

Farnham Craft Town Commission

Farnham Maltings invites proposals from artists and makers for a commission up to £3,000 to design and make 8 information signposts welcoming visitors to Farnham Craft Town.

Farnham Town Council has been successful in securing money from the Town Team Funding scheme to promote Farnham as a Craft Town. Part of this bid will be a commission for new signage around the borders of the town welcoming visitors to Farnham: a craft town. Our hope is that the work can be realised by October 2013, which is set to be a month long celebration of crafts, featuring a street gallery in the high street, workshops and demonstrations across the town, Farnham Maltings' annual festival of crafts and more.

Farnham is a town that once exported white clay to the Romans. It is the home of potters who have produced work for destinations as diverse as Liberty, Clarence House and a palace roof in Rangoon. Farnham has a rich tradition in the crafts, hosting Farnham Pottery which is well known for its distinctive Greenware and strong connections with artist WH Allen. In 1880 the Farnham School of Art was established and is now thriving as the School of Craft and Design within the University of the Creative Arts. The Crafts Study Centre, which is home to the UK's national crafts collection, promotes the very best of modern British crafts through research and exhibitions. Meanwhile, the New Ashgate Gallery highlights the best contemporary art and craft in the market place. Farnham Maltings was bought by the people of the town in 1970, and was transformed into one of the largest arts and community centres in the South East.

No surprise then, that Farnham is increasingly seen as a hot spot for creativity in the region and our hope is that people will come to think of Farnham and crafts in much the same way as one thinks of Hay-on-Wye and books.

The Commission

£3,000 for 8 information signpost welcoming visitors to Farnham: a Craft Town.

Whilst we do not have a fixed idea of what the signs will be the collection should:

- Should read 'Farnham: a Craft Town' and be legible
- Sit in sympathy within the frame of the existing signage (see images below)
- Be practical and sustainable
- Be contemporary
- Be sympathetic to their location
- Feature 1 design across all 8 signs

Farnham has come to be recognised as a craft town much because of its creative traditions but also because of the work that happens here now. We see this as an opportunity to celebrate our rich history as well as to showcase and advocate for New English Craft.

Existing Signage



1



2



3



4



5



6

Locations & Dimensions

1. A31 Southbound, near the Shepherd and Flock roundabout, 157cm x 139cm
2. A31 Northbound, near Northbrook Park, 98cm x 65cm
3. A287 Frensham Road, next to Edgeborough School, 98cm x 65cm
4. B3001 Waverley Lane, near Waverley Abbey, 94cm x 50cm
5. A325 Wrecclesham Road, near Surrey Sawmills, 98cm x 65cm
6. A324 Badshot Lea Road, just past Low Lane, 90cm x 55cm

Standard signs missing at locations 7 & 8, due to be replaced and will sit with the new Craft Town commissioned signs.

7. A287 Odiham Road
8. B3007 Weybourne Road

How to Apply

Applicants should submit:

- an A4 written proposal for the installation (no more than one side)
- images and/or sketched ideas
- A personal CV

Please send submissions via email or post to Amy Collins, Farnham Maltings, Bridge Square, Farnham, Surrey, GU9 7QR or amy.collins@farnhammaltings.com

Timescale

Deadline for applications: Friday 31 May 2013

It is expected that we will work with two makers to develop initial ideas and then decide on one commission. Our hope is that the work can be realised by October 2013.

For more details of this unique opportunity please contact Amy Collins on amy.collins@farnhammaltings.com or call 01252 745474 or visit www.farnhammaltings.com