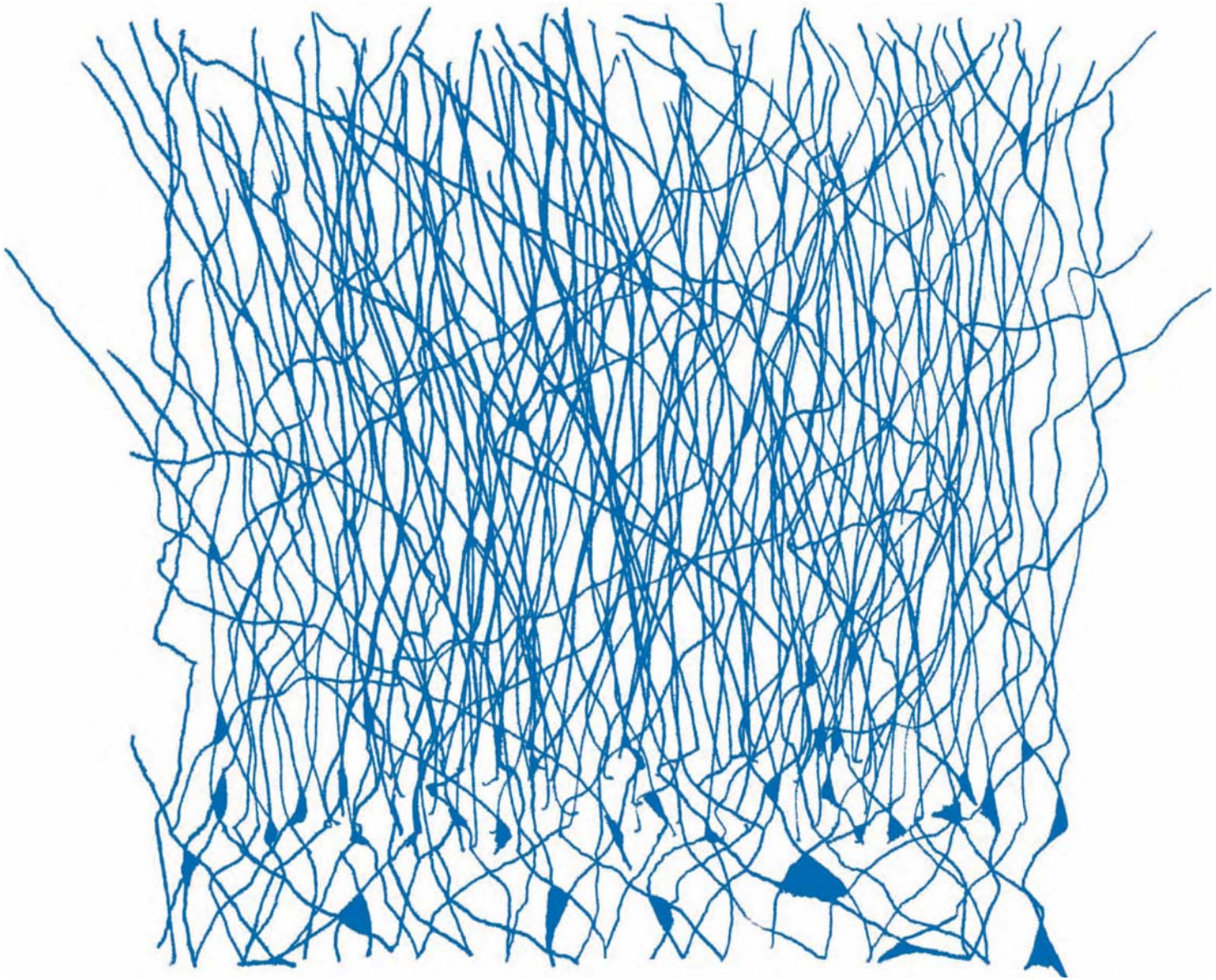

Sainsbury Wellcome Centre

Art Management Strategy
West Wall Projected Image

Univeristy College London
February 2013

Document Ref: 608_R0020

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West Wall Projected Image

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The following consultants have contributed to this report:

Architect and Lead Designer: Ian Ritchie Architects Ltd (IRAL)

