

CURRENTLY SEEKING: COLLABORATORS & SPONSORS

GRANTON LIVE . CULTURE CRUNCH



Beach Lido Impression created by Anna Edovina, Granton sur Mer Design Team

Artist Shaeron Averbuch talks with

Artists, writers, performers, puppeteers, musicians, film makers and others interested to get involved in creating an approved Edinburgh Art Festival Exhibition & Event

Wednesday 16th June @ 7pm
Wednesday 30th June @ 7 pm
Sunday 4th July @ 11 am

Venue: The Lighthouse, 1st Floor, 20 – 22 West Harbour Road, Granton, Edinburgh EH5 1PN



Engage via the Arts as a Social Mechanism & Catalyst for Change

Individuals, groups and organisations are being given information highlighting a range of cultural activities and events set to stimulate interest and support for community development proposals and related regeneration projects, all part of a marathon* cultural vision for the Edinburgh Waterfront as campaigned for and instigated by JUMP Joined Up Master Planning, the constituted voluntary group campaigning for better standards in urban design place-making and social enterprise development models.

*reference to **Yellow Line: Coastal Cultural Marathon** the conceptual proposal and art installation by JUMP to link up a marathon length stretch of the coastline with The Lighthouse being the Centre Point and one of a growing number of cultural points along route.



Artisan Village Impression created by Anna Edovina, Granton sur Mer Design Team

Joined Up Thinking & Team Work

North Edinburgh and the waterfront have much more to offer and could still become a major tourist attraction and events district for the city. As part of the regeneration of the waterfront we would like your support to ensure that local people can be proud of their environment and find real opportunities to enjoy and benefit from it.

Granton Live . Culture Crunch is a stepping stone towards the delivery of the Granton sur Mer community development and other related regeneration projects. By showing your support you are enabling art and cultural planning to play an effective role in this process. JUMP provides a catalyst for change and opportunities to deliver alternative visions of development. **Granton Live . Culture Crunch** is a creative mechanism for awareness raising and stimulating local engagement with the consultation process so that we can work towards building the community buy-in.

Once delivered, Granton sur Mer will provide a recreational and cultural destination on the Granton Waterfront, bringing a wide range of benefits to the local community. These include: a variety of social enterprise businesses; work, training, health and wellbeing opportunities for local people; increased interest and visitor numbers to the area stimulate the local economic environment and investment interest in the adjacent development areas.

Granton Live . Culture Crunch

– Pop Up – Mock Up – Outside Inside –



Granton sur Mer Model by Ross McEwan

Edinburgh Art Festival 2010 – Approved Exhibition Text for Catalogue Publication

This off site, site specific exhibition relates to three "Pop Up" projects for Granton waterfront. A series of interactive installations form the exhibits within The Lighthouse gallery nearby. Inspiration draws from these Meanwhile Use proposals for an annual Art and Horticulture Festival in the historic walled garden, an Artisan Village on adjacent derelict land and an outdoor Lido on the seafront. Granton Live . Culture Crunch, progressing from JUMP 2 DE-Light exhibition 2009, sees the artist working with collaborators and assistance from the wider Granton and North Edinburgh community.

Motivated by the environmental and social challenges of the Edinburgh Waterfront Regeneration Shaeron Averbuch continues to build a cultural vision. This time the artist's focus is less concerned by the missed opportunity and negative impact of developer-led regeneration. Now invigorated by proposals devised to activate the waterfront through community led cultural projects, the artist experiments with realising the "Pop Up" proposals in advance of implementation. How might these ideas be reinterpreted when brought from outside to inside? Meanwhile, in anticipation, the artist playfully creates an interior Live Art experience to explore how such interventions and their outcomes may be received.

Consciously steering away from the design aspects of the "Pop Up" proposals, the artist uses the gallery as a set to readdress the source projects. Perceived here as contemporary public art and performance, the viewing public are encouraged to engage with exhibits and in so doing playact in the Live Art Performance.

