



**CREATIVE
GIANTS**

WHAT WE DO 2021

IMAGINATIONMADEIMMENSE

CHANGING PERCEPTIONS THROUGH THE POWER OF CREATIVE THINKING

Creative thinking can change the way we experience the world. So hello, we're here to make that happen.

We're a one-of-a-kind production agency comprised of practical minds on creative souls. Working with extraordinary and renowned artists, we channel their vision into impactful projects that provoke, amuse and inspire.

Borne from Glastonbury's infamous Shangri-La, we now collaborate with others who see the value of taking creative risks. Those who want to tear down the barriers of what art could be, and who it should be for. Our years of internationally-celebrated work means we know how to examine the ambitions of each project. From there we let our artists loose, while carefully project managing the enterprise of turning our shared vision into reality.

CONSULTATION

Our background in festivals gives us a unique view on how public realm and public art strategies should be approached. Whether it's placemaking for a town, a city, or a festival - we know that it is the people who make the place, and we work to return a sense of pride and belonging by engaging with local people at every step of the process.

COMMISSIONING

Commissioning artists, designers and other creatives is at the heart of everything we do. We work to understand and interpret a client's needs - whether it's a single tendered commission, or a public open call, we manage an end to end process.

PROJECT DELIVERY

Unafraid to get our hands dirty we are able to see creative projects through from concept to onsite installation. Our extensive, multi-disciplinary experience means we can take on all elements of budgeting, fabrication, logistics, program and project management.

PUBLIC ART // PLACEMAKING // CURATION // WAYFARING // CULTURE STRATEGY // CONCEPT DEVELOPMENT // COMMUNITY ENGAGEMENT
// PUBLIC CONSULTATION // MASTERPLANNING // PROJECT MANAGEMENT // ARTIST LIAISON // STUDIO SERVICES // VISUALISATION //
TECHNICAL DESIGN // FABRICATION // INSTALLATION // MAINTENANCE

OUR STAGES OF WORK

WE LOOSELY FOLLOW THE RIBA PLAN OF WORK BUT TWEAK THEM TO FIT WITH THE PROCESS OF CREATING PUBLIC ARTWORK.

01
DISCOVERY

02
CREATIVE

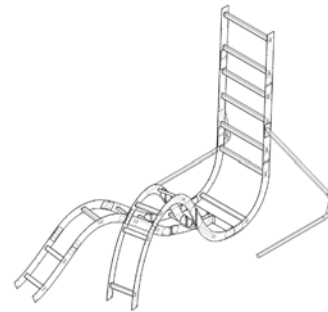
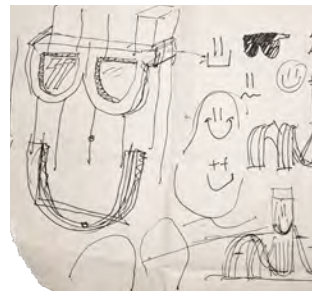
03
DEVELOPMENT

04
TECHNICAL

05
CONSTRUCTION

06
HANDOVER

07
LIFE-CYCLE





SHANGRILA

CLIENT: GLASTONBURY FESTIVAL
ARTIST: MIXED
DATE: JUNE 2012 - TO PRESENT
LOCATION: PILTON, SOMERSET

AN EXQUISITE CORPUS OF PAINT, SCULPTURE, MUSIC AND EVERYTHING INBETWEEN

As art curators of the highly renegade area of Glastonbury Festival we curate artworks and installations that allow revellers the opportunity to explore issues around an annual theme within the context of a temporary, creative playground.

