



PRESS COMMUNICATION

JULY 2015

THE POLAU-PÔLE DES ARTS URBAINS PRESENTS

THE 1ST PLAN-GUIDE "ARTS & TERRITORIAL PLANNING"

 A NATIONAL STUDY FOR THE MINISTRY OF
CULTURE AND COMMUNICATION - DGCA

 **POLAU**
POLE DES
ARTS URBAINS

CONTACT PRESSE

pOlau-pôle des arts urbains

Edwige Archambault

edwige.archambault@polau.org

+33 (0)2 47 67 55 90

www.polau.org

THE PLAN-GUIDE “ARTS AND TERRITORIAL PLANNING” CONDUCTED BY THE POLAU

“With respect to territory, Art has been mutated”, indicates Maud Le Floc’h, urbanist, director of pOlau. “Through this mutation it becomes a tool of service for the territory.” Artistic creation now works with development issues (mobility, ecology, social cohesion ...). It feeds on these influences as much as ambient uncertainties.

The Ministry of Culture and Communication – General Direction of Artistic Creation, assigned the pOlau - pôle des arts urbains with the conduction of a national study devoted to the development of links between “Arts and Territorial Planning”.

To conduct this study, the pOlau used as a basis, its experience of almost ten years of supporting artistic and urban projects, as well as active monitoring of innovative initiatives at European level. Along with this project of tracking initiatives, it brought together a steering committee and conducted hundreds of interviews with professionals, researchers, artists, developers, etc.

The result is a new tool, a updatable Plan-Guide which delivers the tracking and analysis of more than 300 initiatives in France and beyond, as well as lines of thought and actions involved in artistic and cultural retooling of territories. It is aimed at artistic, cultural and urban actors and elected officials.

The Plan-Guide “Arts and Territorial Planning” is available in digital format, on demand at the pOlau, pôle des arts urbains. *4 volumes - 518 pages in PDF format*

Up next :

A collaborative web platform aspiring to share data freely and produce information via an interface accessible by all.

A presentation around France

In Autumn, the pOlau, pôle des arts urbains will visit different structures related to culture or development in order to propose conferences, round tables, public debates around the theme « Arts and Territorial Planning ».

1st meeting at Point H^{UT}, (Saint-Pierre-des-Corps) on October 8th 2015.

An autumn publication for wider dissemination among professionals and the general public.

The pOlau - pôle des arts urbains is a resource structure at the confluence of art and spatial planning, created in 2007 under the leadership of the Ministry of Culture. It is both incubator and producer of artistic and urban projects specializing in cultural strategies from public or private sponsors.

Lauréat du Palmarès Jeunes Urbanistes 2010 - MEDDTL

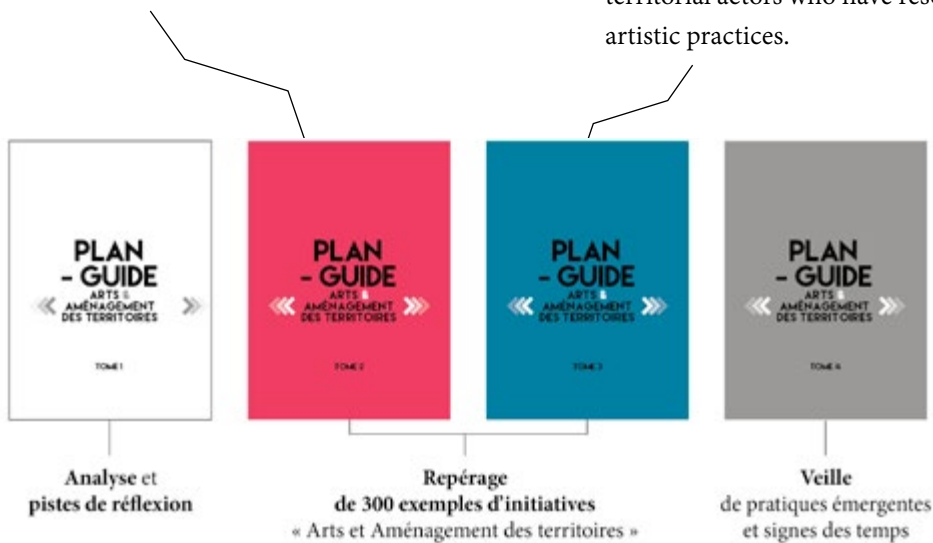
4 VOLUMES
518 PAGES

**INITIATIVES
FROM ACTORS OF ART AND
CULTURE**

97 artistic and cultural references,
carriers of territorial expertise..

**INITIATIVES
FROM ACTORS OF CITIES AND
TERRITORIES**

58 references to urban projects or
territorial actors who have resorted to
artistic practices.



**THEMES OF EMERGING
DOMAINS**

62 references - Major
trends and significant
crossroads between the
world of creation and that
of territories.

**NOTEWORTHY SIGNALS
AND SIGNS OF TIME**

83 references - Precursory
inventory of indices
- New creations
- Employment offers
- Call for offers, etc.

DATABASE

19 references - Inventory of
source sites, publications, etc.