Throw in a towel, bring a picnic and join in!

Your Comments

will feed back to the design team AiA Art in Architecture whose office is conveniently based within the exhibition space.

Join the fun!

DIARY DATES

Over the summer and autumn months many people will get to see and hear about the proposals, design and related creative activities on view in The Lighthouse @ Granton, all part of the regeneration process of the local area and wider Edinburgh Waterfront. We very much hope you will be able to attend the following:

EAF Exhibition Preview	Granton Live . Culture Crunch – Pop up – Mock Up – Outside Inside –	Thursday 19th August Time: 5pm – 9pm Venue: The Lighthouse, Granton
EAF Exhibition	Granton Live . Culture Crunch – Pop up – Mock Up – Outside Inside –	Friday 20th August – 5th September Open: Tuesday – Sunday Time: 11am – 4pm Venue: The Lighthouse, Granton
EAF Site Visit	Artist Tour of Granton sur Mer 3 sites providing source inspiration for the EAF Exhibition	Saturday 21st August Time: 2pm – 4pm FREE: Book via gallerA1
EAF Art Late Event	Granton Live . Culture Crunch Dressing Up Dressing Down	Thursday 26th August Time: 7pm – 11pm Venue: The Lighthouse, Granton
Dressing Up Dressing Down A themed party event that offers an embellished and outlandish atmospheric experience of the three environments in the Granton Live . Culture Crunch exhibition proposal, the artisan village, beach front Lido and annual art & horticulture festival set within the historic walled garden.		

FUTURE EVENTS

Doors Open Day	The Lighthouse @ Granton	Saturday 25th September & Sunday 26th of September Time: 10 am – 5 pm
Doors Open Day is an annual event run by the Cockburn Association. 2009 was the first time The Lighthouse at Granton was in the programme bringing over 2000 visitors.		

Project Collaboration	Granton Live . Culture Crunch Designs to Make an Impression	September / October 2010 Dates TBC Venue: The Lighthouse, Granton
The National Galleries of Scotland (NGS) as part of the Community Education remit are supportive of proposals for Granton sur Mer. Collaboration potential exists in relation to the NGS Impressionist Garden Exhibition, 31 st July – 31 st October 2010, and the historic walled garden component of Granton sur Mer.		

For further information email gallerA1@artinarchitecture.co.uk or at contact details below

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Granton Live . Culture Crunch

POTENTIAL CREATIVE COLLABORATORS

- **Tactile BOSCH** – Cardiff, experienced group of artists with performance art and installation backgrounds interested in exploring new work, networks and providing experience to young and emerging artists
- **ACTIVE INquiry** – Edinburgh, forum theatre and community acting
- **The Depot** – Edinburgh, recording studios & musicians
- **Forest Fringe** – Live Art Group with a national remit to undertake projects
- **Peer Group** – Edinburgh based, newly formed artist group

Granton sur Mer

SUPPORTERS

- DTZ
- Granton & District Community Council
- Muirhouse and Salvesen Community Council
- Malcolm Chisholm MSP
- Mark Lazarowicz MP
- National Galleries of Scotland
- West Cross Causeway Association
- RUDI Resource for Urban Design Information

SPONSORS

- JUMP Joined Up Master Planning
- Forth Neighbourhood Partnership
- Scottish Community Foundation

IN KIND SPONSORS

- **Design Team**

Ross McEwan	Project Leader
Shaeron Averbuch	Lead Artist
Anna Edovina	Architect
Nigel Buchan	Landscape Architect
Elizabeth Dorian	Landscape Architect
Blair Anderson	Quantity Surveyor
RYBKA	Sustainability Consultants
Elliot & Company	Consulting Engineers
- gallerA1
- Proscot PR

PROJECT PARTNERS

- AiA Art in Architecture
- Community Land Use
- JUMP Joined Up Master Planning
- NET North Edinburgh Trust