

Press release

Hidden Art Cornwall set up shop for Cornwall Design Week

10am - 5.30pm, 19 - 24 November 2007
The Poly, Church Street, Falmouth

For one week only, Hidden Art Cornwall will be setting up shop at The Poly in Falmouth as part of the 3rd annual Cornwall Design Week. Visitors shopping in Falmouth in the run-up to Christmas will have the chance to buy the best in contemporary Cornish design from Hidden Art Cornwall designer-makers.

The Hidden Art Cornwall shop offers visitors the opportunity to treat themselves to something special or seek out that perfect Christmas gift. From luxurious hand-made textiles, glassware and ceramics to lighting, interior products and unique Christmas decorations, the Hidden Art Cornwall shop will be selling a wealth of items not usually available on the high street.

Designer-makers include:

100 Metres - Lambswool scarves and shawls
Carla Jennings Jewellery - Amber pendants and earrings
Green and Blue - Ceramic birdballs and birdfeeders
Heidiart - Silver jewellery
Malcolm Sutcliffe Glass Studio - Hand blown glass baubles
Nick Fraser - Coat hanger mirrors and magnetic frames
Orangewonder - Flop and Dillo lampshades
Poppy Treffry - Tea cosies and handbags
Tandem - Furniture

A range of products in the Hidden Art Cornwall shop are also available online through the Hidden Art E-Shop, open all year round at www.hiddenartshop.com.

The aim of Cornwall Design Week is to showcase the wealth of talent that exists in the design sector in Cornwall; to encourage design awareness and to communicate the value of design to business. Cornwall Design Week 2007 is being organised in partnership between Cornwall Design Forum, Hidden Art Cornwall, the Royal Cornwall Polytechnic Society and University College Falmouth.

For more information on the Hidden Art Cornwall shop visit
www.hiddenartcornwall.co.uk/cornwalldesignweek

ENDS

For more information about Hidden Art Cornwall and to become a member contact Charlotte Tangye on: 01326 253696 or email: charlotte@hiddenartcornwall.co.uk

Hidden Art Cornwall is a social franchise of Hidden Art in association with University College Falmouth. Visit www.hiddenartcornwall.co.uk and www.falmouth.ac.uk

NOTES TO EDITORS

About 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 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.

Lucy Turner a designer-maker who makes interior products and has recently joined Hidden Art Cornwall said "I believe Hidden Art is a well respected organisation and I want to be part of it." Poppy Treffry a textile designer-maker and also a recent member has said "Hidden Art Cornwall is an interesting and contemporary initiative; I like the possibility of doing things as a group and so saving money and having a stronger presence."

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 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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