

## **From the Other Side**

**26 September - 13 October 2019**

We want to create a Bankside-wide artwork with you as the producers.

From the Other Side will be an artistic commission in Bankside this autumn which will reflect the spirit of our creative, bold and independent neighbourhood. We want to harness the creative talents of all those working and living here to create a mass-participatory artwork.

From the Other Side is inspired in part by a series of posters that appeared between two facing offices in Park Street several years ago. What began as an expression of shy admiration of someone across the street turned into a playful and thoughtful dialogue between the people working in both offices.

We want to offer the people working and living in the buildings across Bankside the opportunity to give insight into the people behind the windows.

### **The proposition**

We are inviting anyone with a window in Bankside to share a message with your neighbours and the world around you. Working with the Tate Modern community team, we will be asking a number of well-known artists to contribute and give us some inspiration. But this is very much about you, individually and collectively, and contributions can and will range from the silly to the profound. It is an opportunity to present your personality, make a statement, quote some philosophy or start a dialogue with those around you.

Some will be simple single messages in one window whilst others could be multiple messages filling the glass frontages of offices, hotels and businesses. This is very much about showing a sense of people and place; how even the greatest architecture in the world is only as good as the people who inhabit it. The work will confirm that Bankside is one of the most creative cultural districts in the world, not only seen through its famous galleries and theatres. A place for the alternative and innovative, it will reflect Bankside's spirit as London's Other Side.

### **Messages**

The messages you choose could be

- something that gives an insight to the personality of the people behind the windows
- a message to your neighbours or people walking by, something philosophical, an obscure fact, your favourite song lyrics.

We won't veto the messages, they can be just about anything, but we do ask that there are no marketing or sales messages since that isn't the right fit for the project.

The more original messages the better.

### **What we'll do**

For maximum impact we need as many Banksiders as possible to present their messages in their windows – local office buildings, hotels, restaurants, cafes, pubs, but also residents. Just about anyone with a window. We can facilitate discussions where permissions are needed from your Facilities Managers or Head Office.

# Better Bankside

## ***Offer opportunities for workshops***

For those of you that need a little inspiration for your messages or want to come together with others to discuss the project, we'll be offering the opportunity to hear from an artist and join us at workshops in September. We'll confirm dates shortly.

## ***Supply you with the tools***

- We'll give you prints for your messages to be written on which can be attached to the inside of your window for all those outside to see. We'll supply clear glue dots to attach the messages, and these can be easily removed without leaving any permanent marks on the windows.
- The prints will include a hashtag for the name of the project, but otherwise will be a blank white template for you to write your messages.
- We'll provide various sizes to suit your windows, mainly A1 and A0, but smaller/bigger options can be discussed if needed.
- Talk to us about how many templates you might need. Use your windows as much as possible – whether you have prominent ground floor windows or a tall building, share your messages prominently.

## **What we need you to do**

- Display your messages from **26 September to 13 October 2019**, but if you want to leave them up for longer, please do.
- We suggest using a sharpie style pen so your messages are bold and clear.
- Engage your staff and make it a business wide initiative. The more original messages the better.

## **Next steps**

- For maximum impact we need as many Banksiders as possible to display their messages. If you're keen to be involved or you have any questions, please email Kate Poulter [kp@betterbankside.co.uk](mailto:kp@betterbankside.co.uk) or call 020 9928 3998.