



Helfa Gelf 2012

The Artistic Adventure Begins

The biggest ever Helfa Gelf /Art Trail begins next month in North Wales, with artists throwing open their doors to allow visitors to experience their normally private creative world. Studios from Gwynedd, Conwy, Flintshire, Denbighshire and Wrexham have signed up to be part of North Wales' biggest annual art event.

"I am taking part in Helfa Gelf again this year and it is fantastic. I work on my own in my studio all year and in September it feels really nice to be with a larger group of colleagues, the Helfa Gelf team. I love meeting my visitors and being part of something bigger," said Laura Capper, master upholsterer and upcycled furniture designer, from Laura's Attic, Mold.

Over 300 artists select which days they open their studios over the Fridays, Saturdays and Sundays throughout September, commencing Friday 7 September 2012. An invaluable help in planning your free artistic adventure is 'The Art Trail Map', an online interactive guide including information on studio location, artist profile, a gallery of images, directions to the studio, satellite map, access information and opening times. The free printed guide featuring all the artists is widely available from local libraries, schools, tourist information centres, hotels, shops, galleries and Helfa Gelf Information Points.

"I am totally committed to Helfa Gelf this year; I am open every weekend. I am getting out the flags, the large A-boards and posters to advertise my studio. There is going to be cake and a little launch party. I am going to GO FOR IT and have a good time," says Laura. The Helfa Gelf artists all offer a very warm welcome to those curious to find out what artists get up to in their studios, visitors wanting a chat to discuss the artistic process or callers who would like a chance to buy art direct from the maker.

New funding from project supporters has allowed the artists access to professional development workshops, support and promotion of the event. The Helfa Gelf Art Trail project has received funding through the Rural Development Plan for Wales 2007–2013, which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.

“As with anything you throw yourself into, it is always a challenge; it is hard to mix my creative side with my business side. I have a clear idea in my head and I want to get this across to visitors. Having the support of Helfa Gelf is important to me; you aren’t just working on your own, that is what Helfa Gelf is for me,” said Laura.

Studios spaces are found in every imaginable situation including sheds, barns, chapels, galleries and artists’ homes. Some are located in quiet residential streets and some are high up in the hills. Using ‘The Art Trail Map’ online, you can plan a visit to include a mix of studio locations and artists working in different media. Using the map or guide, you can quickly see which artists are situated together by county and location, enabling you to plan an enlightening and interesting day.

“Last year I gained so much from opening my studio, the networking more than anything. Visitors who came to see me told their friends and the friends brought more friends. It was talking to visitors about my work, which was invaluable. During Helfa Gelf this year, I want to generate a lot more conversations,” said Laura.

The artists are preparing for September and you are invited to join the Helfa Gelf /Art Trail to begin a conversation, gain more understanding, have an opportunity to buy and experience this normally hidden world. Come and visit a studio on your doorstep or plan visits every weekend in September; travelling through beautiful North Wales, your artistic adventure begins.

Ends

Picture titles .jpg

Laura Capper, master upholsterer and upcycled furniture designer

Laura’s studio

Photos by Simon Proffitt, Greenlanddesign





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