

# MEDIA RELEASE

Renaissance Southend Ltd

**For Immediate Release**

## **Setting the standard for street art in Southend**

An exhibition of street art, inspired by the proposed City Beach development planned for Southend seafront, was unveiled on June 2<sup>nd</sup> at the Cliff's Pavilion, Westcliff - and for students at Chase High School, what began as an exam exercise could now inspire them to pursue a glittering career in the arts.

Regeneration Company Renaissance Southend was so impressed by the sculptures created by the students, as part of their BTEC exam course, it was keen for them to be seen by a wider audience to portray a new artistic vision for a rejuvenated City Beach.

Local people were able to decide for themselves by visiting the exhibition at the Cliff's Pavilion, Westcliff, which was sponsored by Renaissance Southend and remained there for a week.

David Pilkington, Director of Development for Renaissance Southend, explained: "We were approached by Teresa Noble, Head of Art at Chase High School who asked us if we could support the students in completing their 3D artwork project for BTEC qualification.

"The students needed experience of responding to a commercial brief, the type that they would encounter in a real life situation. We worked with Teresa and the teachers in preparing a simulated brief that would emulate the requirements and demands of a commercial client. The students responded incredibly well and as visitors will see for themselves – the results are fantastic."

There's no guarantee that any of the pieces will be used on the seafront but the students have raised the bar and set a standard that is undoubtedly visionary and influential. A temporary exhibition of their work on the seafront is perhaps a possibility.

For Teresa Noble at Chase High School, Westcliff, the project has enabled some 50 students to experience a real life situation which involved site visits, briefings and feedback sessions encouraging them to consider the history of Southend-on-Sea and its natural environment in developing their ideas. There is recognition of the town's status as a visitor centre and celebration of the natural beauty of the estuary. Chosen materials include shells, pebbles and water.

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The project, which spanned a six month period, resulted in a series of sculptures ranging from small 3D pieces just a few centimetres high to the more ambitious at around 30 centimetres.

“The project has enabled my students to complete an important part of their BTEC course and we are grateful to Renaissance Southend for all the help they have given us,” said Teresa Noble. “It has certainly shown students what will be expected of them should they take up a future career in the arts and the importance of working to a brief and a deadline”

For Renaissance Southend the project has provided the opportunity to import a creative and youthful contribution to the design and development process for City Beach, as well as support the further development of artistic and cultural activity in Southend-on-Sea.

As for the students – while there are no cash prizes for the finished work - they know that they have played a hugely important part in contributing to the public art debate – and when they finally enjoy a career in the arts – they will know what to expect.

-Ends-

*Renaissance Southend was incorporated as a not for profit, private limited company on the 18th March 2005.*

*The Company is run by private and public sector Board of Directors who's Founder Members are Southend-on-Sea Borough Council (SSBC), East of England Development Agency (EEDA), Homes and Communities Agency (HCA), University of Essex (UoE) and South East Essex College (SEEC), supported by Government Office for the East of England and the Thames Gateway South Essex Partnership.*

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