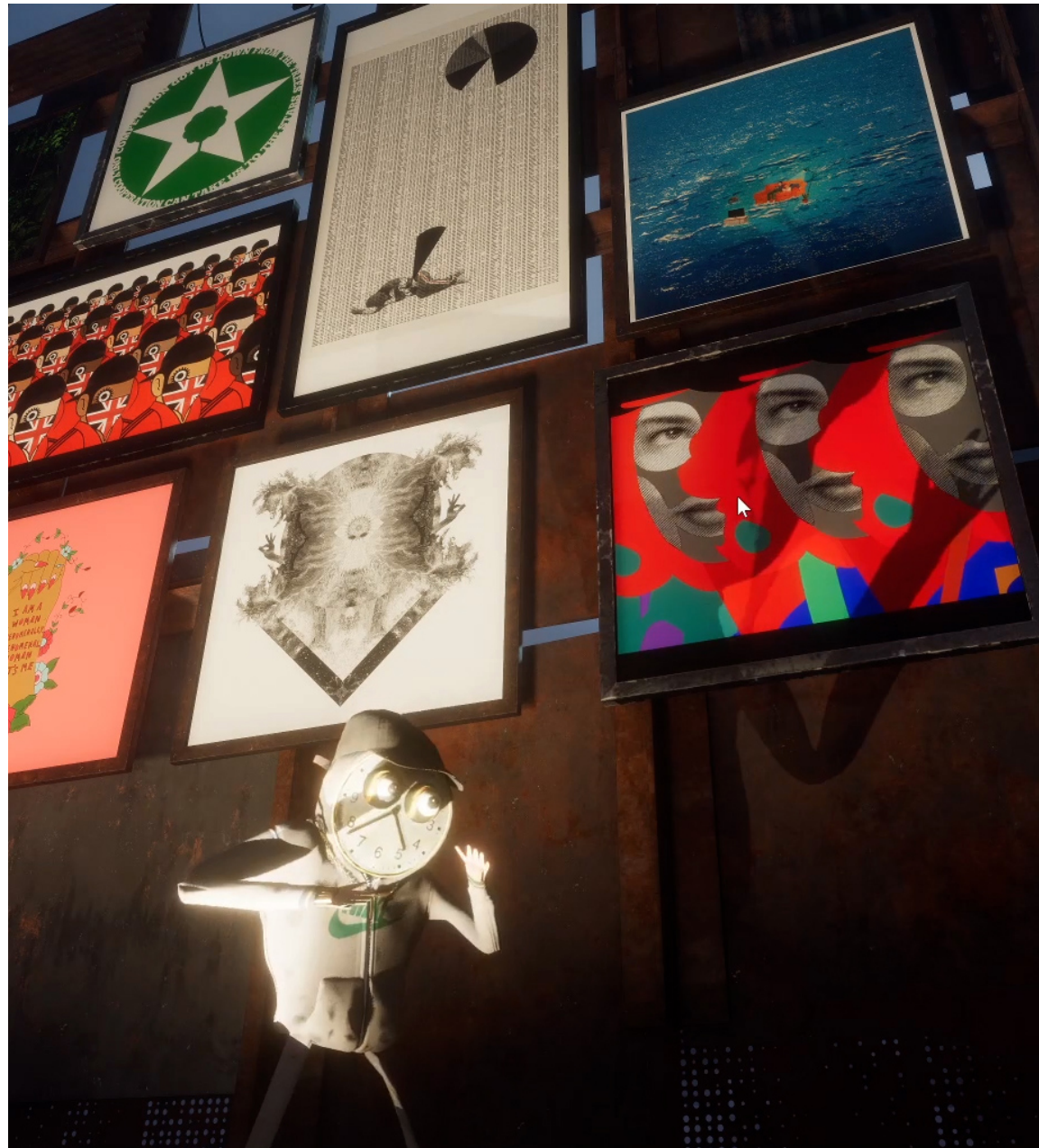
Each edition of Shangri-La invites up to 1500 collaborators to present work that challenges the system and contributes to the outdoor gallery and interdisciplinary space.





