

PUBLIC ART POLICY

Understanding Public Art in Shopping Centres as any architectural or artistic element that, through its content or shape, has a significant relation with the public, namely improving the experience, perception and identity of the space where it is inserted. Sonae Sierra aims at promoting it in the real estate projects it develops and/or manages, according to the assumptions of this policy.

Sonae Sierra acknowledges that:

1. Its activity tends to influence the behavioural and cultural habits of its shopping centres visitors.
2. Artists in general and Public Art in particular have a mission to accomplish in the community.
3. Public Art has the purpose of improving the experience, perception and identity of a location.
4. Public Art declares the importance of adding aesthetic value to public locations, in order to improve a community's quality of life.
5. Public works of art, through their shape and/or content, have a strong social function.
6. Public works of art induce positive effects of those who admire them and benefit from their presence.
7. Public Art can be promoted through private actions of construction of public spaces. as is already the case of some of its shopping centres.
8. Public Art is the form of artistic productions which best suits shopping centres. since it is specifically created for that venue and its visitors, creating a dialogue with the users and interpreting the character of the venue.

Sonae Sierra commits to:

Promoting artistic creation through Public Art, designing or renovating its buildings, whenever viable, so that they enrich the spirit and memory of the location:

1. Allowing local communities to enjoy Public Art by promoting the cooperation of artists in the production of intelligible and appropriate art for the general public.
2. Contributing to the urban regeneration through the integration of Public Art in the shopping centre.
3. Guaranteeing that Public Art serves the purpose of the location, the public and the moment, as opposed to any ideology.
4. Facing Public Art as a work open to the participation of citizens, thus increasing its success rate in the local communities.
5. Using Public Art as a reference to qualify environments with memory and identity, promoting shopping centres as destination venues with cultural identity.