

City

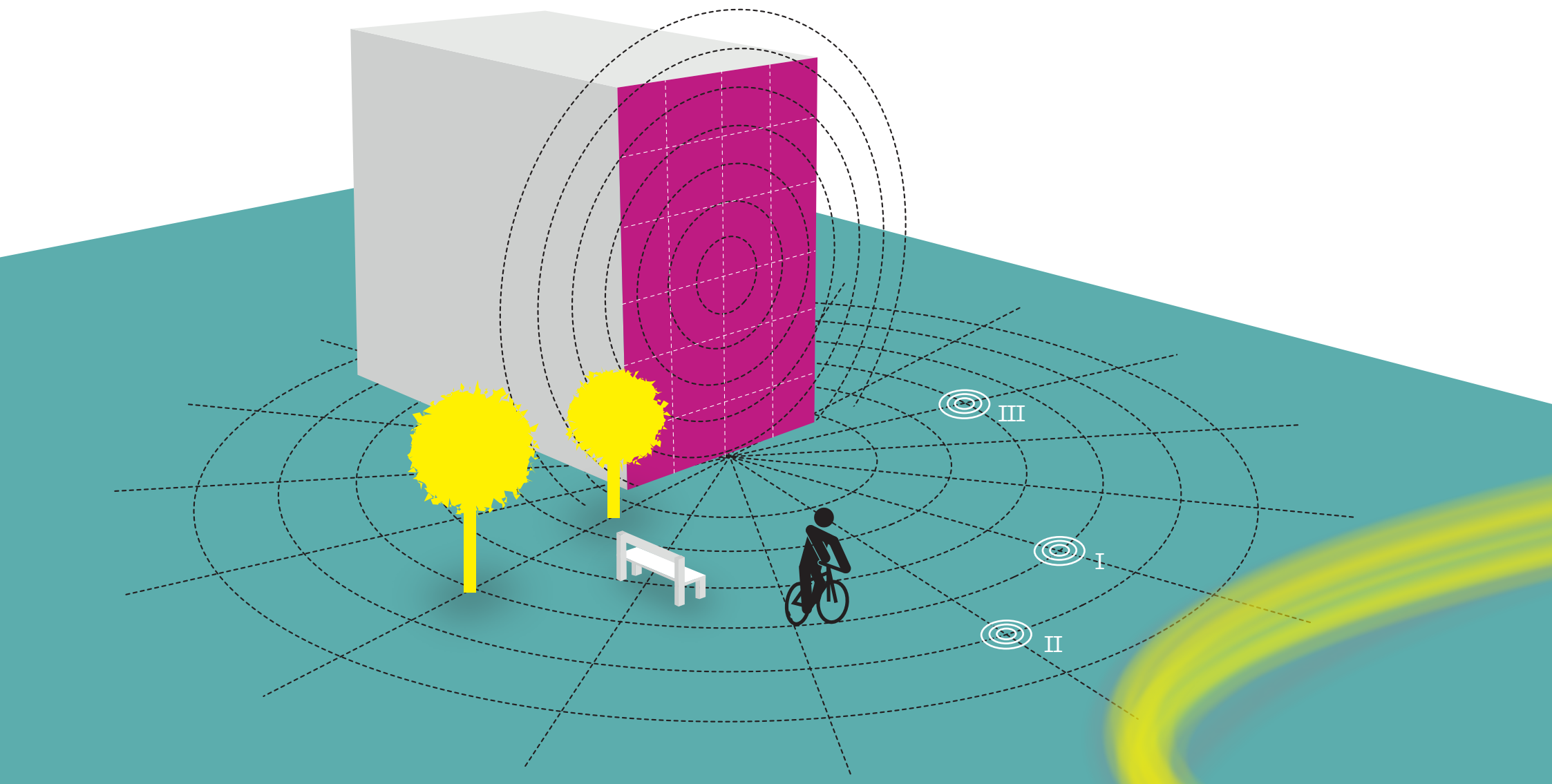
The first guideline City refers to urban outlook, complex, history and society of Halle-Neustadt as well as to the spatial relations to its neighbouring, often isolated quarters. Ever since, HaNeu found itself between autonomy as former separate city with own identity and its inclusion into the city of Halle as one of its most populous districts. ha:neo emphasizes the specialities of Halle-Neustadt, while embedding its conceptual planning and agenda setting into municipal development projects and processes.

