

Project Profile: Fields ofVision

Client: Pennine Prospects/Yorkshire Festival

Value: Programme - £ 200,000

Services - Strategy, Project Lead, Funding Bids, Commissioning Plan, Artist Appointment, Project Management and Implementation.

Duration: December – 2013— November 2014



Project Aims

To create a dramatic series of temporary land art works to correspond with the Yorkshire Festival, staged as part of the Grand Depart of the Tour de France in Yorkshire.

Objectives

- To involve communities and particularly farmers and landowners in the process and delivery of projects
- To create works that are visible from the Grand Depart route and that are provided with safe viewing places
- To create artworks that are sustainable and that do not impede the farmers and landowners ability to farm the land
- To involve a broad cross section of high calibre artists including a high proportion from the Region but also to include those with national and international reputations
- To create works which become talking points and can become must see elements of the route, both for visitors and particularly for those filming the route for UK and overseas TV
- To involve at least one international artist from Pakistan
- To develop and engagement process with schools from the area
- To create one legacy project that will be permanent in the landscape
- To promote the South Pennines and export images of the area worldwide



Outcomes

- Amazing participation by farmers, Young Farmers Clubs, Landowners, schools, community organisations, private sector partners and public bodies
- A programme of temporary artworks that included mass participation
- Nine professional artists making temporary artworks on a huge scale in the landscape, some running to 22 acres
- **One artist making a permanent legacy artwork called 'Swoop' for a large hillside at Elland and based on a Murmuration of starlings.**
- International artist Imran Qureshi from Pakistan making two interventions at Baitings reservoir
- Two charming and enormous artworks designed by schoolchildren after a region wide design competition
- Two exhibitions of proposals at galleries in Holmfirth and Bradford
- An opening event with sheepdog trialling on a field sized artwork in Haworth
- A hugely successful partnership with Yorkshire Water which involved them supporting the whole programme and giving us two prime sites
- The programme evolved and changed through the seasons and as the grass grew
- The artists involved were situationist poet and artist Robert Montgomery, writer and calligrapher Razwan UI Haq, painter and printmaker Simon Manfield, public artist Steve Messam, Landscape architect and artist Trudi Entwistle, illustrator Louise Lockhart, printmaker Jo Gerner, painter Imran Qureshi, public artist and sound work maker Jane Revitt, artist Catherine Bertola

Project Overview

The project idea arose out of conversation between Geoff Wood of Working pArts and Andrew Wood, no relation, of Worth Valley Young Farmers Club. Once funding was in place a large team of Young Farmers was assembled to be consultees, front line installers and as the pioneers to approach farmers for the use of their land.

The steep sided valleys of the South Pennines make this a perfect location for the project. The artworks are field sized and can be viewed from the opposite side of the valley and from the air, i.e from helicopters filming the Tour.

We chose to use a variety of different media, so some were sewn with grass seed, some were mown, some were collaged with enormous tarpaulins, one was drawn by bike riders, one site was printed on giant mesh panels, one site was drawn with cricket pitch marking paint, one site was written with fertilizer to enrich the grass colour and the permanent site was created using recycled plastic CNC cut to create the design.

The project appeared on TV stations worldwide, in fact everywhere where the Tour was covered. It was featured on Front Row, Countryfile and Regional News articles.

Short films of the works and interviews with the artists were shot and fold out maps were produced to enable people to navigate the route. There was a website and also interpretive signage at each location. We also arranged flights for the artists to see their work from the air and commissioned drones to record footage of the works in progress and complete, again from the air.

Whilst it was an intense programme to deliver the process was hugely enjoyed by the team members and the host communities. The partnership between artists and young farmers was intriguing and alchemical.



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