LOST HORIZON

CLIENT: GLASTONBURY FESTIVAL
ARTIST: MIXED
DATE: JUNE 2020
LOCATION: ONLINE



A VIRTUAL REIMAGINING OF GLASTONBURY FESTIVAL'S INFAMOUS SHANGRILA

What do you do with the most experiential area of Glastonbury when the festival is cancelled? We did what we do best and flexed our creative muscles. The result was an alternative version of Shangri-La that beamed out to a global audience; four million people watched the live online extravaganza, making it the largest virtual arts and music festival in the world.

We handpicked award-winning VJs to do their thing, expert artists to build on the music, and event technicians whose talent was ripe to be repurposed during the pandemic. With this impressively reactive team, we worked our magic to create a multi-sensory spectacle.

Harnessing the newest technology, we evolved the idea of art as a backdrop.

Lost Horizons proved we could transfer the essence of Shangri-La, and change how people experience music and art in their own home. Hybrid events – where real-life experiences enhance at-home experiences and vice versa – are already in the works...



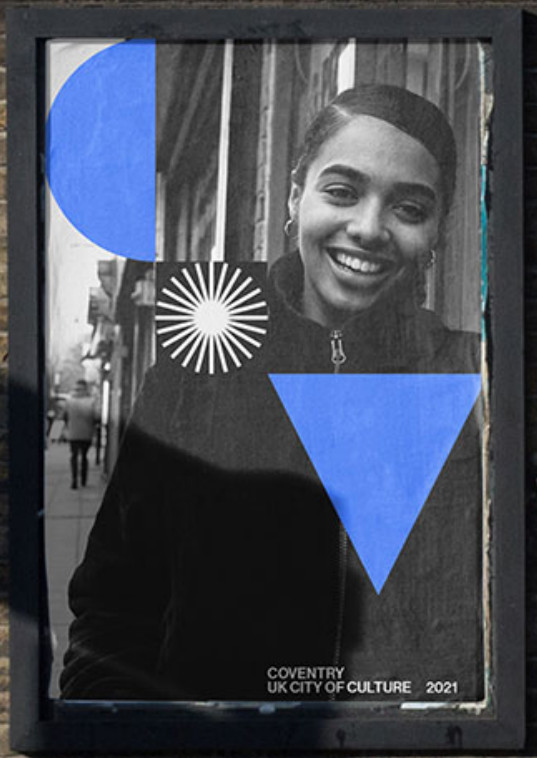
FOUR MILLION PEOPLE WATCHED THE LIVE ONLINE EXTRAVAGANZA, MAKING IT THE LARGEST VIRTUAL ARTS AND MUSIC FESTIVAL IN THE WORLD.

ARTISTS

**PAUL INSECT
REUBEN DANGOR
WE ARE MIDNIGHT
MORE EYES
DARREN CULLEN
PREF
ANTHONY BURRIL**

**RON ENGLISH
OBEY
JEREMY DELLER
GARY STRANGER
HAYDEN KAYS
STANLEY DONWOOD**





CITY OF CULTURE 2021

CLIENT: COVENTRY CITY COUNCIL
ARTIST: MIXED
DATE: DECEMBER 2019 - TO PRESENT
LOCATION: COVENTRY - CITY WIDE



A CULTURAL LEAD RECOVERY

As the appointed place curators for Coventry Public Realm we provided strategic consultancy, design and development services and public art strategy to Coventry City Council in the 16 months leading up to the Coventry City of Culture launch in May 2021.

These projects and initiatives not only set the stage for the cultural celebrations being led by the Coventry City of Culture Trust they will become the legacy for Coventry's citizens and visitors for years to come.

Recognising that public art can often be an after thought in regeneration schemes we focused

on integrating public art into the early stages of redevelopment of some of the key areas of the city centre. Working directly with artists was vital to ensure that a level of community involvement and collaboration was at the heart of public realm strategy.

A bold approach to Coventry's public realm refresh required Creative Giants to navigate complex stakeholder relationships, overcome a multitude of procurement challenges and progress demanding projects under the intense pressure of a global pandemic.