The artists get a profound overview on their in many ways unique operating place, so they are able to integrate the artwork, its motives and creative process into city-wide context. Then as now, the former Socialist planned city reflects its urban society; the knowledge of past and present developments significantly shapes the artist 's work and attitude, producing substantial and relevant art.

The analysis part of the concept at hand serves as groundwork on Neustadt history and art traditions, but also on current statistics of population and property (see 3.1). Artists get a feeling of HaNeu and immediate impressions of the quarter on methodical wanderings along relevant spaces and places of Halle-Neustadt, also at different times of day; imaginable are – for a change of perspective under different emphasis and the participation of other Neustadt actors – for example:

- a walk alongside Magistrale
- visits of the Punkt towers
- visits of intergenerational community centre Pustebblume, Neustadt centre, swimming centre etc.
- the mere stay at outdoor or public spaces, such as Treff, Neustädter Passage, Weinberg Campus, City park Peissnitz etc.

Further media examination – for example through screenings and presentations of photos or slides – conveys additional info on the history of public art in Halle-Neustadt. A choice of subsequent English literature gives room for international artists to independently gather additional knowledge of the city.



Space

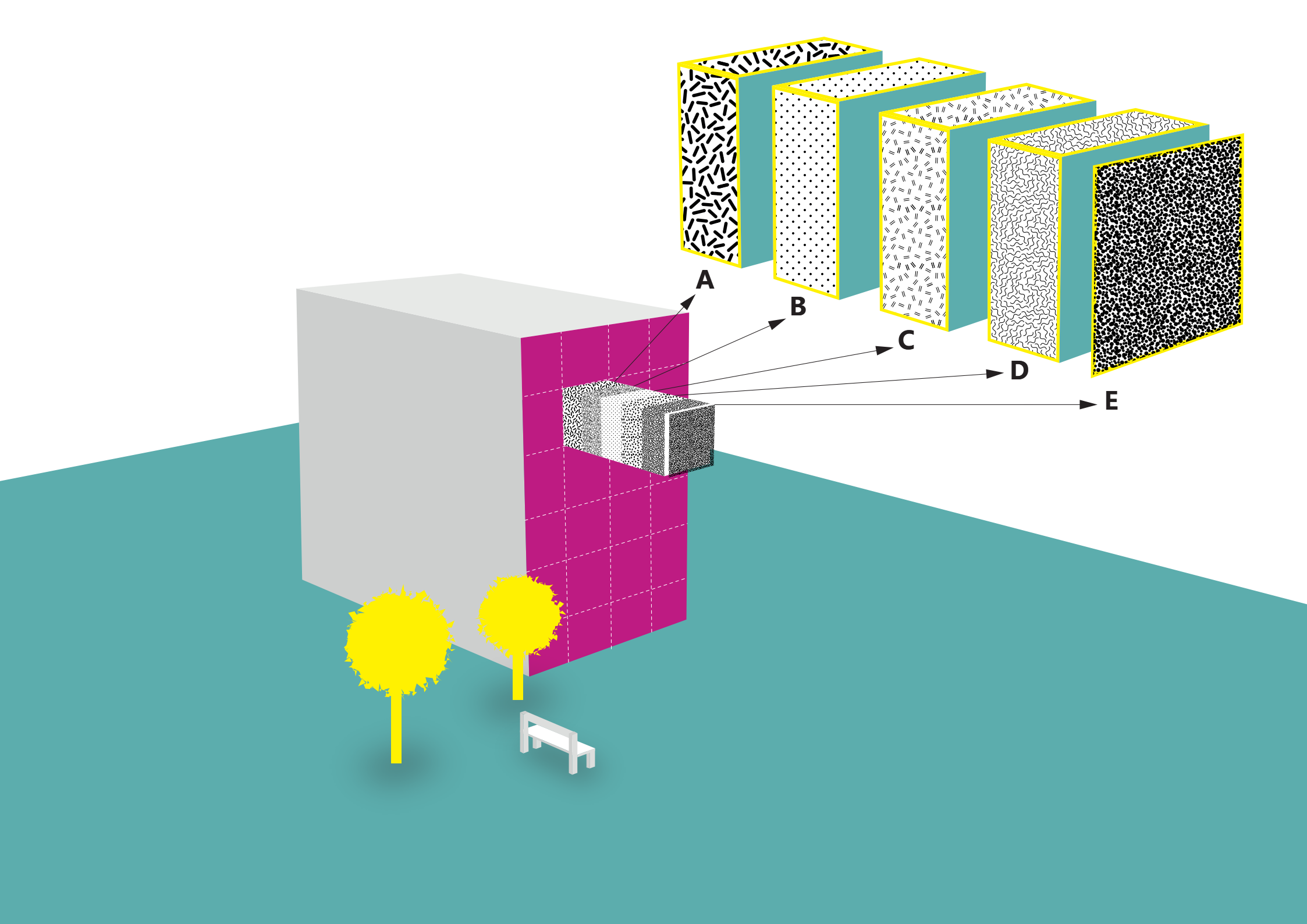
In regard to a potentially designable wall, the guideline Space refers to spatial contents and functions, visual axes, light atmosphere and ways alongside a wall painting. At different times of day or year, colours and spaces completely change and a profound production site analysis has to bear that in mind. Such an inspection is costly, but technically practicable and generates a reasonable multidimensional image of the wall and its space. Also the functions of surrounding buildings and neighbourhoods are being included into the analysis, to help create extensive spatial relations and ensemble designs.

