

Press Release

Smashing Finer China to be won!

Sixty individual bone china plates will be exhibited and raffled in the *Finer China* plate raffle, held at the Hidden Art Cornwall Design Fair at Godolphin House this August Bank Holiday weekend.

The *Finer China* plate raffle gives the public a chance to own an exclusive piece of design.

The plate designs range from amusing and witty sketches to gorgeous patterns, unusual photography and clever concepts, from the highly colourful to muted pencil drawings. All have been designed by members, friends and associates of Hidden Art Cornwall with the designs digitally printed by the Design Bureau at University College Falmouth.

Whether winners choose to use the plate or decorate their wall with it, the designs are wide ranging, unique, and only available to be won at the Hidden Art Cornwall Design Fair. The raffle will be drawn at 5pm daily with plates being raffled each day.

The Hidden Art Cornwall Design Fair runs from 26-28 August 2006, and will present over sixty designer-makers selling a wide range of work from the handmade and traditional to products that utilise cutting-edge digital technologies. Entry to the Design Fair is £3 (Under 16yrs free), which includes a free ticket for the *Finer China* plate raffle, and a chance to win a plate!

Godolphin House is a privately owned 15th Century grade one mansion, set in National Trust woodland, between Helston and Penzance.

For more information visit: www.hiddenartcornwall.co.uk/designfair

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 +44 (0)1736 763194.

For more information on the Design Bureau at University College Falmouth phone Vic Machon on 01326 253756, email: vic.machon@falmouth.ac.uk, www.falmouth.ac.uk

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.

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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About Godolphin House

Godolphin House is a privately owned house open to the public. Hidden in ancient woodlands Godolphin has beautiful interiors with fine examples of English furniture, rare and ancient gardens c1500, stables from c1585 and a surrounding National Trust estate for beautiful woodland and hill walks.

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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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