

Press Release

New contemporary design fair for Cornwall

August 26th-28th 2006.

A new opportunity for Cornish designer-makers to sell direct to the public is being staged by Hidden Art Cornwall. The three-day Hidden Art Cornwall Design Fair will take place at Godolphin House, over August Bank Holiday weekend, and will feature original work created by around 80 Hidden Art Cornwall members, and a small selection of Hidden Art London designer-makers.

Showcasing a wide range of furniture, interior products, lighting, ceramics, glass, jewellery, textiles and fashion accessories, the Hidden Art Cornwall Design Fair is a first for Cornwall. The aim of the event is to raise the profile of Cornish design, attract visitors to the county and to enhance the public's perception of design by presenting it in innovative and stimulating ways whilst providing a unique opportunity for the public to buy Cornish design.

The event will encompass individual stalls by designer-makers as well as *Hidden Art Curated*, an area where selected pieces of work by Hidden Art Cornwall members will be placed within the show rooms of Godolphin House, chosen by a selection panel from the design industry in response to the existing furniture and architectural detail of the rooms. There will also be a *Finer China* plate raffle of 50 unique plates and design-led games for children.

Hidden Art Cornwall member, Kevin Taylor of *Sense of Place* says: "This is a fantastic opportunity to gain exposure for our work, as this kind of event is a chance to sell to and make the Cornish public aware of our bespoke furniture service".

The deadline for applications to exhibit is 5pm on **Friday 28th April**. There will be a question and answer session for anyone interested in taking part at 6pm on Thursday 20th April, at University College Falmouth's Design Centre at the Tremough Campus.

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, or to book a place at the question and answer session.

You must be a member of Hidden Art Cornwall 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

Hidden Art Cornwall

Hidden Art Cornwall is a not-for-profit membership organisation that supports and promotes designer-makers who live or work in Cornwall and the Isles of Scilly, offering companies and members of the public access to original design.

Our aim at Hidden Art Cornwall is to improve access to information, enable the exchange of ideas and expertise and offer a platform for designer-makers to exhibit and sell work, products and designs to key markets and the public.

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

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. Our membership categories cover Designer-Makers, Manufacturers/Retailers, Associates and Friends. 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 1,800 designer-makers and building links between the creative and manufacturing industries and their clients.

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University College Falmouth

University College Falmouth is internationally known for its undergraduate and postgraduate courses in art, design and media. 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 and Garden Design. It also 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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The Business Room at University College Falmouth

The Business Room houses a 3D design bureau offering some of the most modern equipment in the country available for hire by local businesses. Based in the business room are 13 incubatee businesses. These are mainly graduates running a variety of design businesses including, spatial designs, textile designers and product designers. Incubatees can access expert mentoring, business space, computer, IT support and access, telephone, desk and storage at an affordable amount and are given a start up financial award. The Business Room also provides desk space for four designer-makers on The Crafts Council *Next Move* scheme.

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