The space has to be experienced and measured on the spot. On a first visit, individual area points, that show specific relation to the mural or create decisive visual axes, can and should be included. In cooperation with the city department of planning, streets, ways and paths along the desired wall are getting mapped and evaluated in terms of usage, frequency and velocity. The conduct of urban occupiers, local traffic situations, even background noises, vegetation or the consideration of future construction projects make a holistic spatial analysis complete.

An actual study of the visual axes is done with the aid of the compass method. Therefore, three specified radii are drawn around the midpoint of the wall, producing several junctions with the straight lines coming out of it. From horizontally different perspectives, photos and short video clips of the wall are taken, whereas additional drone shots in vertical direction complete the spatial image. Thus, relevant viewing directions

in higher altitudes get reproduced, which would not have been comprehensive from the ground. A detailed description of the compass method can be seen in the index at hand.

All data are gathered in the residential studio apartment and serve the artist as retrospectively reasonable 360 degree image of the location. Murals are hardly ever perceived by static viewers, but always in motion. These movements and visual changes are additionally understood through extra camera shots by bike, car or transportation services. The dynamic perspectives paired with individual viewing patterns call for such a visually complex and unique model.



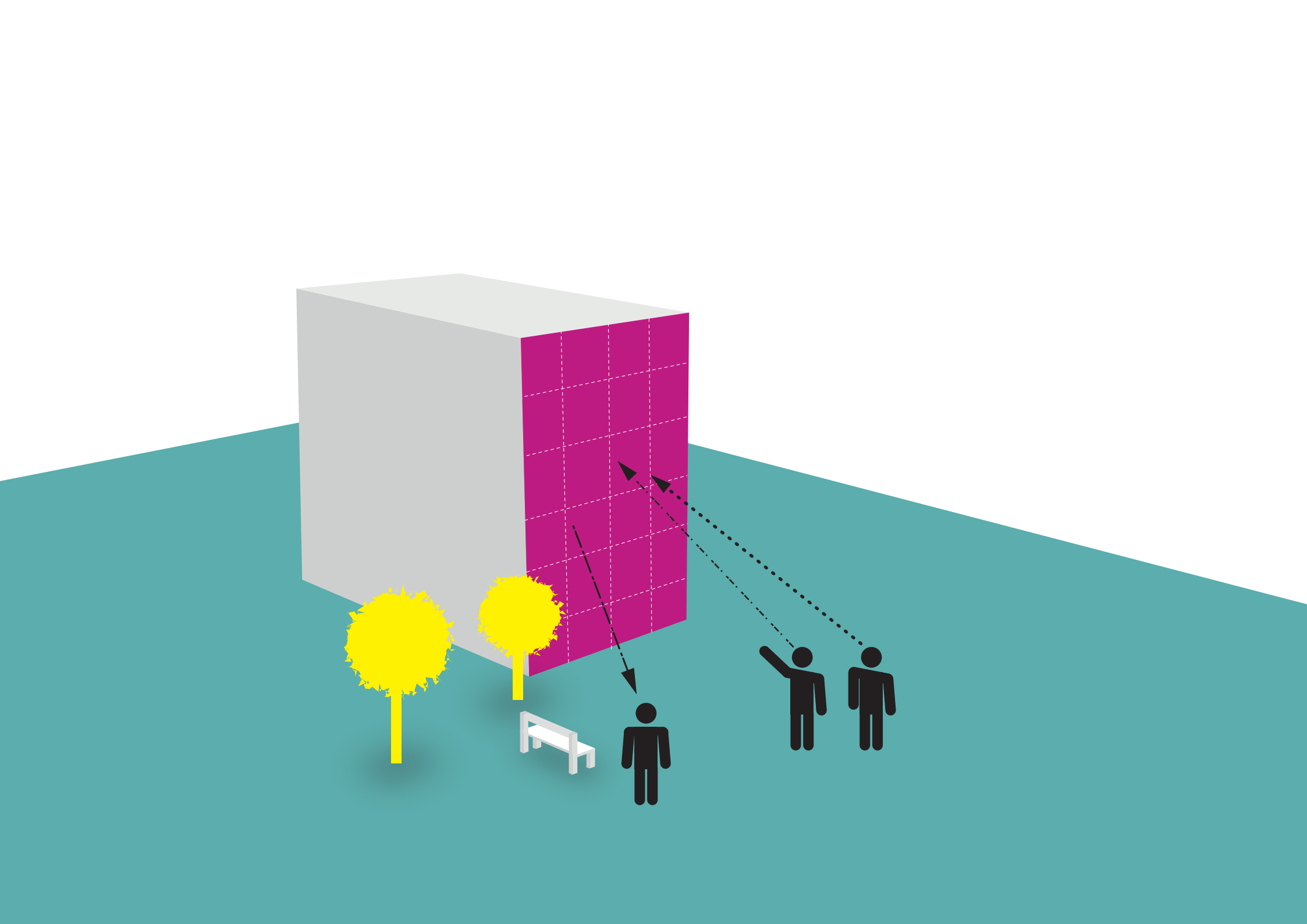
Wall

The actual guideline Wall refers to the factual surface and the architectural quality of a facade. With regard to a long-lasting wall painting for decades and the preservation of the respective building, optimal preparation and thorough analysis are indispensable. They provide the premises of the artist's material planning in close cooperation with advisory board and colour suppliers, already considering the maintenance of the mural.

Freiraumgalerie provides an extensive facade-specific organigram, that has to be consulted at every examination. An evaluation of the physically given condition and mineral composition of a wall happens during a central meeting of artists, advisory board members, homeowners and representatives of the participating colour company. There, architectural info is gathered and used as basis for a perfect material strategy. Relevant factors are:

- system of coating, plaster and insulation
- position and direction of the wall in terms of sun exposure, wind, vegetation, condensation, algae formation etc.
- drainage
- roof overhang
- concrete reinforcement
- pedestal conformation
- building regulations

The detailed organigram is to be taken from the index at hand. Especially with regard to this guideline, single advisory board members need to contribute their expertise and supervise the preparation process.

