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EUROPEAN UNION
European Regional
Development Fund



NORFOLK WAY ARTS TRAIL

PRESS RELEASE: ARTIST ANNOUNCEMENT

AUTHOR: CREATIVE GIANTS

VERSION: V5

RELEASE DATE: 10/05/2022

Creative Giants are excited to announce the selected artists for the Norfolk Way Art Trail. We have been working hard behind the scenes to curate contemporary artworks which will invite audiences from near and far to explore the much-loved Norfolk landscape. Experiential installations will offer exciting opportunities to view the stunning scenery through a new lens, encouraging visitors during the changing seasons through autumn and winter.

Our aim was to find perfect match between artist concepts and the breathtaking Norfolk spaces and this process has brought us to our four finalists. We couldn't be happier to introduce you to them.

The four selected concepts are:

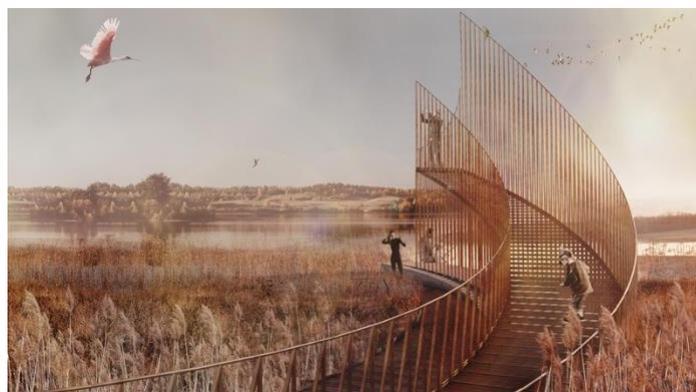
- *Plain Sight*, concept by Studio Squash LTD (Matt Wreglesworth & Richard Morison) for Boal Quay, Kings Lynn
- *Iron Reef*, concept by design studio Maetherea (Cristina Morbi & Aurora Destro) for Reedham Ferry Inn
- *Flock*, concept ToyStudio (Toby Plunkett) for Diss Mere.
- *Honing Passage*, concept by Studio Sabine (Sabine Marcelis & Guillaume Morillon) for Honing Station, near the Dilham Canal.

This initiative is funded by EXPERIENCE a €23.3 million project co-financed by the European Regional Development Fund through the Interreg France (Channel) England Programme. Led by Norfolk County Council, it aims to deliver innovative and sustainable growth via a new tourism strategy. It is project-managed by Creative Giants.

Designers Matt Wreglesworth and Richard Morrison have joined forces to work under Studio Squash LTD. They submitted their *Plain Sight* concept for Norfolk’s Boal Quay, Kings Lynn site. The concept significantly considers the interaction between the artwork and light, and members of the local community will have an opportunity to influence the design details of the work. Matt’s previous designs have had a large focus on creating spaces of sanctuary with room for contemplation. For the Norfolk Way Art Trail, Matt and Richard have proposed an artwork which invites passersby to step in, interact or simply absorb the breath-taking view which Boal Quay has to offer.



Plain Sight, concept by Studio Squash for Boal Quay, Kings Lynn



Iron Reef, concept by Studio Maetherea for Reedham Ferry Inn

The historical site of Reedham Ferry will become home to Cristina Morbi & Aurora Destro’s *Iron Reef*. This ambitious concept gained a lot of attention for its forward thinking and innovative structure which provides a new way of viewing a much-loved site, whilst blending seamlessly with its surroundings.

When working together both architects operate under Studio Maetherea (matter-ethereal). The studio houses several other architects and designers, however for the Norfolk Way Art Trail and leading on this project, we have these two incredible boundary-pushing female architects.

Cristina and Aurora work under the philosophy:

“Places are poetic. They grow and change, influenced and inspired by the people that pass through them”
(section of a quote from Kristina Chan, another member of Studio Maetherea)

This philosophy is showcased in their *Iron Reef* concept, it aims to capture the already existing relationships between the landscape and people who pass through it. *Iron Reef* will provide an excellent place for viewing, bridging the barrier between people and nature.

