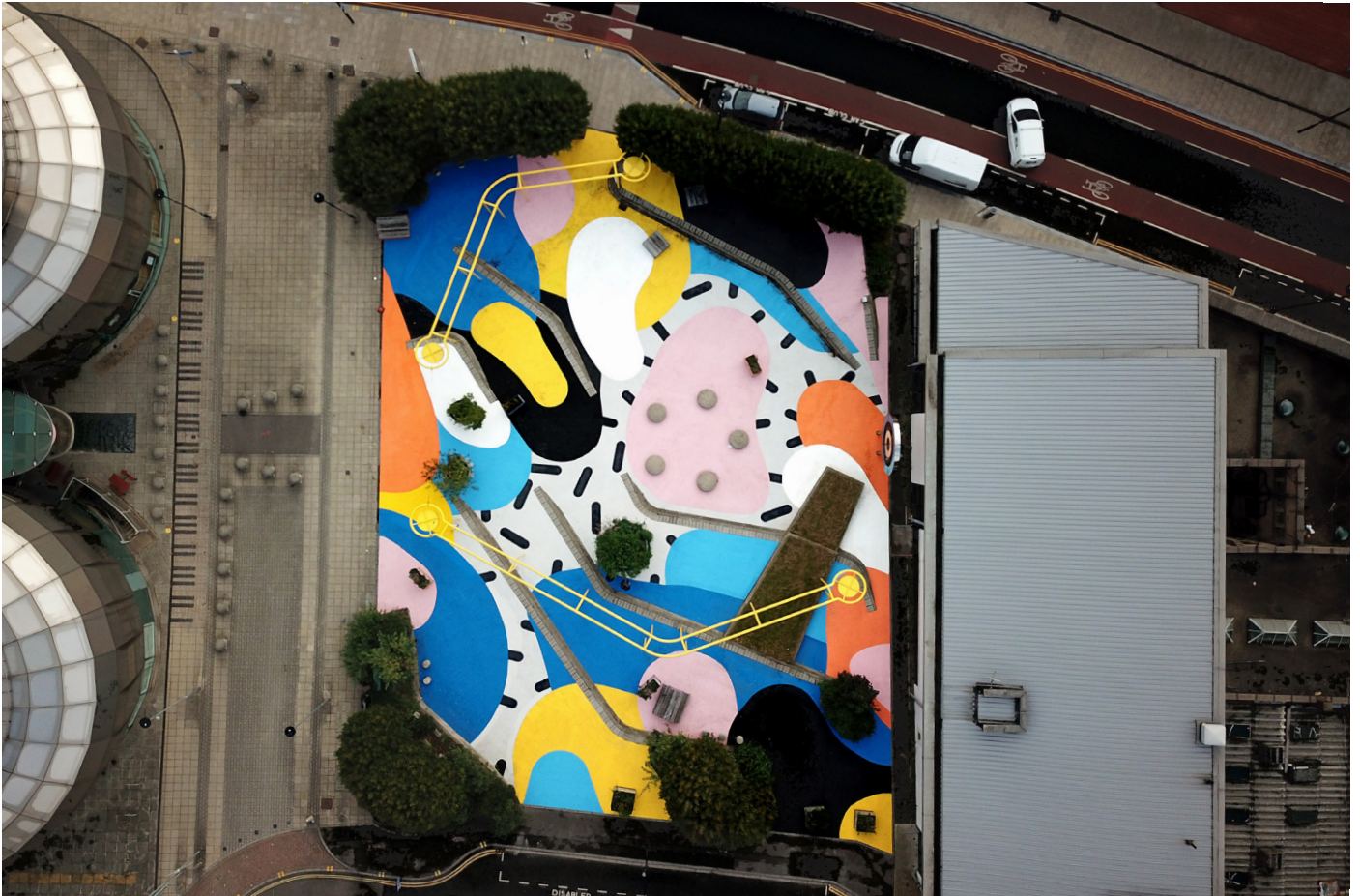


SITE GALLERY

Press Release / Friday 23 October 2020

SITE GALLERY LAUNCHES BOUNCE! BY FLORENCE BLANCHARD, A LARGE-SCALE INSTALLATION IN SITE SQUARE, BROWN STREET, S1 2BS.



- This landmark project transforms a dormant public square in central Sheffield into a unique creative space.
- The 1000 sqm floor painting is outdoors and can be freely accessed by everyone.
- The project was commissioned through City of Ideas - a placemaking programme led by Site Gallery and a consortia of Sheffield arts organisations based in the Cultural Industries Quarter.

Sheffield-based artist Florence Blanchard is known internationally for her work transforming city spaces with her signature style of flowing, amorphous shapes in bright colours. Working in partnership with playground paint specialist Uniplay she has transformed an area 1000 sqm into a vibrant, playful focal point for the Cultural Industries Quarter.

