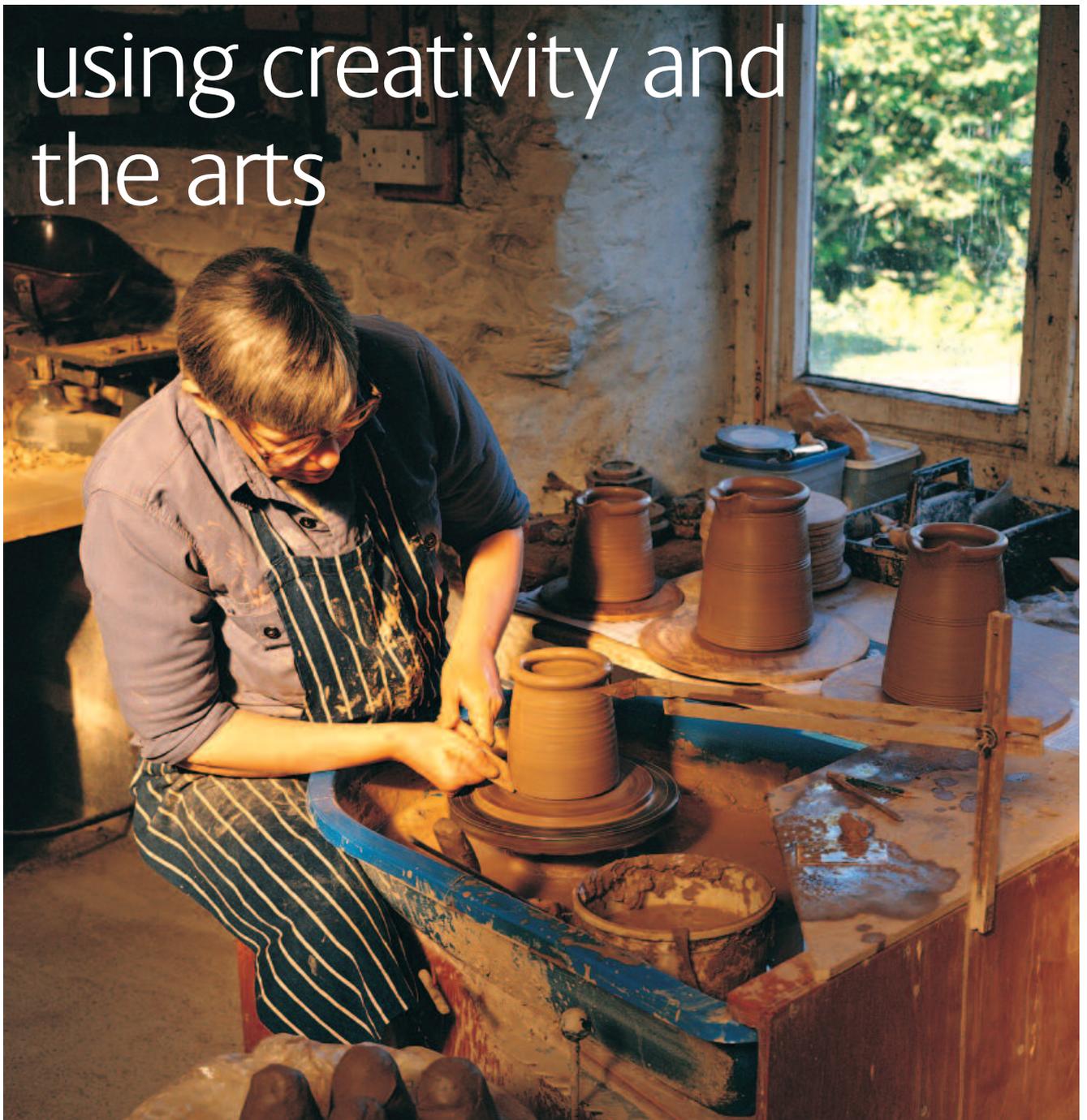


using creativity and the arts



A Sense of Place is one of the main springboards for creativity and the arts, traditional and contemporary. Visual and applied artists have often drawn their influences directly from the Welsh landscape – JMW Turner in the Nantlle Valley, Grahame Sutherland in Pembrokeshire, Kyffin Williams in Snowdonia, for example. And the process goes on. The Tabernacle at Machynlleth, Oriol Mostyn at Llandudno, Holyhead's Ucheldre Centre and the Glyn Vivian in Swansea provide a showcase for paintings and contemporary arts and crafts that look at Wales in an exciting, challenging new way.

