

ideas pad

Festival idea
by Fold

AO

The Vision

Fold has a vision. And it's a brave one. It's a vision of artists standing up and waving their collective arms about shouting Look at ME! It's about celebrating the richness of Cumbria's cultural tapestry, its ability to inspire generations of artists from Ruskin to Schwitters to the iMac and to Turner-prize-winners.

It's a vision that needs sharing for the common good.

It's about art. It's about artists.

Cumbria Art Summer:

Art Summer will be a 3 month "umbrella" festival of art and artist's events across the length and breadth of the county incorporating existing open studios programmes and developing new exhibitions, installations, interventions, collaboration and participation opportunities. It will focus on the variety and quality of work produced in the county and give local communities and visitors the opportunity to experience an otherwise hidden world of the professional artist.

C 296065

CUMBRIA ART SUMMER

ADMIT ONE

valid for three months

C 296065

CREATING CHOICE!

A wide and varied programme of visual-art events not only offers visitors a choice of events across the county, it will also create a feeling of a busy and lively arts community – one that will encourage return visits and develop an audience for contemporary art in Cumbria.

IN A SILENT WORLD

To me that is one of the troubles

CUMBRIA ART SUMMER
SILLOTH - SEDBERGH BARROW - BRAMPTON

OPEN STUDIOS
GALLERY SHOWS
PUB ART
VIDEO ART ON THE Telly
PHOTOGRAPHY
SCULPTURE
DESIGN
TEXTILES
INSTALLATIONS
CONCEPTUAL INTERVENTIONS
MULTI-MEDIA
VIRTUAL / INTERACTIVE EVENTS
AGRICULTURAL SCULPTURE
TOTAL ENJOYMENT

**THANKYOU FOR CALLING
PLEASE CALL AGAIN**

Open Studio events are becoming a more popular artist led venture across the UK and beyond. Some see it as an opportunity to sell their work directly to the public; others see it as a great way to introduce their art to wider and curious audience. Either way, there are inevitably winners and losers. The festival offers the potential to create a number of events to cater for all artists' expectations. Go wild with the possibilities. There are no better creative thinkers than artists.

Exhibition of
Book Art
inc. installation

CUMBRIA
COUNTY LIBRARY

—
READER'S TICKET

No

R.C. Hassam.

H Stephen
MURPHY STEPHEN

Expires

Oct 2014 CL.10

As part of its remit to promote and provide access to contemporary art in rural environments, Fold will instigate a number of events providing commissioning opportunities for artists. Fold will also support new initiatives by groups of artists wishing to explore the benefits of working together as a local cluster.



THE GEMS
OF
BRITISH ART

Collaboration

Art Success is a
fostered by action about
art. Field's aim is
merely to facilitate the
combined experiments
of the art community
and to get the ball
rolling. The success of
the festival relies on
artists and designers
willing to create an
exciting experience for
communities and
visitors alike.

THE GEMS OF
BRITISH ART

When it comes to thinking out of the box artists come into their own. Art Summer will draw on the skills of the artists involved to create publicity that is challenging, stimulating and looks beyond the boundaries of the county. Fold will also organise a workshop with leading design and marketing companies to help artists and organisations develop their own marketing potential and give them an edge over other events across the UK.

MARKETING

ART SUMMER
aims to change the face of
ART IN CUMBRIA

The marketing must reflect
the artist-led nature of the festival

and the quality
of work in the county

*Cutting edge design and innovation
will be used to develop a*

BROAD AUDIENCE

| *across the UK*

Fold's Vision goes beyond a festival for visitors - it aims to create a vibrant and sustainable art economy through links with business and communities locally, regionally and internationally. Art Summer has the potential to set the standard for artist-led events in the UK and put its artists firmly on the international map.

MADE IN ENGLAND



NOT ON A CODE



MADE IN ENGLAND



PURE UNREFINED SUGAR

MA



NOT ON A CODE



PURE UNREFINED SUGAR




Rural Regeneration
Cumbria



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Art Summer needs your feedback.
Please use this postcard to send us
your ideas and suggestions.
Alternatively email us:
art@foldgallery.co.uk, or see our
online forum ;
www.foldgallery.co.uk/ideas



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stick your ideas! (here)