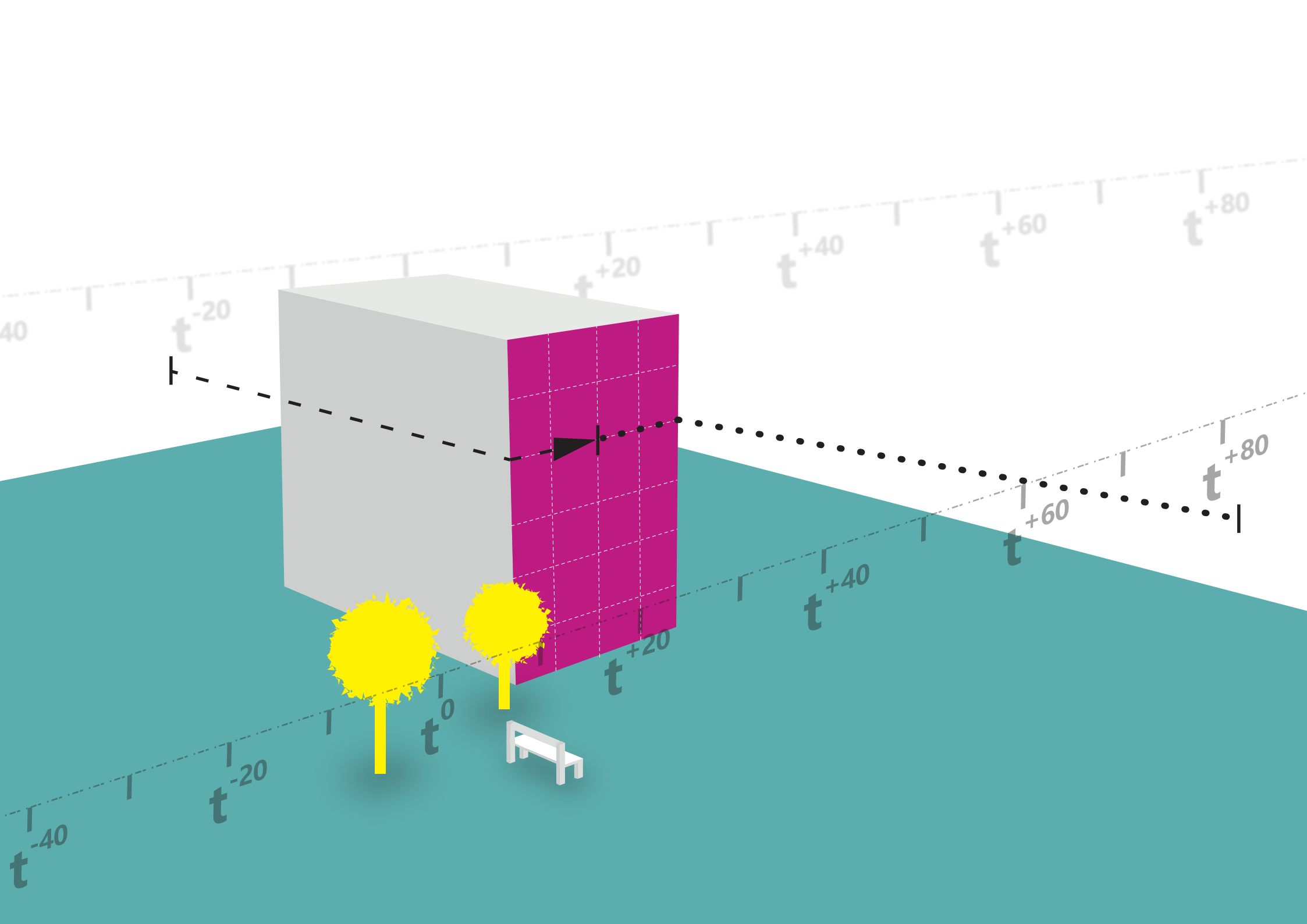


Individual

The guideline Individual devotes to the residents and their local composition on the spot as well as in entire HaNeu or Halle city. The identification with the wall painting, its motives and Halle-Neustadt in general is at focus. Besides personal and emotional reference, this identification is created mainly throughout contact to the artists, participation within the Wall&Space format and an informational transfer on Neustadt, its art and current issues.