Art is also bringing bold additions to public spaces. Jon Mills's striking new

footbridge and part of the National Cycle Network over the Dyfi at Machynlleth, for example came about as a collaborative project between Powys County Council and Artworks Wales (see useful contacts at the end of this section for details). Cardiff Bay's stimulating public art reflects a strong Sense of Place based on maritime heritage and the cosmopolitan communities of the old docklands.

The traditional image of the Land of Song, centred on male voice choirs and the like, has been re-energised – and reinvented of late. The Pop Factory in the Rhondda is a major new venue for contemporary music and the newly opened international performing arts centre, Wales Millennium Centre in

Cardiff Bay regularly presents Welsh artists and productions as well as internationally renowned companies. Welsh bands like the Manic Street Preachers and the Stereophonics enjoy superstar status, and Welsh singers currently dominate the classical charts. While opera may seem like a strange 'tradition' for Wales, having had our



very own internationally renowned company – Welsh National Opera – for 60 years, and having a strong tradition of singing opera dating back to the height of the industrial revolution – and even some Welsh language operas, it is a musical tradition that is as much a part of the rich artistic tapestry of Wales as is folk dancing. Contemporary and classical music festivals abound and each regional town has its own performance venue at which local groups perform alongside professional touring companies. There is more recorded Welsh music available today than ever before. New media such as film, video, CD and DVD feature the best of our performance talent. Wales has made its mark internationally in the mediums of film and animation.

Wales is renowned for its poets and writers. People the world over have heard of Dylan Thomas, those interested in Celtic myth and heritage may very well have heard of the quasi historic poet Taliesin – though few might understand his work completely in its original form these days. Today we have a flourishing literary landscape. We have our own national poet in Gwyneth Lewis and Welsh writers feature highly of the author lists of the major English language publishing houses of the world. Poetry slams and readings are regular occurrences in towns and villages the length and breadth of the country and the passing on of the traditional and unique poetic form of 'cynghanedd' has undergone a renaissance in recent years. In Wales

we revere our bards and writers, and maintain the ancient tradition of crowning or 'chairing' the best Welsh language practitioners every year at the National Eisteddfod in truly colourful and memorable ceremonies.

More and more visitors are planning their trips around festivals and events, making 'event tourism' a major growth area. There's a huge choice in Wales, from major festivals like Brecon Jazz, the Llangollen International Musical Eisteddfod, the National Eisteddfod and the Royal Welsh Show to local craft fairs, and the use of costumed guides at historical properties.

All of this is part of Sense of Place. It needs to be communicated to visitors; local artists and performers need to be invited to create closer links with the industry and with visitors so that their experience of this colourful country is made richer and more enjoyable.

how to use creativity and the arts in your business

Collect information – become a database joiner

There will be a number of theatres, galleries, craft centres and festivals within a twenty mile radius of your business. Find out where they are, what they do and what they could offer you, your business and your visitor. Wherever possible join their mailing lists so that you can easily and regularly update your visitor information. Wherever possible try to visit them – you could involve your staff in this so that you can pool your experiences and improve your local product knowledge in this area. Use the wallet at the end of this section to keep leaflets etc. Use the area below to keep a list of the key venues and festivals and the key contacts for enquiries and information.

how to use creativity and the arts in your business

Name of Gallery / Artist / Theatre / Arts organisation / Festival.....

Contact Telephone no:.....

Email:.....

Address:.....

Details of opening dates / times / special arrangements:.....

Type of work made / presented.....

Joined mailing list? Yes No

Name of Gallery / Artist / Theatre / Arts organisation / Festival.....

Contact Telephone no:.....

Email:.....

Address:.....

