



Andy Robinson

Head of Strategy
Futurecity

Time at Futurecity: 8 years
Professional Experience: 23 years
Qualifications: BA (Hons) Fine Art

Andy is an experienced cultural strategist who specializes in identifying the key components of place and community to inform strategic cultural placemaking. He brings extensive knowledge of social transformation through culture, creative enterprise and industries, working with leading international artists and cultural organisations that are committed to the authentic development of new places, their environment and social dynamics.

Andy leads strategic visioning and programme delivery of high-profile culture and placemaking programmes for major growth sites at home and abroad. He grew and led Futurecity's Cambridge portfolio, and advises the city via its Public Art Panel.

Andy brings considerable recent experience from large-scale development sites where cultural initiatives are drawing together diverse local communities to co-create new neighbourhoods, districts, and cultural gateways into cities.

Recent projects span a diverse portfolio; Bahrain International Airport, Barking Riverside, Nottingham, Ipswich, Basildon, the implementation of Heathrow Terminal 2, The Culture Line for Crossrail, the 60 hectare Cambridge Biomedical Campus, New Papworth Hospital, and the 120 hectare Great Kneighton community in Cambridge.

Value Added:

- Substantial large-scale cultural placemaking experience
- Expertise in cultural placemaking for Social Value
- Expertise in digital/cultural engagement – strategies, projects, apps
- Substantial experience of deploying international artists and creative practice to lead transformational placemaking

Key Relevant Projects:

- Bahrain International Airport Public Art Strategy, Bahrain
- Barking Riverside Cultural Placemaking Strategy & Delivery, London, UK
- Heathrow Terminal 2 Cultural Strategy, London, UK
- Crossrail Public Art Strategy, London, UK
- Nottingham Island Cultural Placemaking Strategy, UK
- Cambridge Biomedical Campus & Great Kneighton Cultural Placemaking Strategy and Delivery, Cambridge, UK
- Basildon Town Centre, Cultural Placemaking Strategy, UK