The people of Neustadt are located within a double area of conflict – on one side between proud nativeness and uninterested resignation, between planning separation and inclusion into Halle on the other. Based on the guideline City, this one calls for consideration of Neustadt 's sovereignty, its genuine people, signs and symbols within original interpretation, parallel to addressing the quarter as part of a city-wide population.

Especially during the proposed expeditions throughout Halle-Neustadt and right in front of a wall, the artists get in contact with the people of Neustadt. All participants are given the possibility of mutual exchange – the population shares genuine Neustadt stories and links the artwork with personal reference, the artists may take this civic input into the creation of motives and their own perception of HaNeu. Based on suggestions made by the quarter management of Halle-Neustadt, these stories, biographies and needs should be gathered and considered carefully during events inside and outside of ha:neo. The participation of Neustadt 's population within the planned Wall&Space format is subsequently explained under point 4.2.



Time

The guideline Time combines the temporal layout of the whole concept, the long-term involvement of the artists, their profound urban experience as well as subsequent processes of evaluation and advancement.

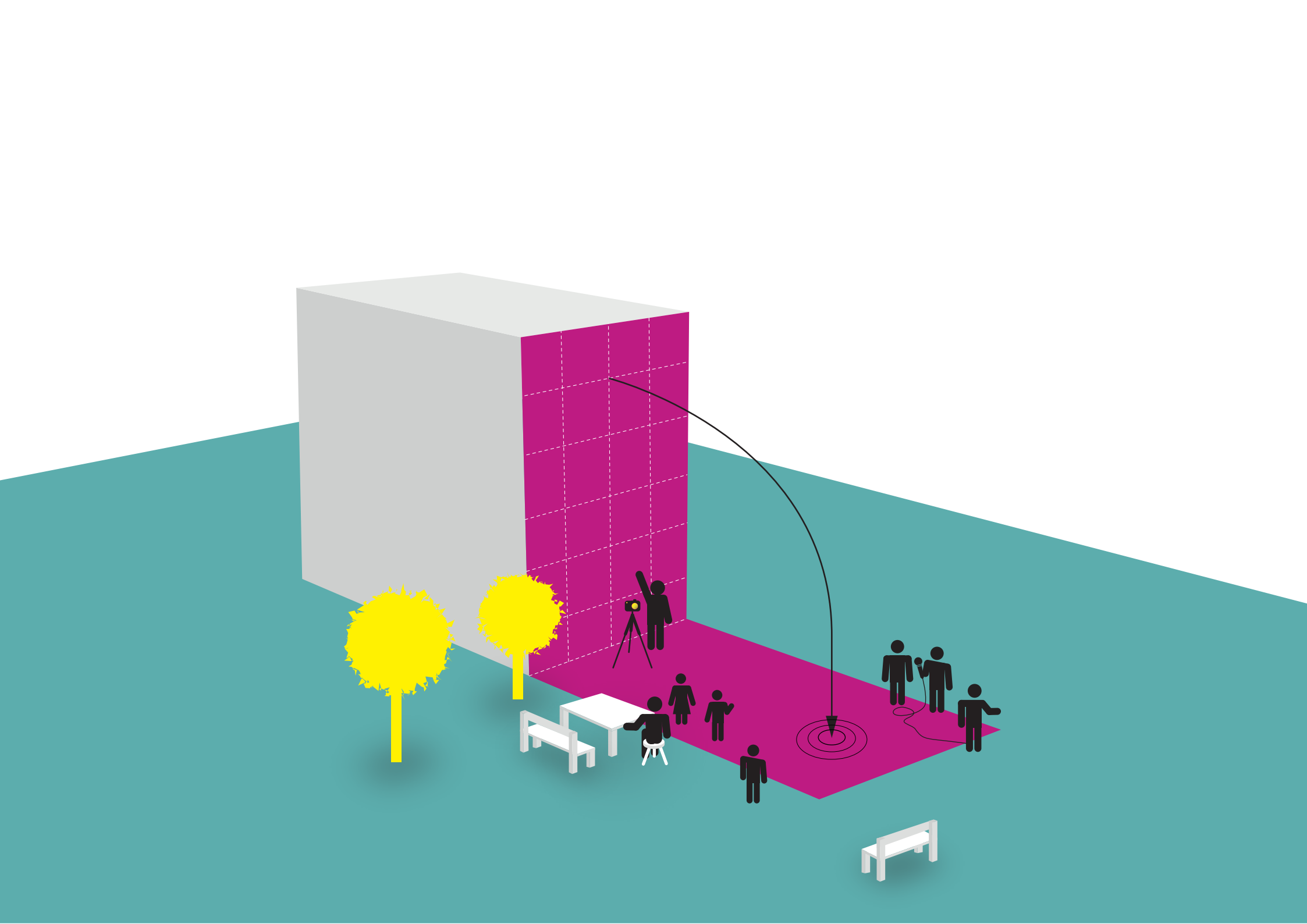
The planned artists residence emerges in detail from point 4.3.2. During weeks of residence in Halle-Neustadt they evolve an authentic impression of the quarter, especially within undertakings and meetings with other project participants and the people of HaNeu. The already mentioned long-term engagement means considerable effort, but also takes away time pressure from the artists, which is the reason for most unwanted artistic compromises during often hasty urban art festivals. Normally, artworks orientate themselves onto given time frames, whereas in the context of ha:neo the process duration is determined by the artwork itself.

