





## WHO WE ARE

LeBasse Projects is an international arts consultancy that partners with its artists and clients in developing large scale experiential exhibitions and ideas.

With a focus on public installations, sculptures and mural projects, LBP can design and develop public art programming that is both exciting and culturally relevant for nearly any size client or project. We specialize in utilizing public art programming to enhance projects and communities through cultural placemaking. Working with an international roster of artists, designers and fabricators we have the ability to manage nearly any scale project on any continent for any client.



## WHAT WE DO

### CONSULT

We are Cultural Placemaking Strategists, working with civic organizations, private developers and global brands to bring forward authentic and inspiring public art opportunities. We can support in outlining cultural goals, developing public art strategies and connecting authentic partners.

### CURATE

We collaborate with the worlds most innovative artists and designers to bring a focused direction and unique ideas to every project. For every opportunity we attach visionary artistic partners to fit our clients cultural goals. Our vast network of international artistic partners include creators of everything from art focused event, murals, sculptures, video, installation and multimedia works.

### DELIVER

With hands on project management we are able to deliver extraordinary projects. Our team will manage all aspects of a project including artist management, fabrication, logistics, permits, on-site coordination and documentation. By supporting all stages of a project we give our clients the confidence to produce truly impactful public art.

### LEGACY

An integral part of community engagement is the awareness and narrative created for a project, and we can help facilitate the final stages. Our team can oversee the formal documentation of a project, including: project branding, documentary video, photography, PR, social media, lectures and project specific event programming.

**project** PLATFORM  
**client** The Runyon Group  
Culver City, CA  
**artist** Jen Stark  
**type** Mural Installation