HERTFORD STREET

MORAG MYERSCOUGH

Morag Mysercough was an obvious choice for us when we were tasked with selecting an artist that could transform a busy but dull shopping precinct. The vibrancy and excitement of her trademark placemaking interventions has turned Hertford Street into a beacon of happiness. The new rainbow coloured canopy provides a kaleidoscopic umbrella under which the existing architecture was enhanced by pops of colour and an impressive planting scheme, creating a sense of joy and belonging.

Creative Giants supported Morag as she proposed designs to the Council stakeholders – navigating the multiple design revisions, installation logistics and overall project management.

A little further into the city centre local artist Matt Chu was selected through an open call to provide a piece that brings together elements of Coventry's past, present and future. His illustrated mural enhances the visitor journey as people approach Coventry cathedral and is a poignant commitment to recognising and celebrate local creative talent.



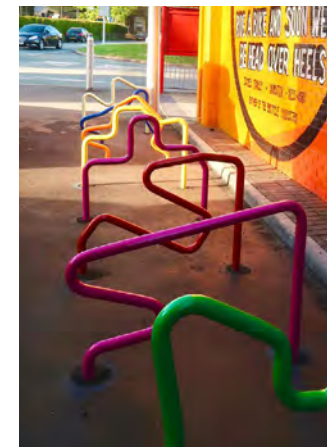
COVENTRY STATIONS

RAILWAY STATION & BUS STATION

Other major creative commissions that were delivered by Creative Giants are focused around the city's two major gateways: Pool Meadow Bus Station and Coventry Railway Station. Through an open call process we helped to select artists to work directly with the redevelopment teams to create welcoming creative statements which will enhance the visitor experience and bring joy to the spaces.

In association with architects Studio Mutt, Creative Giants were able to elevate the '90s fabric of Pool Meadow Bus Station so that it feels more like a colourful gallery space than a bus interchange. The pieces all pay homage to Coventry industrial past and themes of transport, whilst looking ahead to the future of the city.

Throughout each of these projects we have shared briefs with the artists registered to the Coventry Public Art Database, a resource that we established on behalf of the Council. The database now holds hundreds of names of artists, fabricators and creative practitioners that can be notified of forthcoming creative opportunities within the city.



VISITOR INFORMATION

CREATIVE GIANTS STUDIO

At the end of 2020 Creative Giants were appointed to design a show-stopping visitors information pod ready for the City of Culture 2021. During the tight time frame we developed a brief with the council and quickly developed a number concept designs before selecting the favourite scheme to progress with.

The massing scheme is designed as a response to the character of the city, site conditions, flexibility, and construction method. Using a simple building structure to create a sculptural shell around. The Pod acts as an instantly recognisable artwork and speaks to Coventry's brave & wonderful architectural history, in particular building on the ethos of the bold, small scale buildings that sadly no longer exist.

We compiled the relevant drawings and documents in order to achieve planning permission. Also presenting the proposed designs to all relevant stakeholders and providing images to be communicated with the general public as early as possible.

Working closely with the fabricators Millimetre, the pod has been developed using modern methods of construction, fabricated off-site and craned into position to create a speedy build time.



MASTERPLANNING

CREATIVE GIANTS STUDIO

As well as working on the human scale, we equally produce work on the macro scale to inform an art strategy across large areas of the city. As part of the in-house design team Creative Giants worked with the public realm team at Coventry City Council to develop a cultural masterplan around a new home for the British Arts Council Collection.

Wanting to involve both established and new artists & makers to harness the creativity of young people in the city, the proposal predominantly saw the development of four key areas surrounding the Arts Council building and gave each space their own character as they act as gateways into the masterplan.

The proposal saw a series of connected pathways along the site based off the desire lines used by both residents and visitors to Coventry. In turn this created easy routes from outside the ring road, through the site and into the city centre.

On top of the connected pathways we carefully placed artwork across the site based on our analysis of site lines and movement. As well as bringing excitement to the masterplan these pieces double up as 'visual anchors' to help define an area and allow users of the space to easily orientate themselves.