Details of opening dates / times / special arrangements:.....

Type of work made / presented.....

Joined mailing list? Yes No

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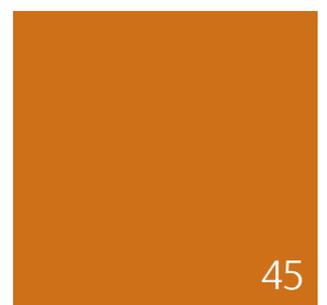
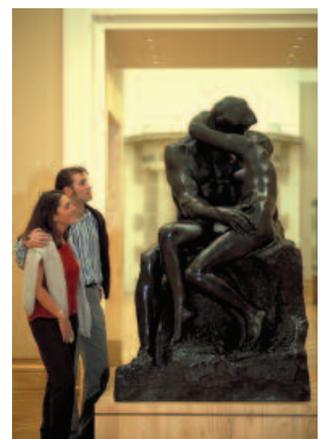
Email:.....

Address:.....

Details of opening dates / times / special arrangements:.....

Type of work made / presented.....

Joined mailing list? Yes No





display the work of local visual and/or creative artists

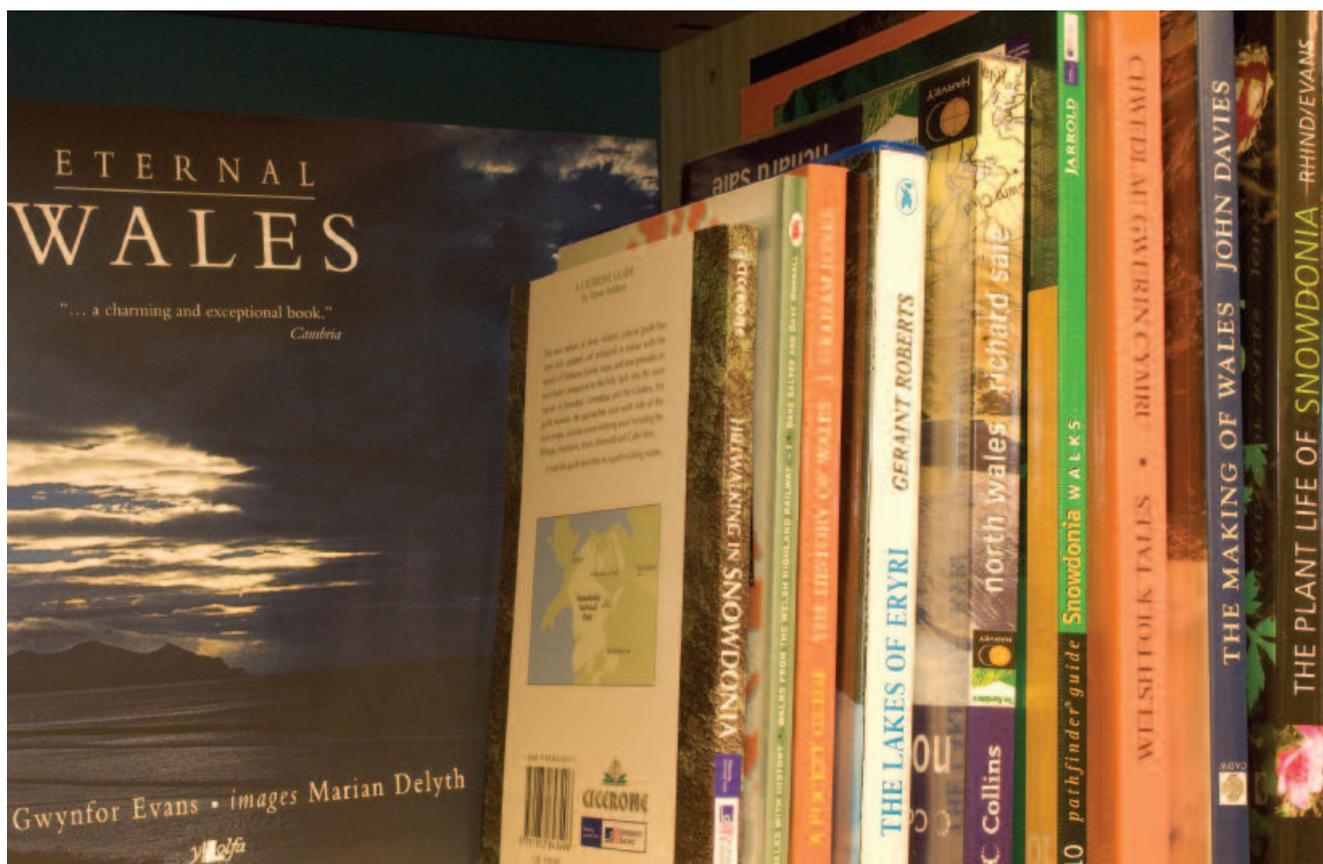
This can range from postcards to paintings, sculpture and fabrics. Suitable works immediately impart a Sense of Place. Make sure you provide details of how to buy their work. Contact the Arts Council of Wales for lists of artists in your locality. If your business has a shop, make sure it sells the work of local artists and makers.

