

A public art event in Bath



King Bladud's Pigs in Bath is a summer 2008 public art event designed to

- Involve local businesses in the arts
- Give local artists a showcase for their work and ideas
- Provide some fun for both visitors and the people who live here
- Promote Bath
- Raise money for a good cause.

It will celebrate the legend of King Bladud who together with his pigs discovered our hot springs and went on to found the city of Bath. The event will take place over a period of six months and is expected to attract thousands of visitors as well as encourage residents to become 'tourists in their own city'.

The plan is to get Bath's leading businesses, shops, hotels, restaurants, clubs, schools, and many others, even individuals, to sponsor a herd of 100 artistically decorated pigs.

We are hoping that every artist in the Bath area or with a Bath connection will want to be part of this event and already have quite a number of impressive artists on board for this.

The pigs will be displayed all over the city - from May to end September. They will typically be outside a sponsor's premises, but not necessarily; they could also be inside if accessible to the public or in parks, on squares and greens, on wide pavements, or on roundabouts, even on buildings. They will be installed in batches, not all at once, and it is expected that it will be a sport for residents and tourists to spot the latest new arrivals. There will be a pig trail map to help people find them.

This example is "Princess Primavera" by Kaffe Fassett whose work has recently been exhibited at the highly successful Blue and White show in the Victoria Art Gallery.

Bath & NE Somerset Council is fully supportive of this event, recognising the benefits that public art can bring in terms of increased footfall and higher per capita spend. The Council is working with us to facilitate the display.

This project is modelled on similar ones in Germany involving storks and sparrows (links to these are on our website). In addition, 80 cities around the world have hosted the Cow Parade - a large herd of creatively decorated life-size cows - a public art programme that originated in Zurich. All these projects were very successful and **King Bladud's Pigs** will do the same for



19 Hazel Way Bath BA2 2DX

Telephone 07976 168652 **Email** info@kingbladudspigs.org **Web** www.kingbladudspigs.org

Bath - making something special happen in our area which is meaningful in the context of our own legends and history.

Sponsors are asked to pay £1000 up front to help finance the project and then to team up with an artist selected from a list which we have compiled. Alternatively they might know an artist of their own, or they might commission the Art Department of one of the secondary schools. The artist decorates the blank canvas of a life-sized fibreglass pig (roughly 1.5m long) which we will provide, in a style agreed with the sponsor. There will be strictly **NO ADVERTISING**, ie no company names or logos, but there will be a small plaque on each sculpture naming the sponsor, the artist and the name they both give to their pig. Decoration can be fine art, graphics and/or fun and we are expecting some fabulous creations.

We will then organise to display the resulting work of art in a location agreed with the sponsor. We will also insure the sculptures against damage and organise a pig patrol to inspect and deal with any running repairs that may be needed.

At the end of the summer, the pigs will be sold by auction including a grand gala auction on **Friday October 31st at the Assembly Rooms** where the sculptures will be sold. In other events sculptures have fetched amazing prices. There will be a reserve auction price of £1250 and providing this is achieved **the sponsors will get £750 back** and the **artist will be paid 25% of the sales price**.

Experience with similar events in other cities has shown that for the sculptures not to sell is rare. But if any sculpture does not achieve the reserve price it becomes the property of the sponsor, who then needs to pay the artist a nominal sum of £250 towards their efforts. We would be happy to assist in the sale of these sculptures in other ways if the sponsor wishes.

There will be manufacturing, admin, organisation and PR costs, but the project leaders work for free. All net revenue will go to the charity Sustrans for use in implementing the **Two Tunnels Project – www.twotunnels.org.uk**.

Our website **www.kingbladudspigs.org** provides additional details and contains links to the other public art events mentioned above.

For further information please contact

Gitte Dawson
gitte@kingbladudspigs.org
Tel 01225 722 511

or

Justin Braithwaite
Justin@kingbladudspigs.org
01225 462536

or

Wendy Learoyd
info@kingbladudspigs.org
07976 168652