



## **BUILDING SIGHTS**

Turning building site hoardings into  
managed art spaces

Since 2012, Global Street Art has organised 1,000 legal art murals, working with artists from 50 countries. We manage several hoardings in London as art spaces on behalf of developers.



# BENEFITS

Transforming hoardings into art galleries offers developers a range of benefits:

1. Improved appearance of your building site
2. Reduction in nuisance tagging
3. Better integration with the local community
4. Improved relations with planning authorities
5. Contributes to the Considerate Constructors Scheme
6. PR and social media benefits for developers
7. Zero cost for developers who sign up early to the scheme

“Transforming hoardings into art galleries brings life and colour to the streets of the capital.

Developers benefit through reductions in nuisance tagging and improvements to the appearance of sites. Communities benefit from new animated public spaces in their neighbourhoods. Artists benefit from opportunities to exhibit new pieces – many coming from all over the world to paint in the capital.

A mayoral priority is to widen Londoners’ access to culture, while maintaining the capital’s international reputation for excellence. *Building Sights* is well in line with this priority and we offer Global Street Art our full support.”

**Adam Cooper, Senior Policy Officer,  
Mayor of London**



# LAUNCHING THE GALLERY

- **Project management** – We manage the process from inception to completion and also take care of ongoing maintenance.
- **Getting started** – We conduct a site visit and discuss the optimal placement of H&S signage. We maximise the space for art, while adhering to statutory requirements.
- **Preparing the space** – We laminate your site signs to protect them against paint overspray or nuisance tagging.
- **Launching the gallery** – We organise an initial ‘jam’ or painting session to maximise positive PR potential.



# MAINTAINING THE GALLERY

- **Working with artists** – We invite the best available artists to paint, who adhere our respectful code of conduct.
- **Ongoing artwork** – We invite new artists periodically to refresh the hoardings throughout the life of the gallery, and we inform an appointed site liaison (typically the site manager) when a new artist is coming to paint – this will soon move towards an automated online system.
- **Troubleshooting** – In the event of any problems (e.g. tagging), we repair any damage or paint new art promptly.





“We love the art! Our hoardings look demonstrably better painted with art than left a single dull colour. When our development is finished we're hoping that some of the artists who have painted our hoardings can help bring the same vibrancy to the interior! ”

“We wanted our development to fit in with the look and feel of East London and this has helped us a lot, whilst providing a space for art at the same time.”

**Matt Berzak MRICS, Real Estate Portfolio Manager EMEA,  
Colt Technology Services**



“Traditionally our hoardings are bland affairs with monotone colours and bland corporate logos. We recognised the vibrancy in the locale and after consultation with our client, who were very supportive of the initiative, we felt reflecting the environment in the hoarding would be a great way to show off some eye catching artwork.”

“Our site staff enjoy the hoardings and we definitely feel better integrated into our local community as a result. In fact, the painted hoardings actively contribute to the points we can score in the Considerate Constructors scheme.”

**Sunil Sharma, Senior Surveyor,**  
**Paragon**

ors Scheme  
3 1423 visit: [www.ccscheme.org.uk](http://www.ccscheme.org.uk)



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Construction site  
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Paragon  
All deliveries  
to be via  
rear of building



