

Press Release

Hidden Art Cornwall designer-makers at 100% Design, Stand F75, 20-23 September 2007

Hidden Art Cornwall will make its second appearance at 100% Design during the London Design Festival this month. Three designer-makers will be launching new designs in lighting and interior products under the Hidden Art banner.

100% Design is the UK's premier contemporary interiors event and gives designer-makers a valuable chance to access both London and international markets and gain a wider audience for their work. Hidden Art Cornwall made its debut at 100% Design in 2005, showcasing the work of two Hidden Art Cornwall members on the award winning Hidden Art stand.

For 2007 the selected Hidden Art Cornwall designer-makers are:

Charlotte Tangye - Godolphin Globe light. Inspired by Cornwall's historic Godolphin House, Charlotte presents a new version of her Globe pendant light, a winner in the Lighting Association's Student Lighting Design Awards 2006.

Nick Fraser - Hall Stand. Made up of three functional products, Nick offers a unique alternative to the conventional hall stand by playing with the raw visual qualities of exposed pipe work found in most domestic environments.

Jodie Bishop - Lighten Up wall lamps. Jodie uses a combination of traditional glass making techniques and modern technology to create these organically shaped wall lamps.

Participating designer-maker, Nick Fraser, says, "As a Cornwall-based designer you don't often get opportunities to put your work in front of so many influential people from the design industry and reach those vital business contacts in London and across the UK. Hall Stand could be taken forward in various directions and I think 100% Design is the perfect show to realise the potential of this product, be it architectural applications, retail or commissions."

Hidden Art Cornwall is a membership organisation that promotes and supports designer-makers living or working in Cornwall and the Isles of Scilly, while offering companies and members of the public access to original design. For more information on Hidden Art Cornwall and updates on the 100% Design exhibition, visit www.hiddenartcornwall.co.uk/100percent.

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

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For more information on Hidden Art at 100% Design please visit www.hiddenartlondon.co.uk/100percent.

For additional details please contact:

Charlotte Tangye at Hidden Art Cornwall on 01326 253696, email: charlotte@hiddenartcornwall.co.uk

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.

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.

Contact: Saul Sherry, tel: 020 7729 3800, email: saul@hiddenart.co.uk, www.hiddenart.com

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.

Contact: Jilly Easterby, Head of Public Affairs, tel: 01326 213792, email: jilly.easterby@falmouth.ac.uk, www.falmouth.ac.uk

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