THE SAKS  
FIFTH AVENUE  
NEW YORK

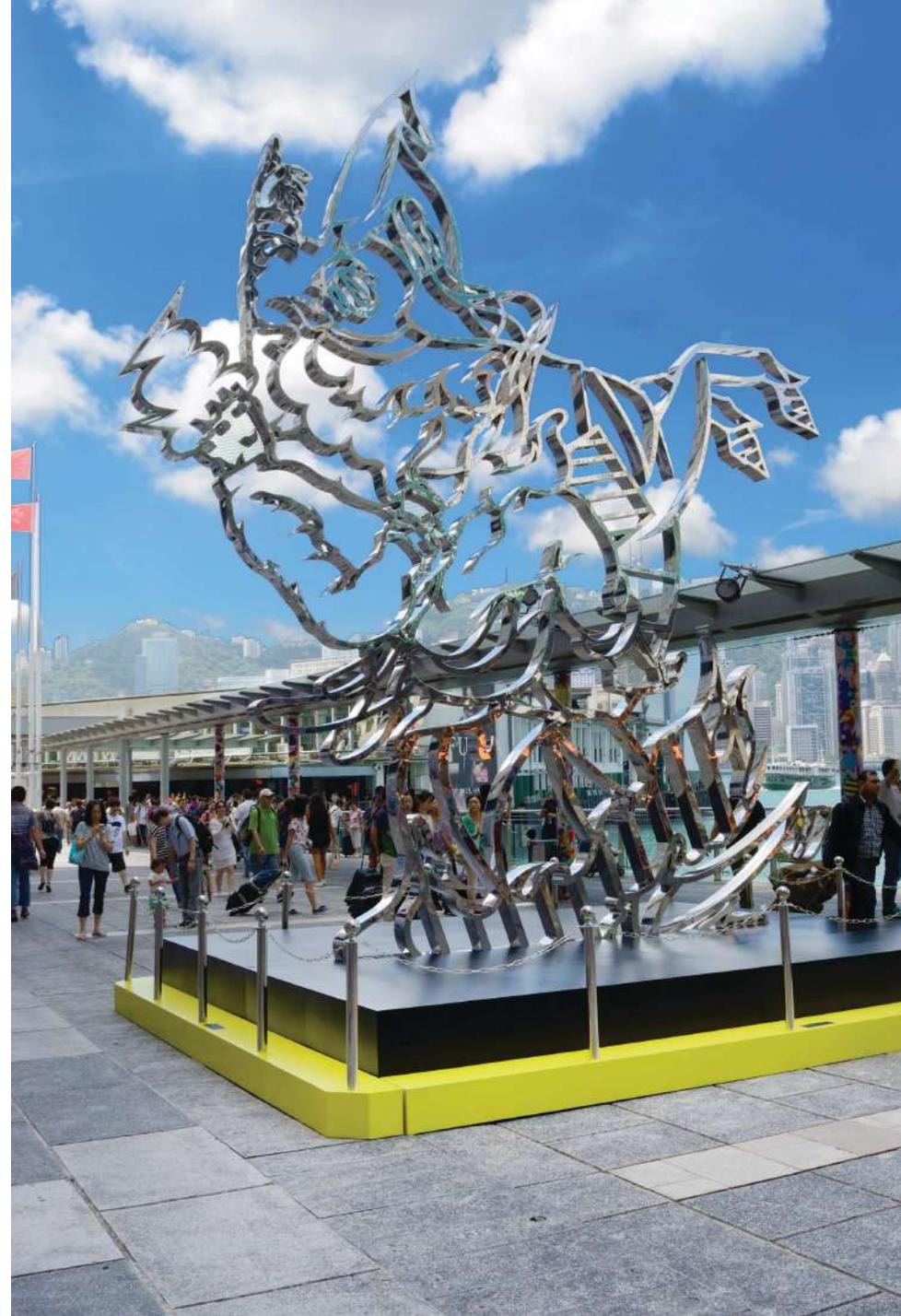
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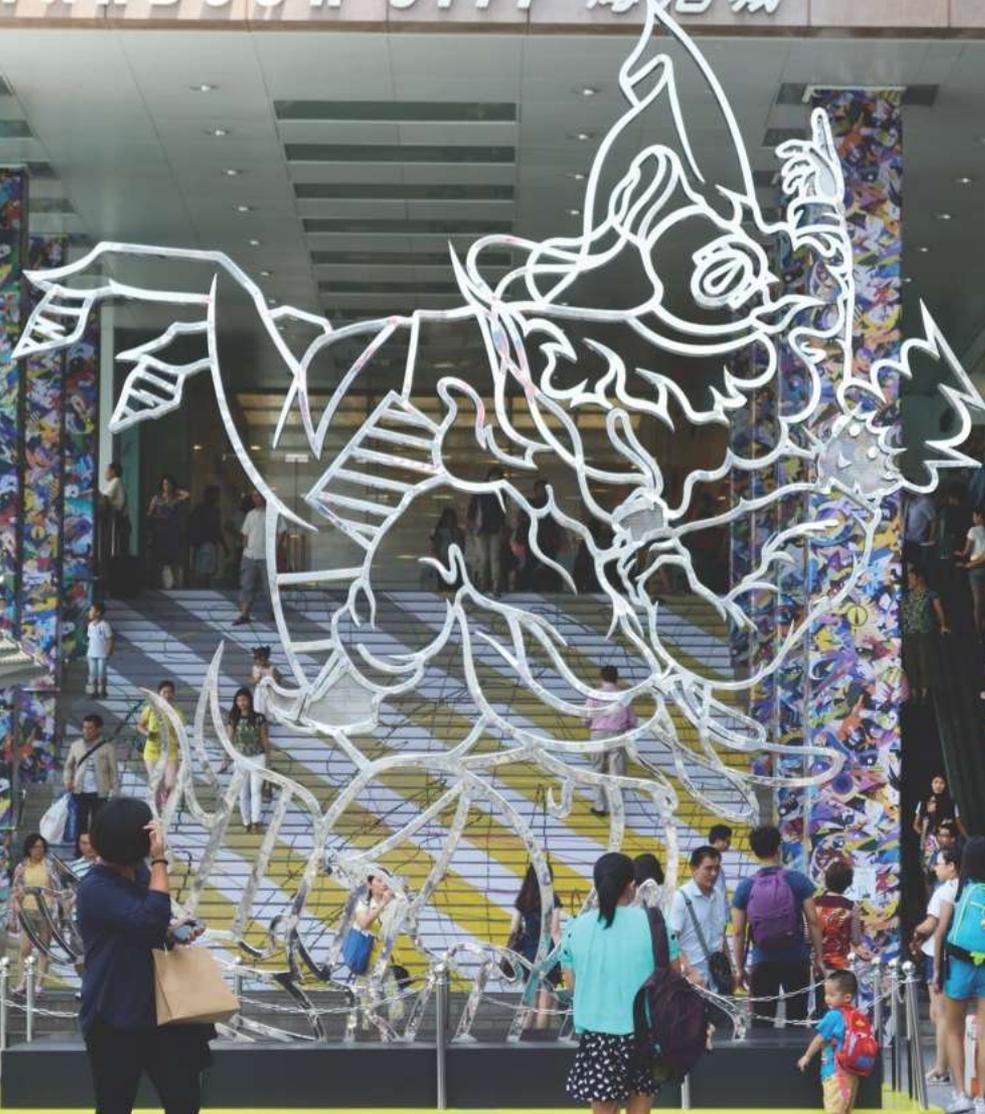
**project** Coca Cola building, Arts District LA  
**client** Hudson Pacific Properties  
**artist** Brendan Monroe  
**type** Mural Installation