PALMER LANE

CREATIVE GIANTS STUDIO

Creative Giants were approached to develop a hidden area of Coventry City centre with the clear brief to uncover a section of the river Sherbourne.

We worked with the client to develop a brief which recognised the character of the space, predicting future uses, understanding the movement and identifying key views into the Palmer Lane.

By creating a platform in the centre of the site we were able to extend both the river while still activating the area above. In the centre of the platform we located a 'look out' pavilion, intended to be a future commission for an artist. The placement of this can be seen from the adjacent road and acts as an anchor to draw people into the landscape.

In addition to the scheme, we went above and beyond the brief to identify the four thresholds that lead into the site. By giving each of the four entrances it's own identity to clearly mark the access to the park

With the project passed over to Arup, it is currently awaiting planning permission before it moves ahead.





RAINBOW DUDE

CLIENT: EMILY EAVIS
ARTIST: PAUL INSECT
DATE: 2 JULY 2019
LOCATION: GLASTONBURY FESTIVAL

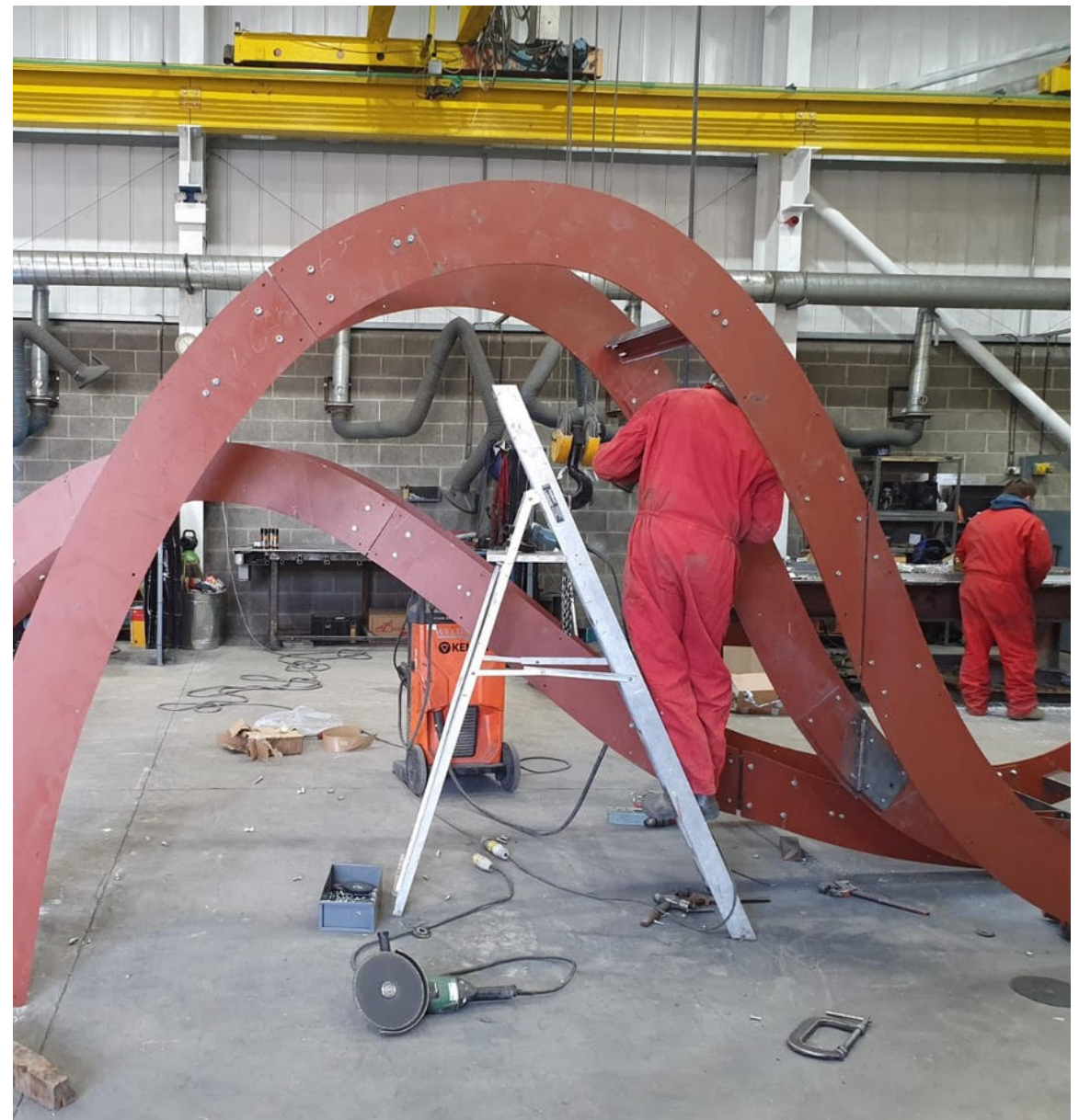


In 2019 we were commissioned by Glastonbury Festival to produce a seven metre tall sculpture by cult street artist Paul Insect. Paul had shown us his concept for the 'Rainbow Dude' as a sketch on the back of a napkin and we immediately knew that it would make a magnificent addition to the Glastonbury landscape.

The sculpture was built to rigorous specification, with materials, resources and finish treatments all complying to the strictest of health and safety regulations. The entire process was run 'in-house' over several months, from hand sketches and foam models to CAD analysis, construction drawings, fabrication and finally installation.

It was a key feature of the press coverage of Glastonbury that year and we look forward to bringing it back to the fields of Worthy Farm as soon as we are able to.

A SCULPTURE TO SHARE IN THE FESTIVAL EXPERIENCE.





PROJECT 84

CLIENT: CALM
ARTIST: MARK JENKINS
DATE: MARCH 2018
LOCATION: ITV TOWER - LONDON

EVERY TWO HOURS A MAN IN THE UK TAKES HIS OWN LIFE.

In March 2018 we partnered with experiential agency Strong & Co and the artist Mark Jenkins to create 84 individual sculptures that were installed on the roof of the ITV building as part of temporary commission by mental health charity CALM.

