

A wide-angle photograph of a coastal landscape at sunset. In the foreground, a paved path winds through green, bushy terrain. A large, abstract, layered sculpture stands on the left. Two people are walking on the path. In the background, a coastal town is visible under a hazy, orange-tinted sky. The sun is low on the horizon to the right.

Layers of Bournemouth Evaluation Report

Audiences

A large, abstract, metallic sculpture with horizontal bands of gold and grey, standing on a grassy path. In the background, there is a sandy dune with a wooden fence and a path leading up. Several people are walking on the path.

Performance



Briony (in grey jumper) explaining the sculpture and process to two passers by.

Between the 18th April and 7th May 2018, the artists and volunteers spent 10 days on the site at Hengitsbury Head digging earth and making the sculpture.

Performance



- 100 hours of performance on site
- 30,000 passers-by witnessed it
- Around 1,500 people engaged the team in conversation
- Of these, around 400 had an extended chat about the process and meaning of the work
- 80 adults and children physically helped to create the sculpture for up to 5 minutes each by helping to recycle dried clay (smashing clay with a hammer or grinding it with a mill)

Comments from the public

That's fantastic,
Hengitsbury Head is such
a precious resource and
anything that reminds
people of that is great.

oh lovely, I'd like
to come back and
see it when its
finished

Oh that's great

I'll definitely
come back to
see it

You've definitely got people talking as
they come past that big wooden thing.
They want to know what it is. Her
comment (indicating friend) was "Its
somebody doing something with
something"! Now we know what its all
about.

Volunteers

The volunteers helped create the sculpture

Activities included digging, mixing materials, moving earth in wheel barrows and ramming

- 19 volunteers
- Average 1.1 days each
- 32% female
68% male
- 42% student
47% working age adult
11% retired



The un-boxing team mon 7th May

Volunteers motivations

I'm an art student and I'm really interested in audience participation. It was great to work on a real project with the public.

I just love it and want to see it made
(fellow artist)

Its been so great to be part of it.
(Retired local resident and her adult son who were passing on Sunday evening, and I persuaded to help me with the un-boxing on Monday 7th May)

It's been great to work on a full scale project.
(Architecture post graduate student who had previously worked on rammed earth samples)

Visitors

The sculpture continues to be present at Hengitsbury Head. It will eventually erode away, this might take 5 – 10 years

- Predicted annual visitors 600,000
- Predicted total visitors 4.5 million
- Visitors approx. 56% local from Southbourne, Christchurch and Bournemouth
- Wide economic backgrounds and generally a non-art world audience

An aerial photograph of a dirt path winding through a grassy field. Two people are walking on the path; one is wearing a blue jacket and the other a dark jacket. To the right of the path, there is a large, light-colored, triangular structure, possibly a construction barrier or a piece of equipment, surrounded by red and white striped caution tape. The word "Marketing" is overlaid in large white text across the center of the image.

Marketing

Call out for Volunteers

The call out for volunteers was widely publicised:

- on social networks
- through the artist's and artist's contacts' networks
- through the Art University Bournemouth student notice boards
- By B.E.A.F. to their volunteer networks
- To Bournemouth Council for Voluntary Service (although not confirmed if it went out to their networks)

**Volunteers wanted:**

Help to make an environmentally friendly sculpture and learn how to make Rammed Earth structures

Hengitsbury Head: Sunday 22nd April - Tuesday 24th April



Layers of Bournemouth
A temporary monument to time

For the Bournemouth Emerging Arts Fringe 2018, Sculptor Briony Marshall is creating a site-specific performance in which earth from Bournemouth will be collected and then transformed through ramming into a distinctive geometric sculpture: a temporary monument to time.

The performance will involve digging earth from the White Pits area. This will create optimum conditions for the Natterjack toad to mate. We will transport the earth to just below the high point of the headland where it will be mixed with natural pigments and rammed into a very large wooden box. This is a green building technique that can be used to make small structures in your garden or even a self-build home.

