

Press Release

Hidden Art Cornwall Design Fair 2007 - Call for Applications **Saturday 25 - Monday 27 August**

Following the success of Hidden Art Cornwall's inaugural Design Fair in 2006, we are pleased to announce that this exciting event will return to the gorgeous setting of Godolphin House over the August Bank Holiday weekend. The 2007 Design Fair will present contemporary design from up to 100 Hidden Art Cornwall and Hidden Art London members and applications are now open for those wishing to exhibit.

Presenting a wide range of furniture, interior products, lighting, ceramics, glass, jewellery, textiles and fashion accessories, the Hidden Art Cornwall Design Fair is a unique event, showcasing the wealth of talent Cornwall's designer-maker community has to offer. In 2006 the event attracted over 3,000 visitors from across the country and many of them took the opportunity to buy original Cornish design.

2006 exhibitor Judy Trebilock of Madasa Hats said, "I felt privileged to be part of such a high quality event and met lovely interesting people, both makers and members of the public."

As well as individual stalls by designer-makers, the Design Fair will again encompass *Hidden Art Curated*, an exhibition presenting contemporary design in an unconventional context – the historic rooms of this ancient manor house.

If you are a designer-maker who lives or works in Cornwall and are interested in taking part in the Hidden Art Cornwall Design Fair, please visit: www.hiddenartcornwall.co.uk/designfair or phone: 01326 253696 to receive an application pack.

The deadline for applications is 5pm, Monday 23rd April.

You must be a member of Hidden Art Cornwall or Hidden Art London to take part in the Design Fair. Visit www.hiddenartcornwall.co.uk/membership for more information on how to become a member.

Hidden Art Cornwall is a franchise of Hidden Art in association with University College Falmouth.

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For additional details please contact:

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For more information on Godolphin House visit www.godolphinhouse.com or phone 01736 763194.

NOTES TO EDITORS

About Hidden Art Cornwall

Hidden Art Cornwall is the UK's first social franchise, a not-for-profit membership organisation that promotes and supports designer-makers who live or work in Cornwall and the Isles of Scilly. We offer companies and members of the public access to original design. Our aim at Hidden Art Cornwall is to increase awareness for the quality of work being made in the county by offering local designer-makers a range of services to help strengthen their profiles and grow their businesses. Current members include a textile embroiderer in Penzance, an architectural glass maker in Helston, a crochet jeweller in Porthtowan and a lighting designer in Falmouth.

As demand for high quality design grows, opportunities for businesses are expanding. Translating creativity into practical output is a difficult and complex process, and this is where Hidden Art Cornwall can help, by improving access to information, enabling the exchange of ideas and expertise and providing a platform for designer-makers to exhibit and sell work, products and designs to key markets and the public.

Join Hidden Art Cornwall

As a Hidden Art Cornwall member you can enjoy privileged access to our events and services and participate in our initiatives, whether you are interested in buying and selling opportunities, information, promotion or business development. Visit www.hiddenartcornwall.co.uk/membership for more details.

About Hidden Art

Hidden Art is the trading name of Mazorca Projects, a not-for-profit organisation. Over the past 10 years, Hidden Art has driven the growth of the design sector in east London. The partners and funders of Mazorca Projects have recognised the benefit to designer-makers and the Department for Trade and Industry has awarded funding to help replicate the Hidden Art success story with its first franchise, Hidden Art Cornwall.

Hidden Art began in 1994 as a small open studios event showing the work of 43 Hackney-based designer-makers. A decade on, it has developed into a unique network, supporting over 2,000 designer-makers and building links between the creative and manufacturing industries and their clients.

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About University College Falmouth

University College Falmouth is internationally known for its undergraduate and postgraduate courses in art, design and media. In March 2004, its standing and quality were recognised when the Privy Council granted the College the power to award its own taught degrees.

In 2003 the College opened the Design Centre, part of a £130million development funded under the Combined Universities in Cornwall initiative. The Design Centre provides stunning new facilities for courses in Contemporary Crafts, 3D and Spatial Design, Textile Design, Garden Design and it houses the new Research Cluster in 3D Digital Production.

University College Falmouth is a founding partner in the Combined Universities in Cornwall initiative, which is funded mainly by the European Union (Objective One), the South West Regional Development Agency, and the Higher Education Funding Council for England, with support from Cornwall County Council.

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