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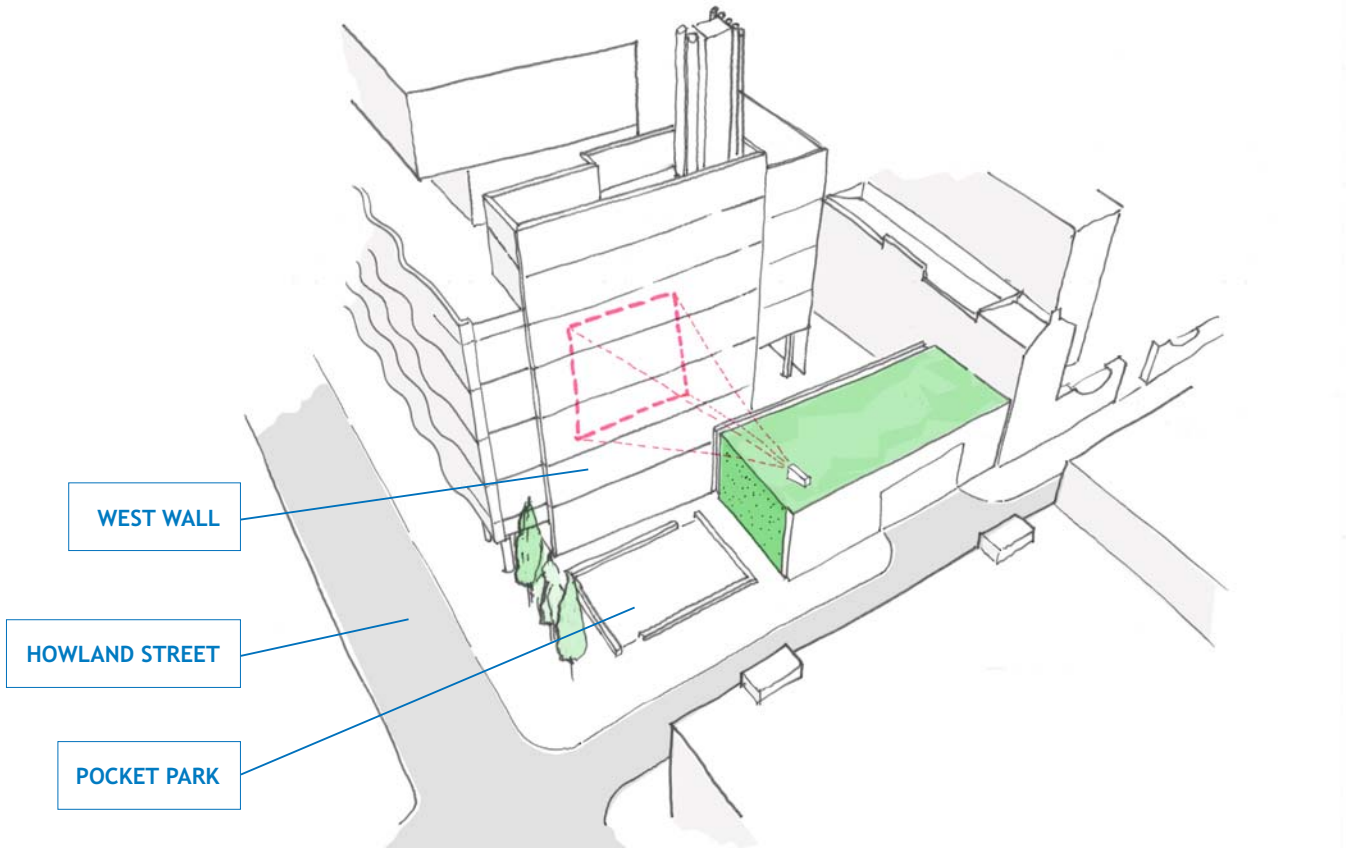
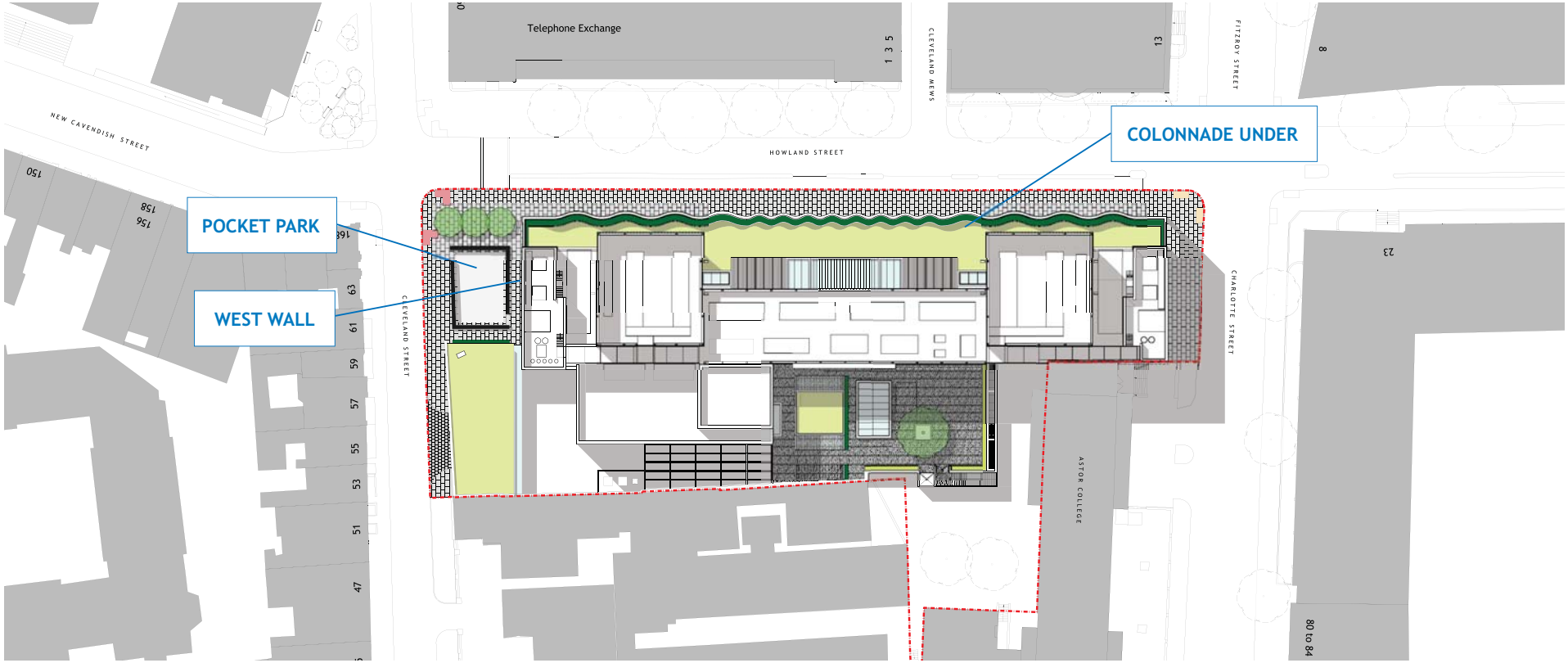