On Saturday 28th April, the box will be opened up to reveal the 8 foot tall sculpture.

We are looking for volunteers to do either 2 hour or 4 hour shifts from 10 – 6pm each day.

Public Liaison Volunteers will not be doing any building work, but will explain the project to passers by and keep an eye on the equipment and tools to ensure everyone's safety when the diggers and rammers are busy inside the structure or moving around

Dig and Ramming Volunteers will be doing fairly strenuous work, will need good solid shoes (steel toed ideal but not essential) and should bring gloves (such as garden gloves if they have them. Other personal protective equipment will be available onsite).

Date: Sunday 22nd – Tuesday 24th April

Times: 2 hours shifts from 10am – 6pm daily

Contact: Briony Marshall me@briony.com 07956 107 893

A BEAF (Bournemouth Emerging Arts Fringe) Festival Commission 2018

www.b-e-a-f.co.uk/beaf-commissions/

www.briony.com - With the collaboration of the Arts University Bournemouth's Architecture Department

Call out for volunteers
poster widely circulated



Happening here this week:

Layers of Bournemouth **A temporary Monument to Time**

For the Bournemouth Emerging Arts Fringe 2018, Briony Marshall is creating a site-specific performance in which earth from Bournemouth will be collected and then transformed through ramming into a distinctive geometric sculpture that will stand as a record of our presence yet also remind us of the unknowable vastness of time.

The performance will involve digging earth from the site from the White Pits area where the Natterjack toads mate, moving it here where it will be mixed with added ingredients, before using it to make the sculpture to one side of the path up to the headland. The sculpture will start off as a hollow form made of Plywood formwork with a 'layer plan' for the sculpture documented on the inside in colour coded bands. The public will be able to watch as the form is filled up in layers then compressed down to form the rammed earth construction.

Then on the first day of B.E.A.F 2018 on the 28th April, the plywood form will be unscrewed, and slowly taken away from the construction to reveal the layers and the final form of the landmark sculpture.

This box is just here temporarily whilst we make the sculpture. No tools are left in it overnight.

Please come back to follow how we get on or come for the unveiling on Saturday 28th April from 2 – 4 pm

You can also get involved – see nearby poster for details

Poster placed on Steel
Box on the site

Instagram

The performance was documented on the Instagram account: [@ArtBriony](#) using the hashtags [#beaf2018](#) and [#LayersofBournemouth](#)

- 60 posts between 17th April & 19th June
- Average 50 likes
- Average 3 comments
- Max likes 216 (unveiling)
- Max comments 37 (unveiling)

[@ArtBriony](#) continues to repost public posts of the work.

Facebook

The sculpture was the subject of a private conversation on the SOBO facebook group

- Approx 8,600 members of SOBO group
- 14th May thread liked, loved or LOL-ed by 75 people
- 57 comments and replies
- Generally very positive comments



Louise Elizabeth Broderick

I really like it - I think it's a great quality piece of sculpture and will age fantastically. I saw it first time this weekend and it is a real stunner it goes with the surrounding environment beautifully. Like the beautiful benches it's natural and looks like thought and skill have been involved in their creation.

9w

Like

Reply



Jenny Peck ▶ SoBO
14 May at 08:08 · 📷

What do you think of the new "art" statue on Hengistbury Head?



👍 Like 💬 Comment

👍 🗨️ Rebecca Newnham and 74 others

- 

Becky Brooks James 😊😊😊
9w Like Reply
- 


James Falshaw-Skelly Im NOT taking...
- 

Becky Brooks 😊😊😊
- 


Annika Garratt
That's pretty cool actually but I think it needs labels to tell you what the layers mean, how old they are

📷 🌤️ 🔄 ⌚ 📶 31% 📶 23:58


👍 🗨️ Rebecca Newnham and 71 others



Mei Parsons
I really like it.
1 d Like Reply




Jemma Davies
It looks like a slice of cake. I do like cake
1 d Like Reply 👍 🗨️ 8




Adam Jackson-Gane Man I love da ca...