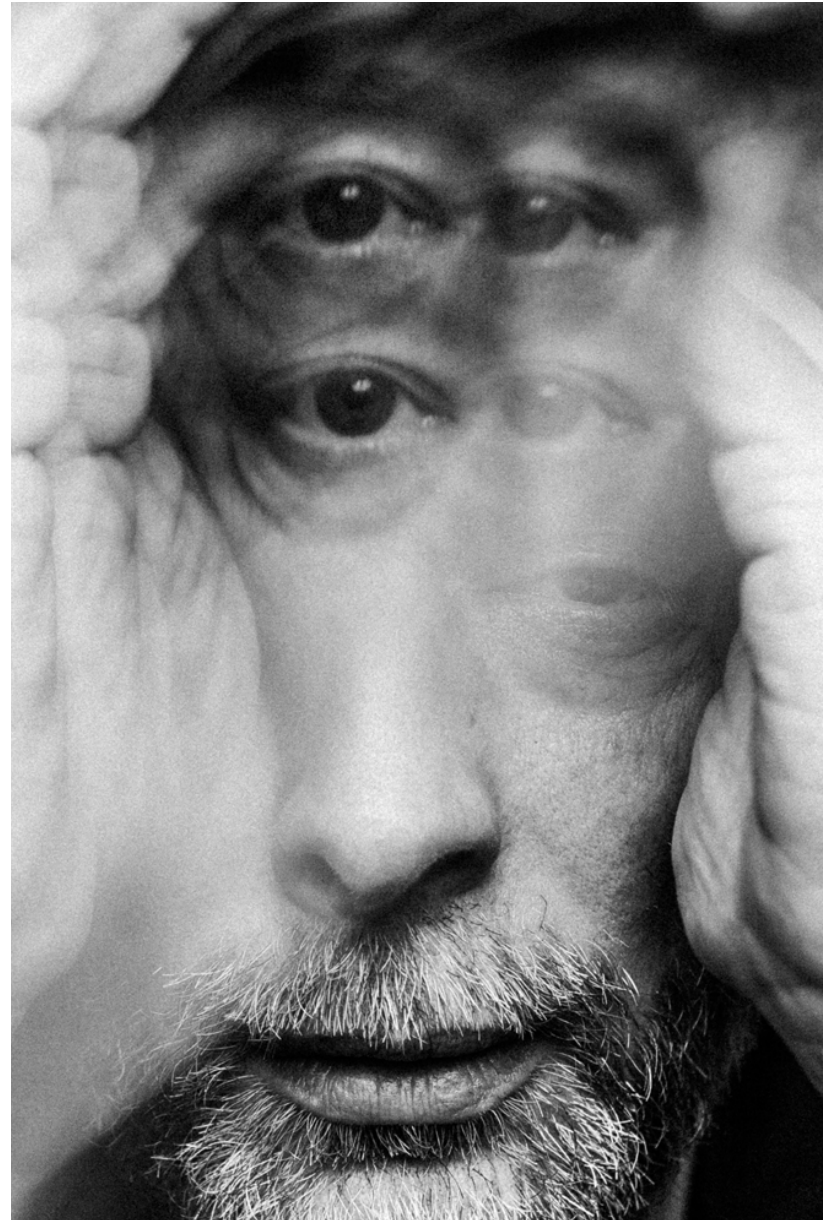
Friends and family members who had been affected by suicide helped in the creation process of the figures, each one a poignant reminder of a real life lost. Creative Giants were responsible for the technical aspects of the installation and the stringent logistics and safety planning. We also carefully coordinated the workshops for the families and the artist, sensitively navigating the loss of their loved ones and the need to draw attention to male suicide prevention.





ANIMA CAMPAIGN

CLIENT: THOM YORKE
ARTIST: MIXED
DATE: 2019
LOCATION: LONDON



THIS GUERRILLA-STYLE INTERVENTION CELEBRATED AND PROMOTED THE RELEASE OF THOM YORKE'S NEW ALBUM 'ANIMA' AND THE NETFLIX SPECIAL

Artist Tariq Barr created a series of cryptic statements and visuals that were projected onto landmark buildings and structures, each reinforcing Anima's central message of uncertainty and unpredictability.

Sites were researched and artwork was developed to fit each location, from mysterious statements on small buildings to larger, more immersive works on some of London's more famous landmarks.



THE BIG AUCTION

CLIENT: THE BIG ISSUE
ARTIST: MIXED
DATE: NOVEMBER 2020
LOCATION: N/A

A COLLECTION OF ART TO EXPLORE AND CHALLENGE THE PROBLEMS OF OUR SOCIETY TODAY



Enlisted by the Big Issue to develop a range of artworks that could be auctioned to support their ongoing causes we reached out to a selection of sculptors, architects and musicians to enhance and elevate nine Fender guitars into unique pieces of art.

Creatives such as Gavin Turk, Goldie, Lauren Baker, Conrad Shawcross and Gary Stranger were amongst the names that donated works and transformed the instruments into incredible works of art, helping to raise funds as well as awareness to support homeless causes in the UK.



LIVE COMMISSIONS



NORFOLK COUNTY COUNCIL EXPERIENCE ART TRAIL

Creative Giants are currently providing project management for Norfolk County Council as they embark on an ambitious art trail that will see seven permanent artworks installed as part of a European funded initiative to enhance Norfolk's off season tourism offering.

The open call for artists, which will begin in late summer 2021, will ask for creative responses that are sensitive to the unique geography which characterises each Norfolk district, highlighting the distinctive local history and promoting the county's nature and culture in an accessible and inclusive way.