1. Introduction

This art management strategy document is a manual to provide information on the public artwork to the west wall adjacent to the pocket park. The west wall art work on the corner of Howland Street and Cleveland Street forms a major part of the building's curated public art strategy which also includes the colonnade soffit and five vitrines along Howland Street.

The newly formed pocket park enhances the Cleveland / Howland Street corner of the urban block. The park and public artwork will enhance the proposed colonnade on Howland Street and also views east along New Cavendish Street by providing a natural focus to both pedestrian routes.



Site Plan

During the planning stage of the project the west wall artwork was envisaged as a permanent artwork on the cast glass facade. The idea of engaging the public realm with a piece of public art adjacent to the pocket park was well received during public consultations and the planning review. The design development raised a number of key issues regarding a permanent artwork including weathering, maintenance, risk of breakage and the underlying dynamic nature of neuroscience as an evolving/pioneering science. A permanent artwork would become out-of-date relatively quickly and would not reflect the latest neuroscience research that will be occurring within the building.

It was agreed that the best way forward was to develop a curated projected semi-permanent artwork representing aspects of neuroscience. This would allow the Sainsbury Wellcome Centre for Neural Circuits and Behaviour (SWC) to portray an abstract ‘snapshot’ of their world-leading research. The specification and quality of the projector are detailed in the following pages along with the parameters that govern the quality and frequency of the art work.

