## Alight (2014)

## Permanent public sculpture. Commissioned by Stoford Ltd and Admiral PLC for Cardiff city centre.

'Alight' was commissioned to be sited alongside the newly built Admiral Insurance offices in Cardiff city centre. The brief was simply to develop a permanent sculptural piece for the site. I was interested in the architecture of the site, both in terms of its history – or lack of it, as the entire area had been redeveloped – and also its position within the city – this area could be described as an entertainment district, housing a cinema, a live music arena, shops, restaurants and bars. Also, where the work was sited was, formerly, not an area of high footfall due to it being at the back of a shopping centre. Through this work I was proposing a conversation between it and the very large architecture that surrounded it, at the same time attempting to create a landmark and reference point in people's navigation of the city.

Further documentation https://www.smarkgubb.com/alight

## Further Evidence/Information

Cardiff TV Interview/Feature:

https://www.youtube.com/watch?v=r 0UnA kWy4

Admiral TV Interview/Feature:

https://www.youtube.com/watch?v=etJ1N4Y4heA

BBC News Article:

https://www.bbc.co.uk/news/uk-wales-south-east-wales-30316587

a-n The Artist's Information Company News Article:

https://www.a-n.co.uk/news/lightening-bolt-strikes-cardiff-city-centre/

Wales Online News Article:

https://www.walesonline.co.uk/news/wales-news/bolt-blue-new-33ft-lightning-8237195

Architects Journal Feature (scroll down):

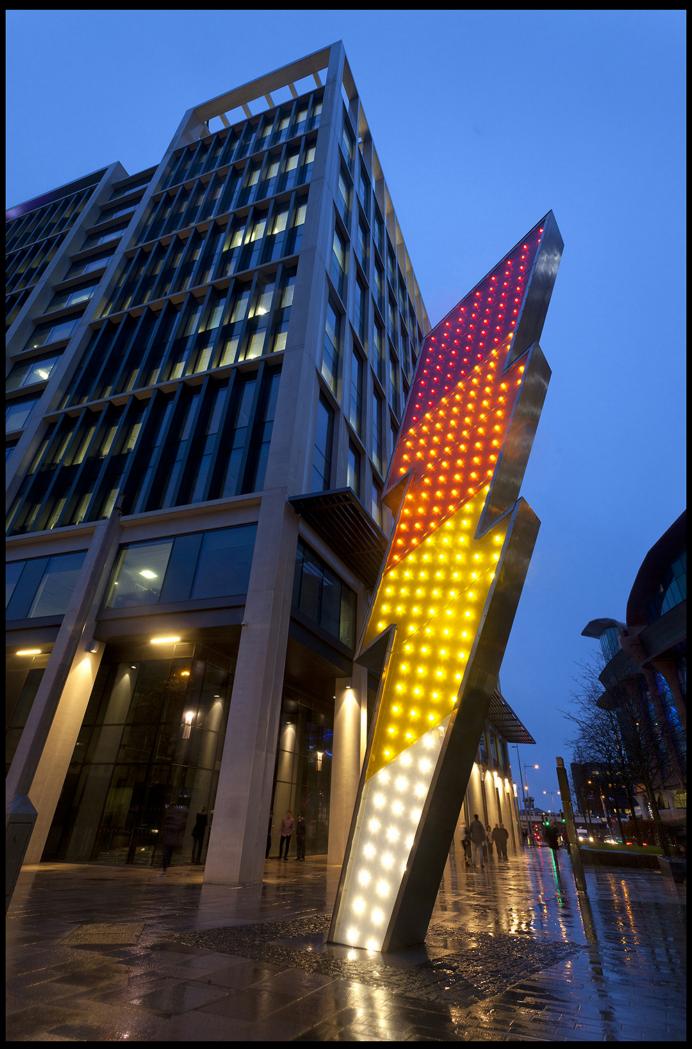
https://www.architectsjournal.co.uk/news/astragal-welcome-to-cambridges-latin-quarter

Your Sculpture – Sculptural Heritage Project: <a href="https://yoursculpture.wordpress.com/tag/wales/">https://yoursculpture.wordpress.com/tag/wales/</a>

## **Tangible Audience Metrics**

Cardiff TV video: 68 Admiral TV video: 286

This work has also featured in two BBC programmes that I am aware of, and one Welsh tourism advert.



Alight (2014) - Permanent public work sited in Cardiff (UK) city centre Image credit Jamie Woodley