Florence Blanchard, Artist, said:

“I always thought this park could do with a bit of colour and so I was really excited when Site Gallery invited me to design a visual for a floor painting. I knew exactly what I wanted to do:

the design needed to be bold and colourful to contrast with the concrete and the steel. My aim was to create a welcoming environment that would help people notice the space and its elements and invite passersby to walk through it. I took inspiration from colours and shapes that were already present in the park. I used vibrant, bright mostly primary colours and the composition is meant to convey the impression of flowing motion going diagonally through the space. The shapes follow the architectural layout and bounce from one element to another. I am very pleased with the result and hope it will bring a bit of distraction to Sheffielders as we are going through a historical difficult time."

Judith Harry, Executive Director of Site Gallery, said:

"The impact of Florence's work is remarkable. It has added a whole new dimension to the public realm around Site Gallery and is a wonderful addition to a series of public artworks we have commissioned in the area over the past couple of years. Florence has recognised the untapped potential of the square and created an environment which celebrates the creativity of the cultural industries quarter"

Richard Eyre, City Centre Manager, Sheffield City Council, said:

"This artwork is a great addition to the CIQ which over the past 3 years, has been transformed by the Knowledge Gateway programme and projects such as the Site Gallery expansion. We encourage people to come down to Brown Street and view it along with other public realm work by Sheffield based artists including Tim Etchells, Jo Peel and Paul Morrison in the Brown Street area"

Further information:

The square, opposite Site Gallery, was originally built as an outdoor space for the National Museum of Pop Music. After the museum closed in 2001, the square remained a predominantly unused space.

In 2017 Site Gallery secured a 3-year funding package from Arts Council England's Ambition for Excellence programme, to deliver City of Ideas, a placemaking programme which would bring together local stakeholders, artists and designers to collaborate on improving the public realm within the Cultural Industries Quarter.

Through a series of large and small scale interventions and collaborations, City of Ideas has been exploring how the area around Brown Street/Paternoster Row can better look, feel and operate for the local community of residents, creatives and workers in the Cultural Industries Quarter. From basic clean ups and adding plants and greenery, to weekend festival takeovers, the square has now been given a new life.

With thanks to Florence Blanchard, the Sheffield City Council events team and to Uniplay and Preformed Markings.

This project has been realised with support from the National Lottery through Arts Council England, Ambition for Excellence

ENDS

For more information, images or interviews please contact Kirsty Noonan at Site Gallery on kirsty.noonan@sitegallery.org

Further images available on request.

Follow online with #SiteGallery / Website: www.sitegallery.org / Facebook: facebook.com/sitegallerysheffield / Twitter: twitter.com/site_gallery / Instagram: instagram.com/sitegallery

Listings:

Site Gallery

1 Brown Street

Sheffield

S1 2BS

Current Opening Hours

Thursday – Sunday: 11 – 4

Monday – Wednesday: closed

Entry price: Free

Notes to Editors

Florence Blanchard

Florence Blanchard is a French painter, muralist and screenprinter based in Sheffield, UK. Blanchard began writing graffiti in the early 1990's under the name Ema, and spent ten years based in New York where she graduated with a PhD from New York University in 2008. Her work is directly inspired by her past experience working as a scientist and writing graffiti and depicts abstract molecular landscapes questioning our idea of visual perception.

florenceblanchard.com

City of Ideas

City of Ideas is a partnership of major cultural organisations in the Cultural Industries Quarter area of Sheffield, led by Site Gallery. Through ambitious public art commissioning, collaborative events and talks programmes, and a critical exploration of the value of public space in contemporary cities, City of Ideas has made tangible the international impact of Sheffield's home grown cultural talent to influence how city centres will look in the future.

City of Ideas partners: Site Gallery, Yorkshire Artspace, Showroom Workstation, Sheffield Doc/Fest, Children's Media Conference, Eclipse Theatre, Forced Entertainment and ArtWorks.

City of Ideas is supported by Arts Council England's Ambition for Excellence fund.

Site Gallery

Site Gallery, Sheffield is one of Yorkshire's leading international contemporary art spaces, supporting artists specialising in moving image, new media and performance. Pioneering emerging art practices and ideas, we work in partnership with local, regional and international collaborators to nurture artistic talent and support the development of contemporary art. At the heart of what we do, is to connect people to artists and to art, inspiring new thinking and debate through our exhibitions, projects, public programmes and participatory activity.

Our programme embraces new forms of artistic production, including public and social engagement; artists connecting directly with audiences and interaction with technology; performance, live art, film events; and projects developed with the communities of interest we support. Deep research and collaboration characterise our approach; as does tolerance, openness and commitment to the idea of culture as a human right. We support artists whose work reflects on the issues and concerns of our era and that is relevant to local, national and international communities.

sitegallery.org