Local artist(s) name(s).....
Contact tel:.....
Email:.....
Artist's website:.....
Type of work:.....
Studio address:.....
.....

Local artist(s) name(s).....
Contact tel:.....
Email:.....
Artist's website:.....
Type of work:.....
Studio address:.....
.....

Local artist(s) name(s).....
Contact tel:.....
Email:.....
Artist's website:.....
Type of work:.....
Studio address:.....
.....

Local artist(s) name(s).....
Contact tel:.....
Email:.....
Artist's website:.....
Type of work:.....
Studio address:.....
.....



Buy and display Welsh art

Buy your own sculpture and art to display around your establishment. Scour local galleries to develop your taste and determine what will look best in your establishment. The Arts Council of Wales's Principality Collectorplan scheme makes contemporary works of art affordable, by providing you with an opportunity to have an interest-free loan to buy contemporary art and craft. Over 70 galleries in Wales participate in the scheme, which provides interest-free credit from £50 to £2,000 towards any one purchase or a group of purchases following a 10% deposit.

In their own words

Display excerpts from Welsh and English language poetry and prose on your walls. There may well be a piece written about your locality or there may be a famous writer – poet, author or hymnist associated with your area. These literary geniuses may have captured the Sense of Place of your area in a few short, but beautifully formed lines. Build up a library of poetry and longer literary works by

Welsh writers that your guests can enjoy browsing. Most good high street bookshops offer a range of books by local writers, or contact your local library to research the area further.

Give your business a Welsh air

Build up an interesting Welsh music library. A carefully chosen CD can greatly enhance the atmosphere. Don't think just in terms of harp music. There's a lot more to the music of Wales, so you can always find something suitable for a specific mood or occasion. Most local music shops will have a selection. If you need a helping hand deciding on suitable folk music to create the desired effect, then contact trac who will be happy to advise and guide you.

Events listings

Keep abreast of local arts events through regional and local media. Consider creating a pin-board in one of your public areas where you can post information about forthcoming arts events and festivals.

useful contacts for using creativity and the arts

Visit Wales

Brunel House, 2 Fitzalan Road,
Cardiff CF24 0UY
Tel: 029 2047 5303

Email:
tourism.industryadvice@wales.gsi.gov.uk
Website: www.wales.gov.uk/tourism

Supporting the development of tourism businesses in Wales and marketing the Wales product nationally and internationally. Specialist advice, marketing opportunities and investment support are available.

Academi

3rd floor, Mount Stuart House,
Mount Stuart Square, Cardiff CF105FQ

Tel: 029 2047 2266
Fax: 029 2049 2930
Email: post@academi.org
Website: www.academi.org



Yr Academi Gymreig - The Welsh Academy is the Welsh National Literature Promotion Agency and Society of Writers. The Academi runs events, courses, competitions, international exchanges, events for schools, readings, literary performances and festivals, and represents the interests of Welsh writers (poets, novelists, fictionists, storytellers, dramatists, critics) and Welsh writing both inside Wales and beyond.

Its website is a mine of information about literary events, Welsh books, authors and poets.