Howland Street Colonnade looking west towards Pocket Park

Neural Wiring (early 20th century etching)
Santiago Ramón y Cajal - Ammon’s Horn (early permanent artwork proposal)

The Gatbsy Charitable Foundation

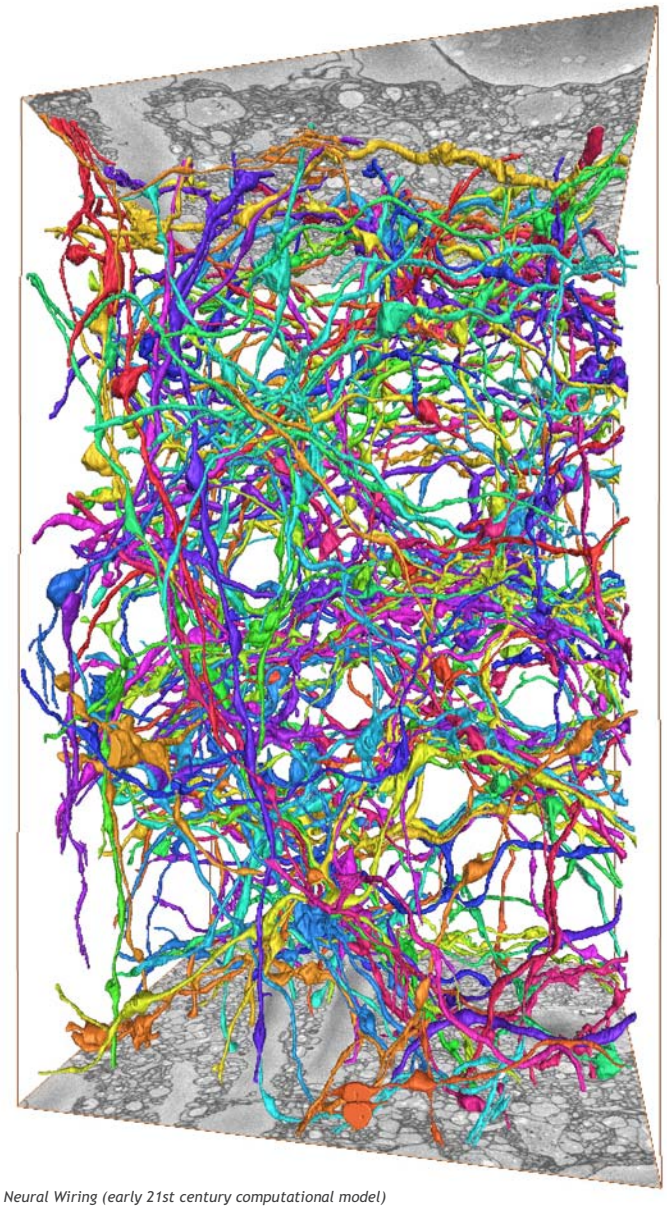
Gatsby is proactive in putting together projects to achieve its charitable aims. Rather than wait for third-party proposals, it identifies areas of need, commissions research and design interventions in partnership with sector and industry experts.
It takes a long-term view as Gatsby do not think much can be achieved by short, one-off projects. It builds long-term relationships with the organisations it supports, allowing all to learn from successes and failures and to develop sustainable change.
Gatsby is partnering with the Wellcome Trust at UCL to establish this new research centre, where scientists will use state-of-the-art techniques to investigate how circuits in the brain process information to create neural representations and guide behaviour. Gatsby established the Gatsby Computational Unit at University College London (UCL) in 1998 to provide a unique opportunity for a critical mass of theoreticians to interact closely with each other and with UCL's other world-class research groups in neuroscience and related areas.

The Wellcome Trust

The Wellcome Trust is a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health. It supports the brightest minds in biomedical research and the medical humanities.
Its breadth of support includes public engagement, education and the application of research to improve health.

University College London

The location of the Centre within UCL brings many benefits due to the strength of UCL's neuroscience research community and its relationships with other medical research organisations in the local area. UCL and the funders already work together with great success - the Gatsby Computational Neuroscience Unit and the Wellcome Trust Centre for Neuroimaging at UCL are both world leaders in their fields.