ToyStudio's spiraling concept, *Flock* was chosen for Diss Mere. The town has a rich maritime history which accounts for the whirl wind of different people which have been coming and going for many years. The concept aims to pay homage to this history of movement and diversity which has always existed and been welcomed into the Diss Mere population. The piece simultaneously mimics the movements of local wildlife, schools of fish from the Mere and flocking behaviors of migrating birds.

ToyStudio is led by Toby Plunkett. With an incredibly broad portfolio of works, Toby has experience with large scale commercial designs, as well as designs intended for



Flock, concept by ToyStudio for Diss Mere.

The final site, Honing Station, is a new addition to the Norfolk Way Arts Trail. Honing Station has a rich history which over recent years has been carefully excavated and preserved by local volunteers. Studio Sabine Marcelis's concept, *Honing Passage*, will act as a mirror and reflect the richly preserved history back from different angles. Whilst contemporary in design, the *Honing Passage* seeks to draw from its surroundings and reflect it back to the viewer. Its immersive effect will allow visitors to see the stunning scenery and foliage through a new lens.



Honing Passage, concept by Studio Sabine Marcelis for Honing

Through upcoming community engagement Sabine & her team will provide the opportunity to participants to have an impact on the final colour of the artwork. It will be heavily influenced by the surrounding nature of Honing Station.

Creative Giants and Norfolk County Council will be sharing updates at key moments of the Norfolk Way Arts Trail's progress, and a project specific Instagram will follow the artists journey and the works development in more detail. To stay informed please follow [@norfolkwayarttrail](https://www.instagram.com/norfolkwayarttrail)



About the Norfolk Way Art Trail:

One of the flagships for the EXPERIENCE project is the creation of iconic and placemaking tourism infrastructure to increase visitor numbers in Norfolk during autumn and winter. The Norfolk Way Art Trail is a newly curated, long-distance walking and cycling route to enhance and join up existing trails. The 250-mile circuit has been designed to pass through locations off the beaten track, celebrating the unique natural and cultural assets our county has to offer. We commissioned Creative Giants to put an artist call out and to shortlist winning artists to further develop and produce high-quality public art at four locations at Boal Quay, Kings Lynn, Reedham Ferry Inn, Honing Station and Diss Mere. Art installations will be distributed along the 'Norfolk Way' route and the project was developed in [consultation](#) with local community representatives and stakeholders to celebrate the unique natural & cultural assets our county has to offer.

About the EXPERIENCE Project:

EXPERIENCE is a €23.3 million project co-financed by the European Regional Development Fund (€16 million) through the Interreg France (Channel) England Programme and designed to develop the experiential off-season economy in the future in a safe and sustainable way. The project is a 4-year scheme that runs from 1st September 2019 to 31st March 2023, involving 14 partners in France and England. The project is managed by Norfolk County Council which is piloting new and more sustainable approaches to tourism. EXPERIENCE aims to capitalise on the emerging global trend for local tourism and engagement with the great outdoors, heritage, and culture.

Visit <https://www.tourismexperience.org> or contact experience@norfolk.gov.uk

About Creative Giants:

Creative thinking can change the way we experience the world. So hello, we're here to make that happen. We're a one-of-a-kind production agency comprised of creative souls with practical minds. Working with extraordinary and renowned artists, we channel their vision into impactful projects that provoke, amuse and inspire.

Born from Glastonbury's infamous Shangri-La, we now collaborate with others who see the value of taking creative risks. Those who want to tear down the barriers of what art could be, and who it should be for. Our years of internationally-celebrated work means we know how to examine the ambitions of each project. From there we let our artists loose, while carefully project managing the enterprise of turning our shared vision into reality.

For further information, contact: hello@creativegiants.art
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