Also documentation and postprocessing up to binding determinations of care and preservation of the mural within specified cycles of 15 to 20 years play an important role in terms of guideline Time. Continuous photo and film documentation of the yearly ha:neo events as well as archiving of the individual material lists guarantee traceability and sustainability.

Already during project phase, evaluating and preceding questions of sociology, urban planning or art history can dock on ha:neo for saving respective results and advancing the concept. Corresponding scientific institutions and networks need to be informed earliest possible for acquiring interested persons.

A premature preservation of public art, for example throughout the application for monument protection regarding to the wall paintings of ha:neo, is hardly realizable. The resulting artworks have to prove themselves relevant over long-term periods and within diverse social reference frameworks to justify a long-range conservation. Nevertheless, the wall paintings and spatial designs of ha:neo should be included into a city-wide discourse of culture and education as well as into respective archives and city marketing ventures. A further spread within artistic, architectural and urban development networks is also worthwhile. Therefore, suitable contact points and actions are:

- history workshop Halle-Neustadt
- city archive Halle (Saale)
- guided tours by Freiraumgalerie and/or city marketing Halle (Saale)
- inclusion into municipal and regional art lessons at schools
- practical and theoretic collaborations with students and teachers of BURG Giebichenstein arts college Halle
- art directory and archives of Halle (Saale) and Saxony-Anhalt
- art, architecture and urban planning magazines, blogs, conferences etc.
- local, regional and international press work and public relations



4.2 Wall&Space

Without an associated program bringing together the people of Neustadt with ha:neo, its interventions and participants, the planned wall design would remain anonymous invasion of the urban outlook of HaNeu. The interaction of public art and its viewers, the link between picture and meaning makes sense and evolves identification with one's own living environment, the city and themes of ha:neo.

Considering years of experience on murals and their effects in urban spaces, Freiraumgalerie accounts the Wall&Space participation as suitable format. It holds the idea of taking the wall painting as impulse and interaction scenery, staging the space in front of the wall as location of information, participation and contemplation. Furthermore, the contents and interventions are methodically accompanied, to always be able to feedback and optimize participation and civic address.