Jemma Davies Luuuuuurve cake. Mm...



Bob Hill
Love it, so cool that it serves as a geological record as well as being aesthetically striking.
1 d Like Reply 👍 🗨️ 9



Jason Bonner thats what i was hoping...



Sandra Ann Roberts
Looks like a huge layered sandwich but I like it but it's making me hungry!
1 d Like Reply


📷 Write a comment... GIF 😊

📷 🌤️ 🔄 ⌚ 📶 31% 📶 23:57


< Replies




Libby Shaw
What's it all about?
1 d Like Reply




Sarah Gallagher
I don't think anyone knows, hope they may add an information label so we do xx
1 d Like Reply



Sarah Rootham
It looks like it's about the sedimentary layers of jurrasic limestone.. be interesting to read labels on each of the layers tho.. I think some are crustations xx
1 d Like Reply 👍 🗨️ 4



Jane Leigh
Sarah Rootham crustations are snails ...
1 d Like Reply



Sarah Rootham

📷 Write a reply... GIF 😊

🔔 🌤️ 🔄 ⌚ 📶 31% 📶 23:57

others



Becky Brooks James 😊😊😊
1 d Like Reply



James Falshaw-Skelly Im NOT taking...



Becky Brooks 😊😊😊



Annika Garratt
That's pretty cool actually but I think it needs labels to tell you what the layers mean, how old they are.
1 d Like Reply 👍 🗨️ 11



Annika Garratt
Also why is it that wonky shape? What is that supposed to mean?
1 d Like Reply 👍 🗨️ 1



Sarah Gallagher
Yes I thought the same about labels, maybe they are coming xx
1 d Like Reply 👍 🗨️ 1




Rebecca Chadwick


📷 Write a comment... GIF 😊

📷 🌤️ 🔄 ⌚ 📶 31% 📶 23:58

👍 🗨️ Rebecca Newnham and 71 others



Becky Brooks
It looks like one of those sand art bottles 😊
1 d Like Reply 👍 🗨️ 3



Lesley Sloane
I don't think it needs labels. In my eyes it just represents the strata of sedimentation in an interesting way. Cool shape to contrast with the soft landscape.
1 d Like Reply 👍 🗨️ 14

📷 Write a comment... GIF 😊

📷 🌤️ 🔄 ⌚ 📶 29% 📶 23:56

< Replies



Rebecca Chadwick
Kathy Robinson Chadwick that's what was under there
1 d Like Reply



Kathy Robinson Chadwick
I'm sure I've got a bottle like that somewhere 😊
1 d Like Reply 👍 🗨️ 1

📷 Write a comment... GIF 😊

📷 🌤️ 🔄 ⌚ 📶 31% 📶 23:58

< Replies



Bob Hill
Love it, so cool that it serves as a geological record as well as being aesthetically striking.
1 d Like Reply 👍 🗨️ 9



Jason Bonner
thats what i was hoping it was looking at it!
1 d Like Reply

📷 Write a comment... GIF 😊

Press coverage

The sculpture was covered in the Bournemouth Echo which has a circulation of 12,289

[http://www.bournemouthecho.co.uk/news/16235242.Unveiled The new rammed earth sculpture at Hengistbury Head/](http://www.bournemouthecho.co.uk/news/16235242.Unveiled_The_new_rammed_earth_sculpture_at_Hengistbury_Head/)

The article attracted 22 comments, mostly negative and reflecting other issues of local politics



18th May

Rammed earth sculpture installed at Hengistbury Head



A NEW 'rammed earth' sculpture has been unveiled at Hengistbury Head as part of the Bournemouth Emerging Arts Fringe (BEAF) event.

Made by Briony Marshall, 'Layers of Bournemouth' aims to remind people "of the unknowable vastness of time".