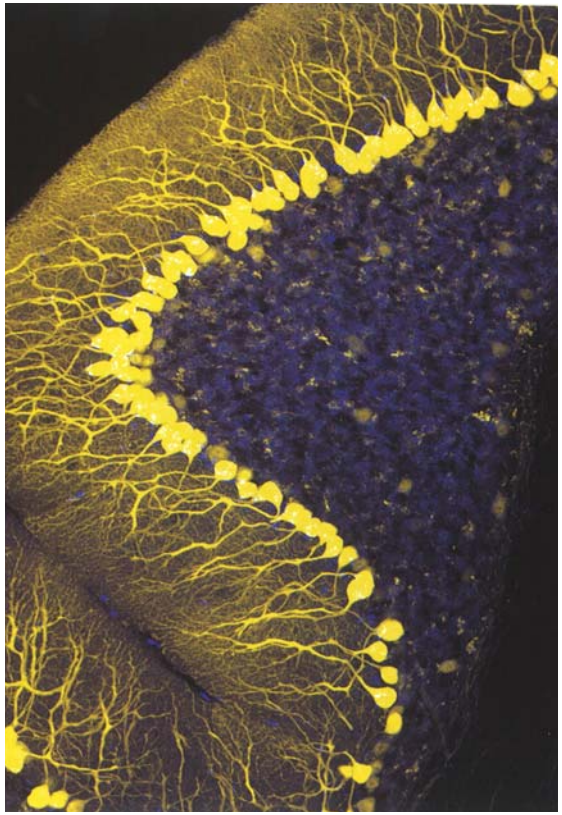


Neural Wiring (early 21st century computational model)
Sebastian Seung

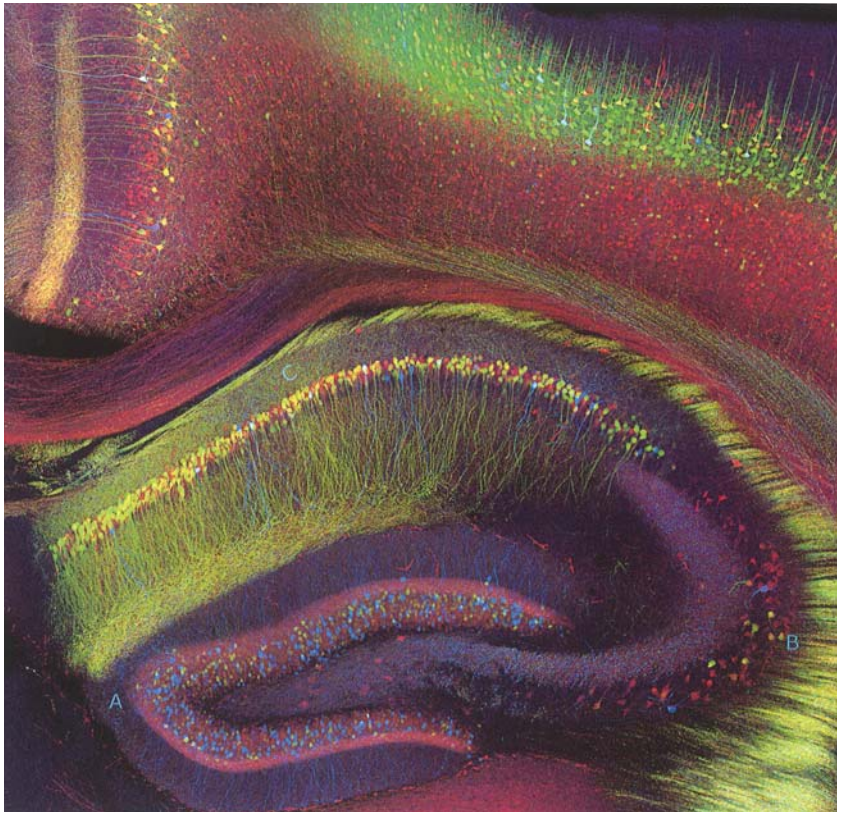
3. Curatorial Responsibilities

The SWC will have a Director, a world leading neuroscientist. He or she will report to the SWC Governing Council consisting of representatives of the Gatsby Charitable Foundation, Wellcome Trust and UCL. The SWC Governing Council will be responsible for approving any projected image proposed by the Director.

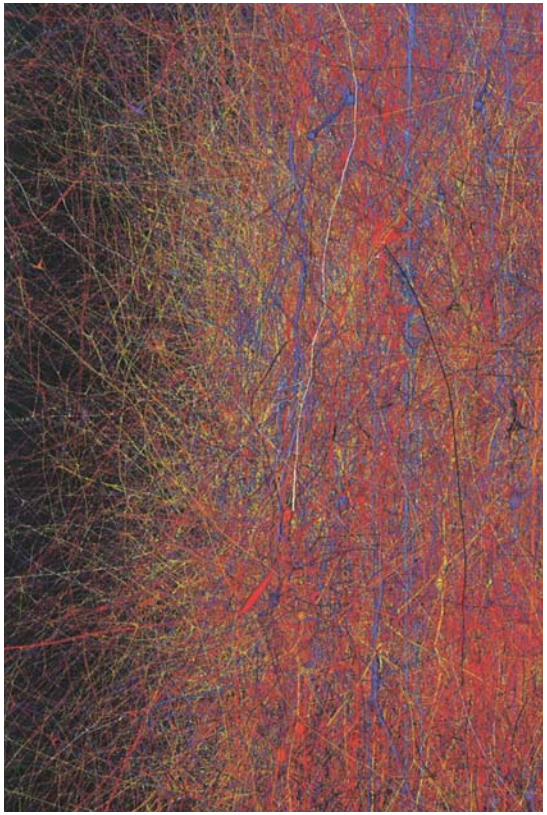
The SWC Governing Council has existed since the beginning of the SWC project.