4.2.1 Information

The first step of participation is the extensive information of target groups with sufficient forerun; this mainly refers to the surrounding neighbourhood of a potential wall painting and the Wall&Space participation, but also to the rest of Neustadt and Halle city. Thus, every participant and interested inhabitant knows about all undertakings and interferences way before the realization, which does not only create positively tensed attention, but also prevents false expectations and misconceptions.

The affected residents are being informed within a determined radius and with the help of official tenant info, magazines and notices. These should be layouted and sent out in the respective design of the owner or housing company, for giving additional importance to the announcements. Local print and TV media, as well as specific promotion through the channels of Freiraumgalerie and their partners, subsequently ensures the wide-coverage spread.

4.2.2 Participation

The direct participation of target groups mainly takes place during the attendance on interventions and events of the Wall&Space format. Nonetheless, the participants are not working practically within the artisanal process of designing, due to questions of worker protection and the focus on professional and long-lasting high quality muralism. Being asked about favorite motives, many viewers lack imagination beyond conventional subjects, such as nature, home and human. According to Freiraumgalerie 's experiences, most of them prefer ideas and works of professional artists over participative community artworks.

The inhabitants ' competences lay within the sharing of individual Neustadt stories and the co-creation of the Wall&Space participation format. The space right in front of the wall serves the population as location of interaction, cooperation and re-design. This place gets temporarily staged plus sustainably revalued. Thinkable actions and installations within Wall&Space are for instance:

- colour designs and/or decorations of the space in front of a mural
- cultural events, such as concerts, stage performances, exhibitions, readings etc.
- plantings, for example raised community beds, recultivation of green areas etc.
- gastronomy, for example neighbourhood barbecues, open community kitchen, food trucks etc.
- permanent installations of street furniture, sculptures etc.

Such an interactive program enhances the mutual perception and helps create acceptance or appreciation among all participants. Furthermore, it provides possibilities for municipal, local and external actors to join the interventions. The city of Halle may use the participation format as opportunity for targeted quarter management, the evolvement of integrated development concepts and the embedding of ha:neo into city-wide plans and ventures. Cooperation with local social or cultural actors gets especially promoted throughout Wall&Space and secured for further formats, also apart from ha:neo.

For better identification, the participation format is temporally and locally limited, meaning the interactional site can be clearly identified and the program has distinct start and ending points, such as an introduction of participants or inauguration of the wall design. Stand-up displays, banners or other moveable moduls enhance the project 's recognition value. All undertakings, that help design the location and create public curiosity are welcome to a lively and successful participation format.

4.2.3 Contemplation

The knowledge transfer of concept, mural and space contents, a contemplation of Halle-Neustadt and the creation of an urban consciousness take place during the Wall&space process, but also far beyond the actual action phase. Within the participation program at site, for example presentations for social and educational facilities are preferable to discuss respective themes and relevant contents, using the wall painting as visual discussion starter. Artists, advisory board, Freiraumgalerie and also other partners or inhabitants can undertake this task of mediating info and fascination.

The interventions within the context of ha:neo have to be sustainably embedded in the minds of the residents, inhabitants and following generations beyond the project phase. ha:neo becomes integral and renowned part of the city 's discourse, identity and culture. Necessary and thinkable measures are:

- clear brochures with all ha:neo contents for residents and Neustadt actors, city-wide poster advertising
- information columns and badges on mural or Wall&Space location
- digital access to all ha:neo contents with photos and videos
- inclusion into art and social classes at schools and colleges (see guideline Time)

A reflection on Halle-Neustadt and its public space needs to be done critically and may not turn a blind eye to current problems. Otherwise and despite all negative reports and images, such a contemplation should always identify and promote the good and optimistic side of HaNeu. Its population needs to be encouraged that living in Neustadt was, is and remains a worthwhile decision.

