



Art Contact Case Study - Kaleidoscopic Heritage



Kaleidoscopic Heritage
Public Art Commission | Old Town Hall, Bromley

Client: Castle Forge Development

Art Consultan: Art Contact

Artist: Andy Welland

Location: Old Town Hall, Bromley

**art
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Creating a contemporary identity for a historic landmark

When Castle Forge Development appointed Art Contact to deliver a public art commission for the redevelopment of Bromley's Old Town Hall, the challenge was to find a creative response that respected the building's heritage while contributing something contemporary and distinctive to its new life.

Originally built in 1906 and officially opened in 1907, the Old Town Hall is a Grade II listed civic landmark with a strong architectural and cultural identity.

Today, the building has been transformed by Castle Forge Development into a flexible workspace, with additional event spaces operated by Clockwise. The redevelopment brings a new generation of users into the building while retaining its historic character.

Art Contact was brought in to identify an appropriate opportunity for public art and to guide the project from artist selection through to the final commission.



Identifying the opportunity

The historic status of the building immediately presented a challenge. With the Old Town Hall being Grade II listed, attaching artwork directly to the building was not a suitable option.

Rather than seeing this as a limitation, Art Contact looked at the wider site and considered how the surrounding spaces could provide an opportunity for a meaningful public artwork.

Following a detailed visit to the building and its surroundings, Virginia Grub identified a prominent courtyard location that offered the potential for maximum visual impact while remaining sensitive to the historic fabric of the building.

This became the starting point for the commission.

Selecting the right artist

With the location established, Art Contact identified artist **Andy Welland** as a strong creative fit for the project.

Known for his vibrant murals and public artworks, including work at Newcastle Quayside, Andy's distinctive use of colour, geometry and pattern offered an opportunity to introduce a bold contemporary intervention while responding to the character of the Old Town Hall.

Art Contact worked with the project brief to establish a creative direction that would connect the new artwork to the history and identity of the building.



Turning heritage into a contemporary artwork

The Old Town Hall contains a wealth of architectural and historical references, providing Andy with a rich source of inspiration.

Particular attention was given to the building's stained-glass windows, which reflect aspects of Bromley's history, including its historic links with the Diocese of Rochester and the wider civic identity of Kent.

Andy translated these references into a contemporary visual language of bold geometric forms and vibrant colour.

The result is **Kaleidoscopic Heritage** — an artwork that takes inspiration from the past while establishing a strong visual identity for the building's future.



Art as part of placemaking

The commission demonstrates how public art can play an important role within the redevelopment of historic buildings and contemporary workspaces.

Rather than being an isolated addition, **Kaleidoscopic Heritage** responds directly to its setting, creating a visual connection between the Old Town Hall's architectural heritage and its new role as a flexible workspace and events destination.

For Castle Forge Development, the artwork contributes another layer to the identity of the redeveloped building, creating a distinctive point of engagement for occupiers, visitors and the wider community.



Art Contact — developing meaningful commissions



Art Contact works with **property developers, architects, organisations and project teams** to develop and deliver art commissions that respond to the character, ambitions and identity of a place.

From identifying opportunities and selecting artists to developing creative briefs and managing the commissioning process, we bring together the right artist, idea and environment to create artwork with lasting impact.

Are you developing a new property, regenerating an existing site or looking to introduce art into a public or commercial environment?

Talk to Art Contact about your next art commission.