

Abstract intended for oral presentation

TITLE	Art on Green Roofs – goals and potential	
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KEYWORDS	Benefits of art on green roofs Designing green roofs Performance for improving amenity / 'place making' Attraction of new target audience Green roof promotion	
BACKGROUND	Green roofs provide habitats for plants and animal species, but generally urban citizens only benefit in an indirect way. Art on green roofs creates an environment for people to engage more directly with nature on accessible, visible or made visible green roofs.	
OBJECTIVES	The primary aim is to introduce art to green roofs for the following reasons: <ul style="list-style-type: none">• Art on green roofs has the potential to emotionally and mentally please and involve people and therefore create a stronger bond towards nature in the city.• Art has the capacity to increase the perceived value of green roofs by offering a new perspective to experience nature.• Designed in a specific cultural context, art makes the roofs unique and improves media exposure.• Art makes the concept of green roofs accessible for a new target audience and has the potential to attract new clients.	
METHODOLOGY	Art concepts for green roofs are developed through the analysis of the location and its history, users and usages as well as the cultural context, followed by a creative idea generation process. The concepts are then being refined in dialogue with the clients, architects and green roof specialists.	
RESULTS	Results are being demonstrated through the following examples done in collaboration with ZHAW: <ul style="list-style-type: none">• Green roof art concept and realisation of Exhibition Centre Basle, Switzerland (restricted access but visible)• Green roof art concept (planning stage) for The Monument Building, London UK (accessible and visible)	
IMPACT	Art concepts implemented in green roofs offer new possibilities for users, owners, and scientist (planners and researchers). Art further improves the cultural and social appreciation of green roofs.	