Cerebellar Purkinje Neurons
Aric Agmin 2003



Hippocampus
Tamily Weissman, Jeff Lichtman, Joshua Sanes 2005



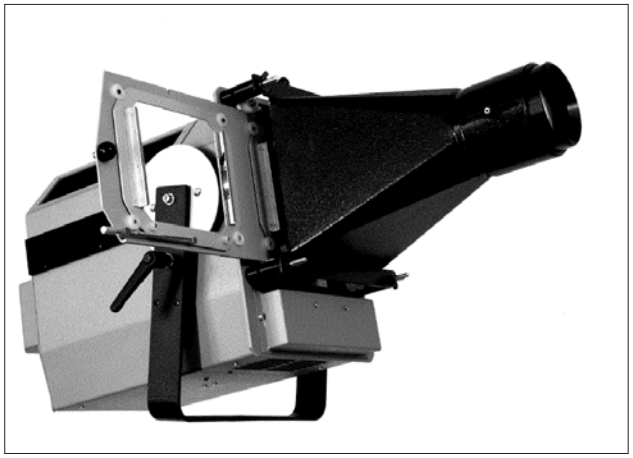
Blue Brian Project
Henry Markram 2008

4. West Wall Projected Image

The specified projector for SWC is the Pani Architecture Projector AP2. The projector itself has a number of characteristics which make it an ideal solution for the west wall artwork. First and foremost, the projector only displays a single still image which is directly loaded into a slide cartridge inside secure housing. This ensures that the image cannot be tampered with or modified in any way and only the approved slide displayed. The non-digital single slide loader also ensures that the projection is always a static image and contains no video or dynamic projection. It is envisaged that the artwork will be changed periodically.

The approval process to grant neuroscience related imagery will ensure that no commercial promotional material is included in any slide. Furthermore, it is envisaged that the artwork will contain no phrases or words as a further safe guard to this condition.

The caption and image source will be detailed on the public information panel located in the pocket park (see section 4).



Pani Architecture Projector AP2 will be located in a secure housing

Model showing pocket park, west wall, projection area and secure aluminium powdercoated housing unit on service yard green roof

West Wall Projected Image

The projected image will only be permitted between 08:00 and 22:00hrs, or as defined by the Local Authority and there will be no sound transmission. The projector has a lighting output about 150 lux and the image will be clearly visible when the ambient light level is approximately three times less than the lamp output. A dedicated timer and light sensor will ensure that the projector is only on during the defined time slots.

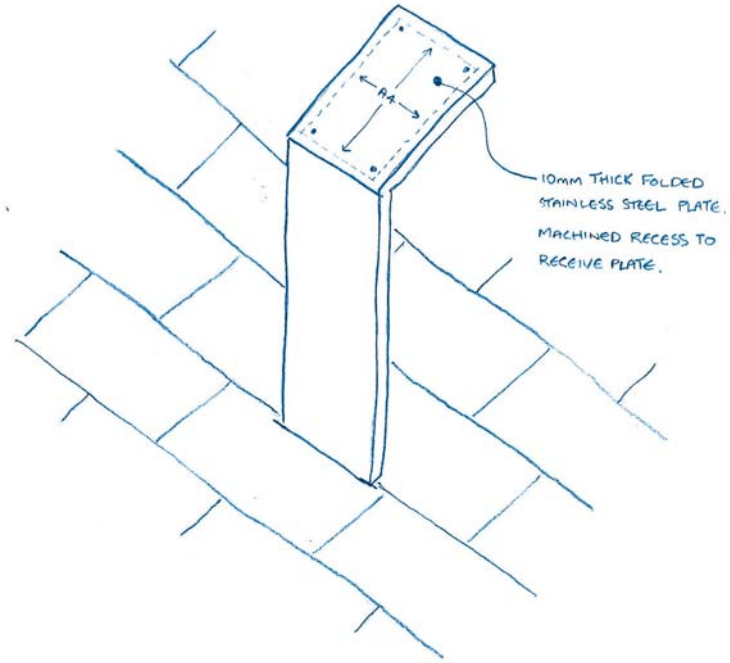
The specified projector has been used in various environments around the world, some working 365 days a year, 18 hours a day for close to 20 years without fault. The technology is well tested and the long lasting HQI lamp in the projector has been specifically developed for permanent outdoor use. A maintenance regime will be implemented to ensure the quality of the light output is maintained.