Arts Council of Wales

Holst House, 9 Museum Place,
Cardiff CF10 3NX
Tel: 029 2037 6500
Email: info@artswales.org.uk
Website: www.artswales.org.uk /
www.celfcymru.org.uk

The Arts Council of Wales's Axis database holds details and images of the work of over 400 artists currently living and working in Wales.

Artworks Wales – Cywaith Cymru

Crichton House, 11-12 Mount Stuart
Square, Cardiff CF1 5EE
Tel: 029 20489543
Email: info@cywaithcymru.org
Website: www.cywaithcymru.org

Artworks Wales creates art for public sites by making partnerships with local authorities, agencies of the Welsh Assembly Government, businesses and artists. The organisation ensures that its projects involve the people at local



level, helping artists to make work that responds to their locality.

Audiences Wales

2 Market House, Market Road,
Cardiff CF5 1QE
Tel: 029 2037 3736
Email: mail@audienceswales.co.uk
Website: www.audienceswales.co.uk

Formerly Cardiff Arts Marketing and Valleys Arts Marketing, this organisation manages What's On Wales, a website that lists every kind of event taking place across Wales.

Civic Trust for Wales

Third Floor, Empire House, Mount
Stuart Square, Cardiff CF10 5FN
Tel: 029 2048 4606
Email: mail@civictrustinwales.co.uk
Website: www.civictrustwales.co.uk

The Civic Trust for Wales promotes civic pride as a means to improving the quality of life for all in the places where we live and work, and encourages community action, good design, sustainable development and respect for the built environment amongst people of all ages. Contact them for information about the history of the built environment in your area and other sources of information about the history and future of your area.

Creu Cymru

8H Aberystwyth Science Park,
Aberystwyth, SY23 3AH
Tel: 01970 639444
Email: www.creucymru.co.uk
Website: post@creucymru.co.uk

Creu Cymru is the Venue Development and Touring Agency for Wales, established by, and run on behalf of, theatres & arts centres across the country. The organisation can provide details of professional performing arts events programmed into venues across Wales.

Fforwm Crefft Cymru

3, Grooms Buildings, Pool Road,
Newtown, Powys, SY16 1DL
Tel: 01686 627551
Website: www.craftinwales.com

For information on suppliers of hand-made Welsh crafts.

Ffynnon Gwerin

Tel: 01248 421071
Mobile: 07879 681292
Email: ffynnon-gwerin@lineone.net
Website:
www.bangoreb.co.uk/ffynnongwerin

This is a traditional music network that arranges entertainment for a range of functions and events. Its extensive network of contacts ranges from local amateur performers to some of the world's best performers of the Celtic traditional music of Wales. Its website gives details, including dates and venues, of several concerts taking place throughout the year in Gwynedd and Anglesey.

National Museums and Galleries of Wales

Cathays Park, Cardiff CF10 3NP
Tel: 029 20397951
Website: www.museumwales.ac.uk

These include the National Museum and Gallery, Cardiff; the Museum of Welsh Life, St Fagans; the Welsh Industrial and Maritime Collections; the Welsh Slate Museum, Llanberis; the Roman Legionary Museum, Caerleon; Segontium Roman Museum, Caernarfon; Turner House Gallery, Penarth; the Museum of the Welsh Woollen Industry, Drefach Felindre; and (in partnership with NMGW) Big Pit Museum of the Coal Industry, Blaenafon.

The National Library of Wales

Aberystwyth, Ceredigion SY23 3BU
Tel: 01970 632800
Email: holi@llgc.org.uk
Website: www.llgc.org.uk

The National Library is one of the great libraries of the world. Since 1911 it has enjoyed the right to collect, free of charge, a copy of every printed work published in Britain and Ireland. In addition it holds a huge collection of works about Wales and the other Celtic countries: books and pamphlets, magazines and newspapers, microforms, ephemera, and a wealth of electronic material.

The Library is not only a library. It has thousands of manuscripts and archives, pictures and photographs, maps, sound recordings and moving images, available for all adults to consult in the building, and exhibitions are arranged throughout the year, as well as lectures and other events.