**project** Sky is the Limit  
**client** Harbour City, Hong Kong  
**artist** Tomokazu Matsuyama  
**type** Sculpture Installation

HARBOUR CITY 海港城



Lane Crawford







project Perrier Flavors  
client Perrier  
artist AKACORLEONE  
type Mural Installations







project AMEX x Hot Tea  
client American Express Platinum  
artist Hot Tea  
type Sculpture Installation



**project** Art BGC  
**client** Bonifacio Arts Foundation, BGC Manila, PH  
**artist** Various: FAILE, CYRCLE, Pastel Fd, Kristin Farr, Nate Frizzell  
**type** Mural Installations, Event Programming





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## WHY PUBLIC ART?

### WHY PUBLIC ART MATTERS

Cities gain value through public art – cultural, social, and economic value. Public art is a distinguishing part of our public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art humanizes the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas. Public art is freely accessible.

### CULTURAL VALUE AND COMMUNITY IDENTITY

Cities and towns aspire to be places where people want to live and want to visit. Having a particular community identity, especially in terms of what our towns look like, is becoming even more important in a world where everywhere tends to look like everywhere else. Places with strong public art expressions break the trend of blandness and sameness, and give communities a stronger sense of place and identity. When we think about memorable places, we think about their icons – consider the Eiffel Tower, Big Ben, the Pyramids. All of these were the work of creative people who captured the spirit and atmosphere of their cultural milieu. Absent public art, we would be absent our human identities.



#### ECONOMIC VALUE AND REGENERATION

As has been witnessed throughout history, public art can be an essential element when a municipality wishes to progress economically and to be viable to its current and prospective citizens. Data strongly indicates that cities with an active and dynamic cultural scene are more attractive to individuals and business. Public art can be a key factor in establishing a unique and culturally active place. Public art can create civic icons, but it also can transform our playgrounds, train stations, traffic circles, hospitals, water treatment facilities, and airports into more vibrant expressions of human imagination. By building and reinforcing community culture, public art can act as a catalyst for community generation or regeneration. In this case, size does not necessarily matter. Public art can be very visible, large, permanent and unmistakable as an art experience; but it can also be very subtle, short lived or seamlessly integrated into one's experience of a place. Public art matters.

#### THE ARTIST AS CONTRIBUTOR TO CULTURAL VALUE

Public art brings artists and their creative vision into the civic decision making process. In addition the aesthetic benefits of having works of art in public places, artists can make valuable contributions when they are included in the mix of planners, engineers, designers, elected officials, and community stakeholders who are involved in planning public spaces and amenities. Artists bring their own creative skill set to those conversations, which can also inspire creativity in others, ideally bringing the means of decisions and problem-solving to a more responsive and imaginative result. There is a public art continuum that appreciates the varied creative intentions and roles that artists may bring to a project. Artists may be invited by an official entity, a project may be artist-initiated, or work may take the form of a non-sanctioned artistic endeavor. However, artists inevitably bring personal and distinctive interpretations to each idea, site, social construct, and aesthetic potential. In this way, artists can be social and civic leaders, advocating through art for alternative perspectives that can challenge assumptions, beliefs, and community values.



#### SOCIAL VALUE AND PLACEMAKING

Public art is a reflection of its place and time. It acts as a place marker in all human settlements. Artworks like Cloud Gate in Chicago's Millennium Park are intertwined with our images of those cities. Transient artworks, like Christo and Jean Claude's Running Fence in California or the Sultan's Elephant in London, have become memorable moments in time, captured in picture postcards and in family photo albums. Public art activates the imagination and encourages people to pay attention and perceive more deeply the environment they occupy. Public art stimulates learning and thought about art and society, about our interconnected lives, and about the social sphere as a whole. Public art is uniquely accessible and enables people to experience art in the course of daily life, outside of museums or other cultural institutions. Public art provides everyone in the community direct and ongoing encounters with art. It engages social interaction — both during the selection process and following installation. And, an artwork can lead the viewer toward self-reflection and awareness.

#### EQUILIBRIUM ON THE EDGE

Public art does something that neither a public space without art nor even a museum with all its art can do: it can capture the eye and mind of someone passing through our public spaces. It can make us pay attention to our civic environment; it can encourage us to question what's around us. Much of our newly built environment lacks the resonance of history or reflection of civic ownership, which makes residents proud of where they live. Carefully conceived public art installations and environments, rich with connections to our history, the natural world or the ephemeral quality of life, help make places of meaning within a community. Art can celebrate the qualities that make one place different from another. The best of public art can challenge, delight, educate and illuminate. Most of all, public art creates a sense of civic vitality in the cities, towns and communities we inhabit and visit.