The projector itself will be housed in a white aluminium polyester powder coated secure box, approximately 1.5m long x 1m wide and less than 1m high, located on top of the service yard green roof. This will ensure that the projector will not be visible to people in the pocket park and will be inaccessible to the public.

View of Howland Street / Cleveland Street intersection with neural wiring image by Sebastian Seung shown projected on to west wall

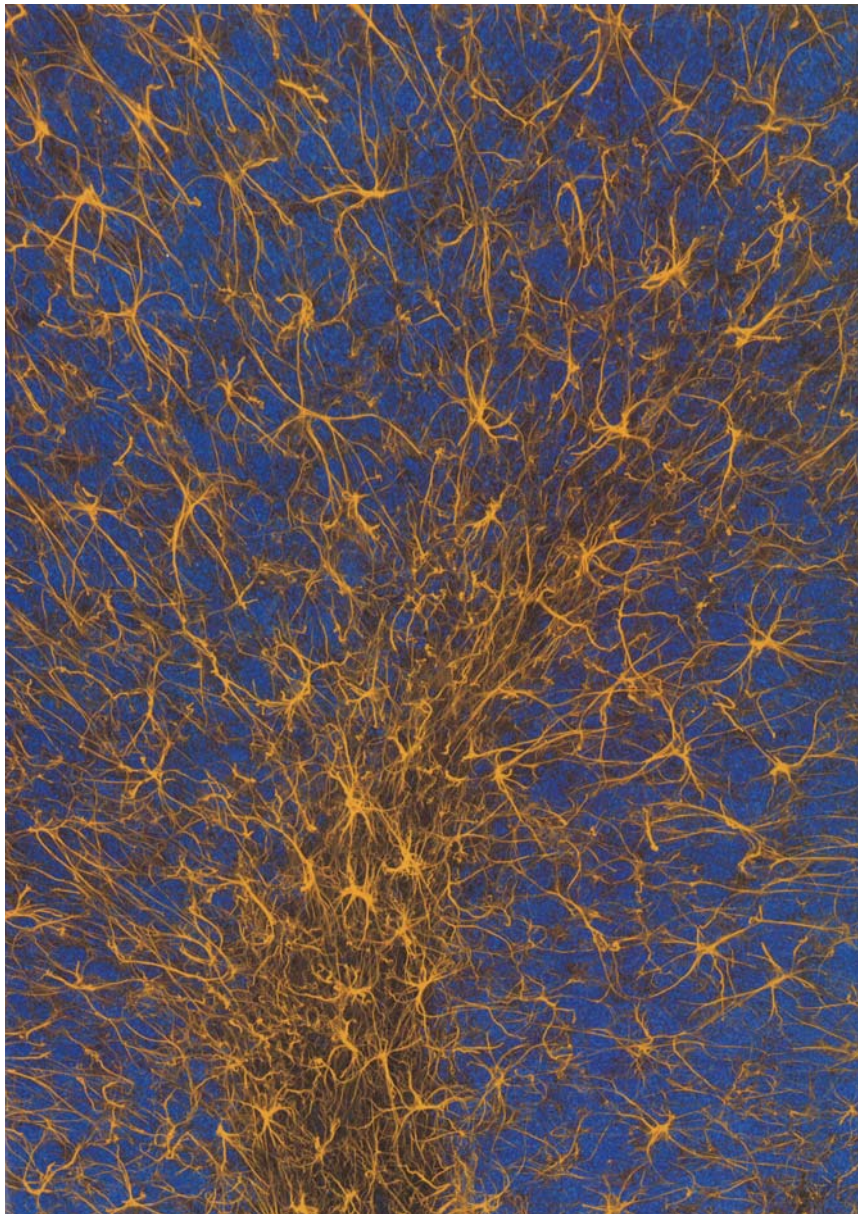
5. Public Information Panel

A public information panel will be included in the pocket park adjacent to the cast glass facade and green wall. It will be an A4 size metal plate supporting an engraved metal panel with the caption about the art work and, if necessary, the credited source. By providing a robust plaque with anti-tamper fixings the information will be a discreet feature with in the pocket park urban landscape.

