their views and ideas on the projects, including Lord St.John of Fawley's (Royal Fine Art Commission) and H.R.H. Prince Charles.

Steering Committee Members

Mogens Hauschildt, *The Mayfair Trust*
Romana Zukowska-Labunski, *Art for Mayfair*
Dr Spiro G. Seretis, *CREMS*
Nigel Williams, *GTM*
Andrew Marshall, *GTM*
Jeremy Hunt, *Hunt Fine Art*

Summary of Key Points

Introduction

This project is the result of an objective by The Mayfair Trust to improve the streetscape of Mayfair by placing art in public places to bring art to the people.

A recommendation was put forward to use this specific site, which is known by so many visitors to London

The owners of the Mayfair Car Park were extremely positive about the proposal, likewise, CREM the owners of some of the properties overlooking the site have been enthusiastic. WCC also has shown support for this project.

Mission

It is the objective to create a fountain, celebrating the best of the arts and technology for the millennium and the 50th anniversary of H.M. the Queen's Jubilee, using the best workmanship.

The fountain should have a display of lighting, using the latest technology, to be enjoyed by the surrounding buildings, including hotels and the passing traffic

Sponsorship

Sponsorship must be open to all those wishing and willing to support the idea, the project, the community and the concept of giving this fountain to the Queen's Golden Jubilee.

Sponsorship will be structured to accommodate various classes of sponsors, e.g. Main sponsors, associate sponsors and Friends of the Project.

Organisation

The organisation must begin with The Mayfair Trust, the steering committee, GTM and CREMS. The Mayfair Trust will set up an independent entity with an escrow bank account for the "Mayfair Fountain Project".

A strong committee structure will be effective by engaging those with valuable experience, energy and ideas to contribute.

One part-time secretary and a member of the steering committee.

An Honorary Committee with prominent members should be established, mostly with the view of getting public support for the project and funding.

Operation

The main operation should be focused on getting funding and promoting the project: beginning with a project outline, a press release and regular updates. Expand by using a website and by distributing poetry and art, possibly to tourists in the hotels and by sponsored laser lighting and art on the site.

Seek out strategic partnerships with other groups to initiate and collaborate.

Funding

The funds to pay for such a fountain should be raised through a range of sources, such as Corporate and private donations matched by lottery funds and public art funding. There will be a requirement to maintain the fountain and an endowment fund should be established to fund this on an annual basis.

Considering that the Queen was born in Mayfair, the fountain can appropriately be a gift from Mayfair, and funding can be asked for from all companies located in the area. High-profile events with charity auctions should be used.

A substantial commitment is required to get this project off the ground. This is attainable through in-kind services offered by the initial sponsors and a focused fundraising effort to attain the required funds.

Action Plan

There is considerable momentum for this initiative; a well-organised push is required to take it to the next step which is to secure funding for the first phase.

Mission Statement

This Project is to create a monument to the British arts or literary heritage presented to H.R.H the Queen in the year of her Golden Jubilee.

It is anticipated that the project would be phased in over three years. Because of the wide range of professions involved in public art, we strongly recommend that the working committee have umbrella-type names rather than artists, or public art administrators.

Core Organisational Structure

Although our research indicated considerable interest in the project, starting up a new project is extremely challenging in this climate. Therefore, we recommend that this public art project be initiated as part of the Art for Mayfair organisation.

Benefits to Sponsor Groups

- expanded membership that includes many individuals
- diverse professional background and expertise of members
- broad national representation
- potentially large international membership, especially with a website
- services that the regular members of the organisation would value
- strong potential for partnership projects
- potential for attracting a different funding base

Staff

To start positions could be part-time, internships, shared with the host, or contracted services. We also recognise a relationship should be developed with graduate programs in public art administration and related areas to develop internship programs and research assignments. The following represents the optimal staff areas.

1. Director/facilitator

- familiar with the field
- operating at a senior level in the host organisation,
- an excellent facilitator, and committed to making the committee structure work well
- fundraising experience.

2. PR communications co-ordinator

- Update websites organise bulletin, develop a database

3. Sponsor/Fundraising co-ordinator

4. Secretary/support staff

Steering Committee

- Commitment to be an active working board
- Broad professional representation with at least one of the following:
- design professional: urban planner, landscape architect, architect
- conservator
- critic, curator, art, architecture or cultural historian

Honorary Committees

- Chaired by board members, the committees
- Composed of interested professional level members from the area
- Broad geographical, professional representation