

Golden Treasure Art Tour

What is Helfa Gelf?

Helfa Gelf Helfa Gelf is a new annual 'open studios' event for visual artists and crafts people in county Conwy. Launching in May 2006 it is expected to mirror the success of other open studio projects - becoming an eagerly anticipated yearly event, drawing in ever increasing numbers of visitors and providing financial opportunities and promotion for the wealth of visual artists and crafts people in the county.

Fifty-two artists and makers are participating this year, covering a wide range of traditional and contemporary styles and artforms, from pottery to photography, from basket-making to computer generated fractal art.

What are open studios?

Open studios happen when a group of artists open their work places to the public during an agreed period of time. The way in which this comes about varies considerably from project to project, but the main aims are usually to promote artists by exhibiting and selling their work and to encourage a wider audience for art.

Treasure Hunt - Helfa Gelf is a treasure hunt!

- Metaphorically - the public will discover hidden gems, the artists working within Conwy's beautiful landscape
- And in reality - a series of clues will lead to the discovery of an actual piece of treasure worth over £3,000.

Five hand-crafted gold rings made by five of UK's leading jewellers will be secretly buried somewhere in Conwy county. A series of clues placed in the brochure, on the web-site and in the studios themselves will reveal its secret location. The first to dig it up, keeps it!

The treasure was made by five of the UK's leading jewellers: Michael Carberry, Nina Bukvic, Bryan Illsley, Catherine Mannheim and Tina Engell. Each ring is held in a beautiful porcelain 'clam-shell' casket specially commissioned from Sophie Lowe, one of Conwy's own international ceramicists.

The clues have been developed by Phil Brown, cryptic crossword compiler for various newspapers in North Wales, in the greatest of secrecy. Only Phil, and one independent witness, know the treasure's secret burial location.

Who runs Helfa Gelf?

Helfa Gelf is led by a voluntary committee of practicing artists.

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Press Contacts

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What are the benefits to participating artists?

Helfa Gelf is:

- A brilliant selling opportunity for artists. A great buying opportunity for the public.
- A chance for artists to meet and socialise.
- A chance for artists to meet and talk about their work with the general public.
- Great promotion! Professionally designed and widely distributed.
- A launch event for all participating artists.
- A series of free professional workshops for participants.

Why? What are Helfa Gelf's aims?

- Contribute to making Conwy a more attractive place for people to live and work.
- Increase awareness of artists and crafts people and develop links in their community.
- Celebrate Conwy arts and crafts.
- Stimulate cultural tourism.
- Help make Conwy county the visual arts capital of Wales.
- Develop the local arts market and grow creative industries.
- Create informal support structures.
- Develop new arts audiences.

When?

- Exhibition Tour of Treasure:

24th - 25th March 2006	Oriel Mostyn Gallery, Llandudno
28th March 2006	North Wales Theatre, Llandudno
1st April 2006	Theatr Gwynedd, Bangor
2nd April 2006	Royal International Pavillion, Llangollen
7th April 2006	Royal Cambrian Academy, Conwy
8th April 2006	ASDA, Llandudno
15th -17th April 2006	Royal Oak Hotel, Betws-y-coed

- Launch Party: 22nd April 2006
- Treasure Burial: 23rd April 2006
- Open Studios main event: 17th - 21st of May 2006
- VIP tour: 18th May 2006 (tbc)
- Open Studios pre-Christmas event: 2nd & 3rd of December 2006
- Treasure found: *[we don't know but we'll definitely tell you when it happens!]*

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Who funds Helfa Gelf?

Helfa Gelf is a large collaborative project, only possible through the following grants, partnerships and support:

• *Helfa Gelf is funded by:* The Arts Council of Wales, Welsh Development Agency, Conwy Voluntary Services Council, Conwy County Borough Council, Academi & *in partnership with* Royal Cambrian Academy, Oriol Mostyn Gallery, Conwy Arts Service & *supported by* Arts & Business, Royal Oak Hotel, North Wales Theatre, Llundiau Llwyfan, Royal International Pavillion, Theatr Gwynedd, ASDA, Real Institute, Ruthin Craft Centre.

Who's Participating?

Many artists are available for interview, call for details.

Gwdihw	LL32 8YE	Rhian Haf	LL24 0AH
Yvonne Lorraine Amor	LL24 0YP	Graham Hembrough	LL27 0JP
Gillian Arthur	LL28 5YL	Audrey Hind R.C.A.	LL32 8AN
Sarah Anne Berry	LL24 0AE	Carl F.E. Hodgson	LL28 4BZ
Frank William Bower	LL29 8UN	Tina Holley	LL28 5RE
Ann Bridges R.C.A.	LL32 8AN	Barbara Howell	LL16 5AT
Megan Broadmeadow	LL28 5NW	Mr Tim Iliffe	LL33 0ER
Fiona Clai Brown	LL32 8DB	Eleri Jones	LL26 0EP
Vicky Buxton	LL32 8SL	Sue King	LL34 6HW
Linda Caswell	LL32 8DB	Sophie Lowe	LL24 0HD
Mandy Coates	LL22 9RL	David Makin	LL28 4BB
Jennifer Margaret Coleman	LL34 6PA	Peter Moore	
Sue Corr	LL24 0AH	Naomi Moxon	LL33 0AN
Alison Craig	LL22 8SP	Chlöe Augusta Needham	LL26 0EP
Dymphna D'Arcy	LL34 6YT	John Newsome	LL30 3DY
Rene Davies		Peter O'Reilly	LL30 2AD
Susan Davies	LL28 5YL	Dave O'Shea	LL26 0EP
Ali Drew	LL24 0AH	Ian Owen	LL30 2HL
Barry Drew	LL18 5LB	Jacha Potgieter	LL24 0AE
Nick Elphick	LL30 1DR	Tim Pugh R.C.A.	LL32 8AN
Gerallt Evans	LL22 8UF	Barbara Rogers	
Kendrick Evans		Janis Ward	LL32 8ET
Sue Fielding	LL16 5DA	Ronalda White	LL28 5YL
Christine Garwood	LL28 4EY	Ian Williams R.C.A.	LL32 8AN
Ann German	LL26 0EP	Esther Wintringham	LL29 8RP
Maurice Greenwood R.C.A.	LL32 8AN	Jeremy Yates R.C.A.	LL32 8AN

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