



THE LAUNCH OF THE FOLK FLOAT

Egremont's new mobile museum takes to the road

FOLK FLOAT PHOTO OPPORTUNITY

During the Crab fair on Sat. 15 September the Float will be:

Morning Egremont Main Street
Afternoon Baybarrow Sports Field



Creative Egremont¹ is delighted to announce the launch of the Folk Float, a unique kind of mobile community resource that will tour the Egremont area for the next six weeks.

¹ Creative Egremont is the innovative public and community arts programme of Egremont & Area Regeneration Partnership (EARP). It is curated by South Lakes based contemporary art agency Grizedale Arts, and has many diverse creative projects underway including the Egremont Castle lighting scheme (based on a design by a local schoolboy), a community radio station, and the re-instatement of the town's Greasy Pole. Creative Egremont is funded by Arts Council England, West Lakes Renaissance and and European Regional Development Fund.

The **Folk Float**² has been devised by artists 'public works'³, who were commissioned to come up with a new way to display some of the town's Crab Fair-related mementoes, and to help promote interest in local heritage amongst people of all ages. The Folk Float is an eye-catchingly customized second-hand electric milk float, with special revolving exhibition stands, display furniture, a digital printer and even a kitchenette fitted to its rear. It displays objects of historic significance such as old Crab Fair photos and posters, but also has a twist - visitors to the Float are invited to contribute exhibits that are of importance to them. These can be loaned to the Float for a day, or permanently. The aim is to build up a portrait of Egremont today as well as the Egremont of the past. So far, exhibits donated range from a 'sweetheart' brooch commemorating the town (collected by Crab Fair Archive Committee member Ralph Merrett) to a huge organically grown courgette cultivated by a local couple, to a photo of 'Patch', a prize pet lurcher.

The Folk Float also has a high-tech website featuring a mobile phone blog, where pictures of exhibits can be immediately posted live online, straight from the Folk Float phone wherever it is. Online visitors can play 'Fantasy Folk Float' and send an image of something they'd like to see on the Float via the website.

Staffing the Float alternately are Outreach Officers George Rea of Cleator Moor, and Catherine Sadler of Lancaster, who will help members of the public get the most from the ever-growing collection. The Float also hopes to attract volunteers who may be interested in helping aboard.

In between its frequent trips along the residential and commercial streets of Egremont, Thornhill, St. Bees, Beckermest, Wilton and Haile, the Folk Float will be on display at the areas' country shows and events (see below).

The Folk Float website and blog is at www.folkfloat.org

FOLK FLOAT ON TOUR

Egremont Crab Fair & Sports

Frid 14 September & Sat. 15 September, times TBC, Egremont Main Street & Baybarrow Sports Field, Harpur Place, Thornhill, Egremont, Cumbria

Egremont Farmers Market

Frid. 21 September, 9.30am - 2pm, Market Hall, Main Street, Egremont, Cumbria

² The Folk Float is curated by Grizedale Arts and Karen Guthrie, and funded by Arts Council England and the Heritage Lottery Fund, with support from Grizedale Arts, Mayson Bros Ltd, Whitbybird Engineers and the Crab Fair Archive Committee.

³ Public works is a London based artist / architecture collective. See www.publicworksgroup.net.

Eskdale Show

Sat. 29 September, 10am - 4pm, Eskdale Showfield, Nr King George IV Inn, Eskdale, Holmrook, Cumbria

Local History Fair

Sat. 13 October, times TBC, The Beacon Museum, West Strand, Whitehaven, Cumbria

CONTACT INFORMATION

Please contact Project Manager Karen Guthrie to arrange a photo call, or for more information or images of the project:

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