

## **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](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/asragal-welcome-to-cambridges-latin-quarter>

Your Sculpture – Sculptural Heritage Project:

<https://yoursculpture.wordpress.com/tag/wales/>

### **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