

Another Place

Antony Gormley

Crosby, Sefton, Merseyside

‘Cultural tourism bringing direct economic benefit to the region.’

Another Place consists of 100 cast-iron life-size figures on Crosby beach, spread out along three kilometres of the foreshore and one kilometre out to sea. The figures, each weighing 650 kilos, are made from a cast of the artist's body and are shown at different stages of rising out the sand. The work is seen as a poetic response to the individual and universal sentiments associated with emigration, sadness at leaving but the hope of a new future in another place.

‘The seaside is a good place to do this. Here time is tested by tide, architecture by the elements and the prevalence of sky seems to question the earth’s substance. In this work human life is tested against planetary time. This sculpture exposes to light and time the nakedness of a particular and peculiar body. It is no hero, no ideal, just the industrially reproduced body of a middle-aged man trying to remain standing and trying to breathe, facing a horizon busy with ships, moving materials and manufactured things around the planet.’

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Another Place by Antony Gormley
Photo: Robert Cook

The artwork was brought to the area by the South Sefton Development Trust, a new organisation set up by South Sefton Partnership to continue its regeneration work in the area, in partnership with Liverpool Biennial who oversaw its planning and installation. Arts Council England, North West awarded £15,000 to South Sefton Partnership towards the project. Part of the total investment received by the partnership was also used to create two new posts, and establish an education programme working with local schools.



Another Place by Antony Gormley
Photo: Robert Cook

'Installing Antony Gormley's *Another Place* on our coast has received a fantastic response from residents, visitors and local businesses. It is hard to quantify, but the 'feelgood factor' for residents through enjoying the piece, and putting the area in the national spotlight has been very noticeable. Local schools are also drawing inspiration from *Another Place*. We're estimating there will be around 600,00 visitors over 17 months generating approximately £6 million for the local economy through visitor spend.'

Rod Yeoman, Director, South Sefton Partnership

Website: www.antonygormley.com

Arts Council England
Phone: 0845 300 6200
Email: enquiries@artscouncil.org.uk
Website: www.artscouncil.org.uk