

## **SOUTH PROMENADE, BRIDLINGTON**

Artist: Bruce McLean & Mel Gooding in collaboration with  
Bauman Lyons Architects

Client: East Yorkshire Borough Council/East Riding of Yorkshire  
Council  
1999

As EYBC's Urban Design Officer Andrew Knight led the design programme for the innovative improvement of a traditional resort, building in humour and fun. The remodelled South Promenade stretches along about half of the town's seafront and is a combination of modern design and public art with a running text by Mel Gooding and various works by Bruce McLean. The town's history is traced in text along the promenade with cafes and beach huts adding a magical touch to a visit to the seaside. These elements run along a nautical mile, with a long water channel defining the edge between the public space of the promenade and the semi-public space of the beach huts. The promenade terminates at the south end with McLean's striking jetty and the Headland Cafe above it.

*Not only has the scheme revitalised the South Foreshore, it has created an environment for public art which is highly creative and which is also, in the words of a visitor, 'good fun, in a seaside postcard way' CABE*

<http://www.cabe.org.uk/case-studies/south-foreshore-promenade>

Photography: Andrew Knight