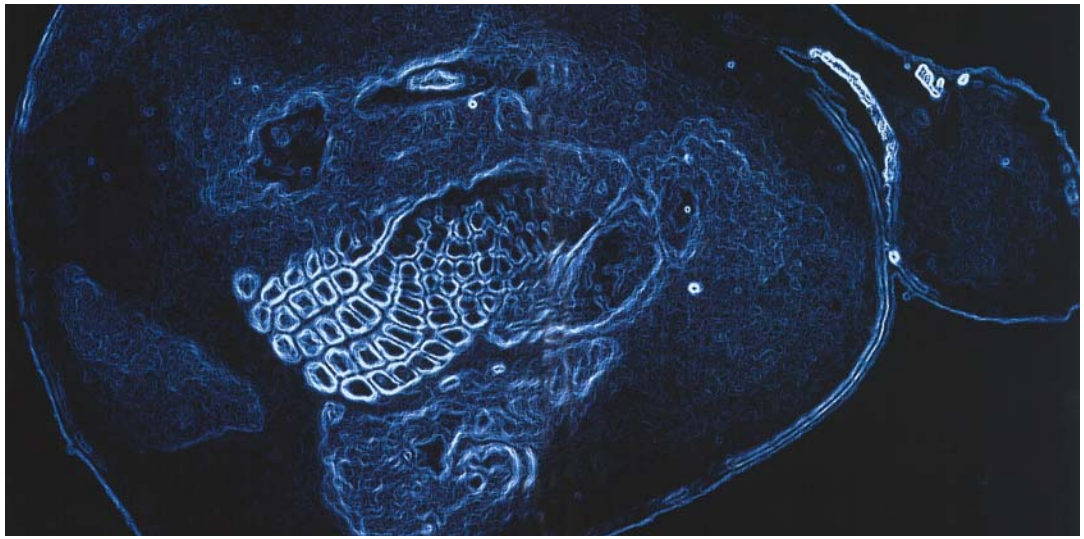


Public information panel in pocket park adjacent to west wall

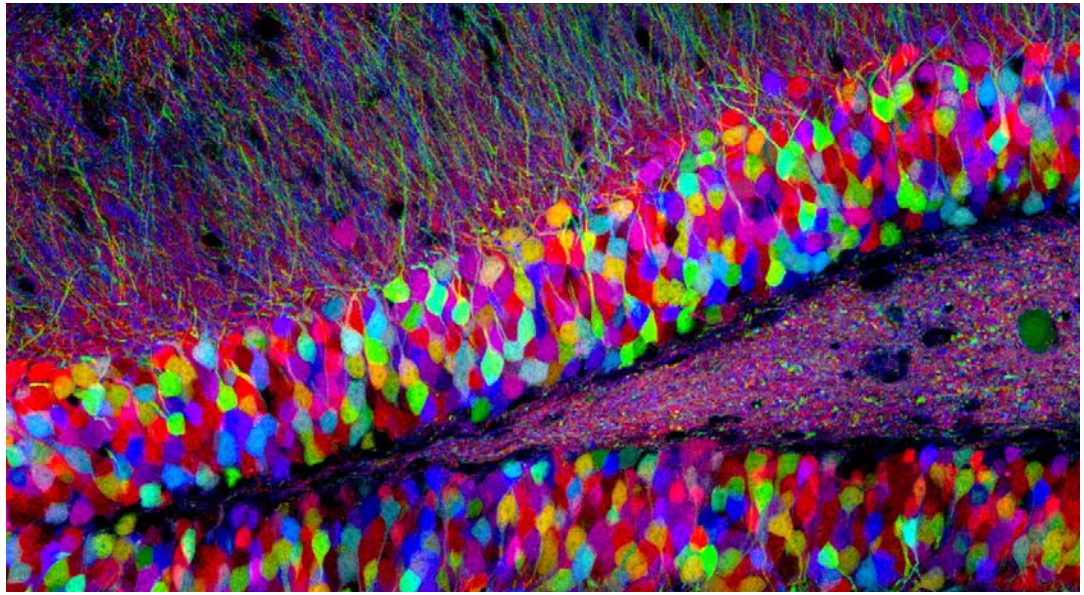
Motor neuron axons
Ryan Draft Jeff Lichtman Joshua Sanes 2007



Glial Cells
Thomas Deerinck Mark Ellisman 2008



Serotonin in the cerebral cortex
Lasani Wijetunge Peter Kind 2008



"Brainbow" hippocampus
Tamily Weissman 2007