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entry  
Logistics  
by  
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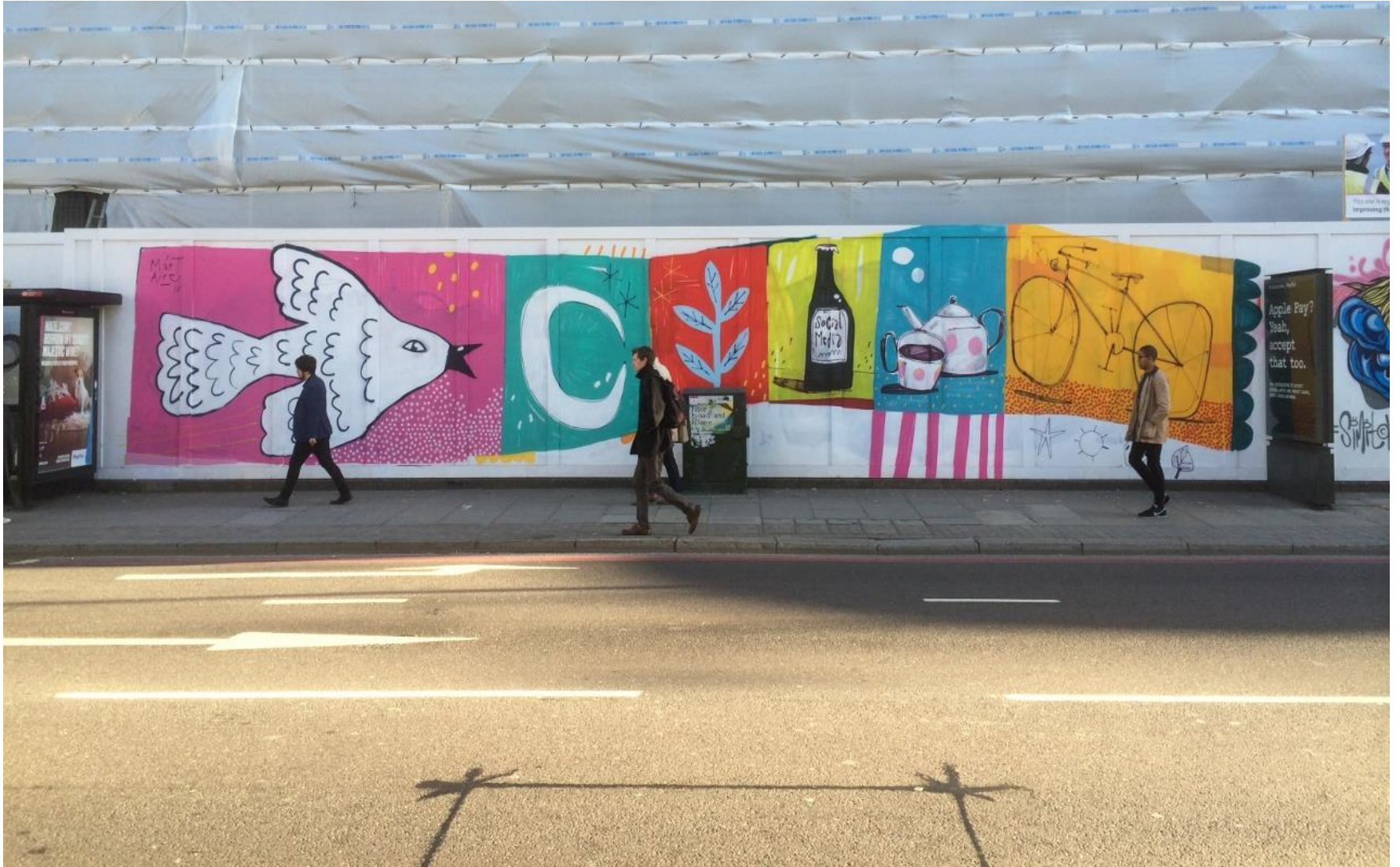


“With the help of Global Street Art nuisance tagging has fallen to almost nothing and in the knowledge that any offensive graffiti will be covered by new work means that it is one thing that we don't have to worry about as main contractor.”

“As part of the scheme Global Street Art walked around our site with the site manager to find the best positions for our site signage, fulfilling all their statutory requirements, whilst making optimising the space for art. Global Street Art also laminated many of our signs, making them paint proof (and resilient to any nuisance tagging).”

“This is definitely a program we'd consider for future building sites, including outside of East London.”

**Sunil Sharma, Senior Surveyor,  
Paragon**



# ABOUT GLOBAL STREET ART

- Founded in 2012, Global Street Art have organised over 1,000 legal street art murals across London, working with councils, academic and cultural institutions and other bodies.
- We have an online street art platform ([www.globalstreetart.com](http://www.globalstreetart.com)), with 90,000 photos uploaded by artists in over 100 countries. Over 250,000 fans on social media.
- Our commercial agency works internationally with major brands and developers to produce hand-painted murals and interiors tailored to client needs.







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