It was created by Briony in partnership with students from Arts University Bournemouth over the course of three weeks.

Funded through an Arts Council England grant as part of its support for BEAF, the sculpture took nine days of work at the site to complete following several months of design work.

Opticrom

Opticrom Hayfever 2% w/v eye drops

Always read the label
Opticrom Hayfever 2% w/v Eye Drops
contain sodium cromoglicate.
May 2018 SAGB.OPT.18.05.0733

Most
popular

Most
commented

Toobored

18th May 7:03 pm

I'd like to see it but no buses.....

Last Updated: 18th May 8:03 pm



11

Report

petetha1

19th May 11:11 pm

I have really given this a lot of thought and W.T;F

I think they meant to say several minutes design, what where how several months.



0

Report

Aka the moog

19th May 1:38 am

So no mention of what type of materials were used to make it. Which makes me to wonder what will be leaching into the ground. To stabilise materials that pour takes chemicals.

Ffs it's a nature reserve!

I guess the exhaust fumes spewing land train for the rich people of mudiford spit will be detoured past it soon.

Last Updated: 19th May 1:39 am



0

Report

dailytrivia

20th May 11:38 am

Lovely. Reflects the rock strata around our coast.



0

Report

dailytrivia

20th May 11:40 am

What a load of negative comments on this sculpture. Just goes to prove there is very little culture in this part of the world.



0

Report

doginasink

21st May 10:01 am

It's just soil from different parts of bournemouth heavily compressed. There's no chemicals in there other than what's in the soil used.



0

Report

ringwoodworm

20th May 4:11 pm

I guess sometime in the future this will include a plastic layer (or stratum if you're that way inclined).



0

Report

Guybrush_Threepwood

19th May 3:18 am

Hengistbury Head has a natural beauty. Why does it need a man-made piece of 'art' there? I hope it's only temporary!

Last Updated: 19th May 11:57 am



B.E.A.F.
performance

‘How did we do?’

- The B.E.A.F. team were fantastically supportive of this ambitious and experimental performance and installation
- My main contact Carol Maund helped recruit volunteers, helped problem solve when issues arose, was understanding of a issue that caused a delay and even offered to put me up, and persuaded her husband to help with the installation
- I was happy with all the promotion and marketing around the event

‘How did we do?’

- The timeframe between the confirmation of the commission and the event ended up being quite short, which did have an impact on the project
- Initially we were expecting the result before Christmas, but confirmation came through on the 15th March
- This prevented us being able to complete the sculpture for the start of the festival week



Impact of Commission

Impact on my work

The B.E.A.F. commission was a unique opportunity for me to take create:

- My largest sculpture to date
- My first work in a public space
- My first piece of public engagement
- My most high profile project to date

Impact on my work in the future

- I am leveraging the success of this project to apply for funding for further rammed earth sculptures in public spaces
- The commission has attracted the attention of a high profile sculpture commissioner and the editor of a national sculpture publication
- I have received very positive feedback from the contemporary sculpture community

What worked well

- Timing of project and natterjack toad mating
- Final sculpture blends with landscape and mirrors local cliffs
- Public engagement

What didn't work so well

- Number and commitment of volunteers:
 - We didn't have very long to recruit volunteers so didn't get as many as hoped
 - I wanted to have more volunteers focused on public engagement to allow others to focus on build, but this wasn't possible so work took longer as workers had to spend time talking to the public

What didn't work so well

- Local soil not suitable:
 - Hengitsbury Head soil was high in sand and low in clay. As a result we had to add expensive powdered clay to the mix to enable the rammed earth process
 - If we had had longer, we could have used recycled clay, but the process of turning this into powder was very time-consuming even with the public's help.

How could BEAF support you in the future?

- I would like to hold a supporting exhibition, talks and educational programme at Hengitsbury Head visitor centre
- They have agreed in principle but do not have budget to support this
- It would be great if B.E.A.F. could offer advice and support for fundraising for this



Thank you for
your support