Tŷ Cerdd

Wales Millennium Centre, Bute Place, Cardiff, CF10 5AL
Tel: 02920 635640
Email: info@wmc.org
Website: www.tyccerdd.org

Tŷ Cerdd (Music Centre Wales) is a one-stop music information service network, bringing 'a world of music to Wales and the music of Wales to the world'. Contact them for details of choirs and brass bands in your area that may invite visitors to their rehearsals and also for local music events.

Wales Craft Council Ltd

Henfaes Lane Industrial Estate, Henfaes Lane, Welshpool SY48 7BE
Tel: 01938 555313
Email: crefft.cymru@btinternet.com
Website: www.walescraftcouncil.co.uk

This is a membership organisation dedicated to marketing and promoting crafts, gifts and textiles from Wales, especially those of members. Datacrefft is a comprehensive list of artists and producers of craft, so ask them for details of makers and workshops in your region.

trac

PO Box 45, Cowbridge, CF71 7ZT
Tel: 029 20 318863
Email: trac@trac-cymru.org
Website: www.trac-cymru.org

trac is Wales's first Folk Development Agency; its role is to promote and develop the music and dance traditions of Wales - both within Wales and beyond. The organisation came about through a shared belief in the unique qualities of traditional cultures, an awareness of their continuing relevance to the present, and a passion for sharing what music traditions have to offer.



With support from the Arts Council of Wales, trac provides an information service, a free magazine, and this website listing performers, events and contacts.

On a local level, trac works in partnership with local authorities and development groups to run projects in schools and communities. Nationally, it organises training sessions for experienced musicians, and forums to discuss issues which matter to the folk world and on an International platform, trac arranges exchanges for young musicians, and represents Welsh traditional music in European networks.

Ask trac about folk musicians in your area, folk events in your area and on suitable folk music to play on your premises.



Regional Tourism Partnerships

Mid Wales

Tŷ Glyndwr, Machynlleth,
Powys SY20 8WW
Tel: 01654 704220
Website: www.tpmw.co.uk
Website: www.gomidwales.co.uk

North Wales

Unit 25, St Asaph Business Park,
LL17 OKJ
Tel: 01745 589020
Website: www.tpnw.org

South West Wales

The Coach House, Aberglasney
Gardens, Llangathen,
Carmarthenshire, SA32 8QH
Tel: 01558 669019
Website: www.swwtp.co.uk

South East Wales

Office C108, University of Wales
Institute, Cardiff (UWIC), Colchester
Avenue, Penylan, Cardiff CF23 9XR
Tel: 029 2041 7194
Website: www.capitalregiontourism.org

Speak to your Regional Tourism
Partnership about specific marketing
campaigns and initiatives in your area,
events and visitor focused activities.

The Makers Guild in Wales

Makers Guild in Wales, Craft in the Bay,
The Flourish, Lloyd George Avenue,
Cardiff, CF10 4QH
Tel: 029 2048 4611
Fax: 029 2049 1136
E-mail:
admin@makersguildinwales.org.uk
Website:
www.makersguildinwales.org.uk

Formed in 1984, the Makers Guild in
Wales brings together and promotes
the best of Welsh craft talent and has
established a worldwide reputation for
quality and artistic innovation.

Members of the Guild regularly take
part in international exhibitions and the
Guild itself organises regular exhibitions
and workshops at its gallery base in
Cardiff Bay as well as around Wales and
the rest of the UK.

Welsh Jazz Society

26 The Balcony, Castle Arcade,
Cardiff CF1 2BY
Tel: 029 2034 0591
Fax: 029 20665160
Website: www.jazzwales.org.uk

The Welsh Jazz Society was first formed
by a small group of Cardiff jazz
enthusiasts. Its aims are to extend the
appreciation of jazz and improvised
music through performance and
education. The annual Cardiff Bay Jazz
Festival provides an opportunity to
present musicians from many countries.
The Society also supports and assists
the annual Brecon Jazz festivals in the
world. The Welsh Jazz Society is keen to
foster links with both musicians and
audiences throughout the world and to
develop cultural exchanges wherever
possible.