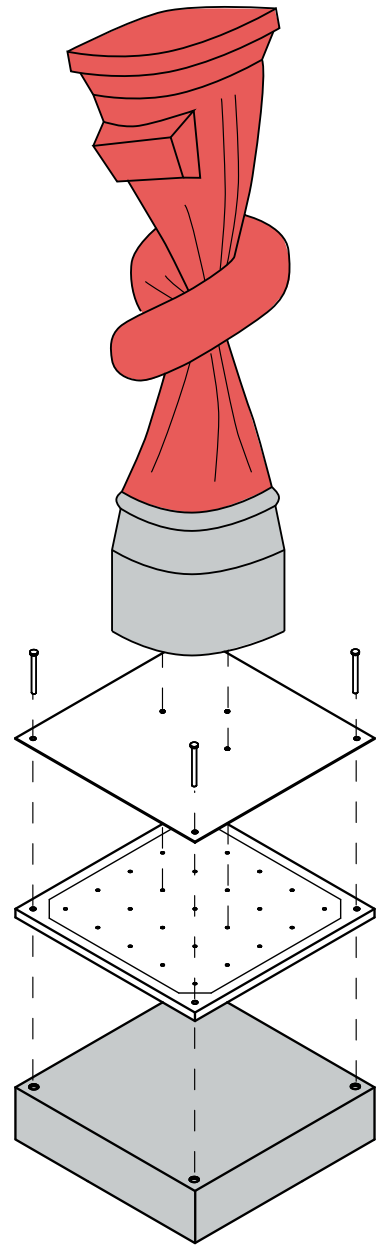
As well as supporting the development of artist briefs and the open call for artists, our team are assisting with site selections and will help to oversee the creation and installation of each artwork.



WARWICKSHIRE COUNTY COUNCIL OUR SPACES

It has never been more important for individuals, communities and local authorities to really consider how our shared environments are used and how they could be used in the future. This project is an incredible opportunity for Warwickshire artists to take a central role in re-envisioning how public spaces are used. The Our Spaces project is giving local artists the opportunity to build ambitious, bold and radical visions of our public spaces that reflect the aspirations of the communities that exist within them.

Creative Giants are working closely with Warwickshire County Council to invite artists and designers from across the county to respond to an open call brief and will be heavily involved in shaping each of the artists dynamic street interventions from conception to installation.



TAKING ARTWORK OUT OF THE GALLERY & BRINGING IT TO THE PEOPLE

In an age where so much is art and new media is accessible through our computers and phone screens, we want to allow people to experience the real thing without the need to travel huge distances at a large expense.

Using the artistic model of Trafalgar Square's 4th plinth, we aim to create a point where long term commissions sit in one location for a short term lease. After 6-12 months the sculpture is moved onto a new locations and is replaced by an equally incredible piece of art.

With this model, no matter who you are, where you live, or how much money you have, good art can be accessible to everyone and updated regularly. The mechanisms behind the People's Platform involves very little input into the groundworks. Once it's in place it is ready for the space to be activated at any time.

A foundation will need to be cast within the landscape which will house a removable baseplate which is mechanically fixed into the concrete base. On this baseplate is a pinboard which allows multiple fixing points for the changeable artwork which will sit on top.

All sculptures will come with their own unique capping plate as part of the art which will cover all of the unused holes from the pinboard and ensure that the base of the platform is level with the surrounding landscape.

If there are occasions when the platform is not housing artwork then a simple, anti-slip, capping plate will be provided which will create a discreet surface which will blend into its surroundings.



SIMON VAUGHAN

MANAGING DIRECTOR
SIMON@CREATIVEGIANTS.ART

BEN KEARNS

DIRECTOR
BEN@CREATIVEGIANTS.ART

BRIGHTON

WORKSHOP 8 / OPEN MARKET MARSHALLS ROW,
BRIGHTON, BN1 4JU

LONDON

SECOND HOME, 45-47 CLERKENWELL GREEN,
LONDON, EC1R0EB

WWW.CREATIVEGIANTS.ART

@CREATIVEGIANTS.ART