



Europe invests in your future !

Out of the blue-WOAD

Heritage and creativity

Amiens Métropole (FR)

Brighton&Hove (GB)

Out of the blue-Woad project has been selected in the context of the INTERREG IVA France (Channel) – England European cross-border co-operation programme, which is co-financed by the ERDF”.



Amiens | Musée de Picardie



University of Brighton



Royal Pavilion, Museums & Libraries

Out of the blue-Woad :

Heritage and creativity.

A European project bringing together Amiens Métropole and Brighton and Hove on the basis of a common heritage – “waide” (woad)

The European Union's cohesion policy 2007-2013 aims to reinforce economic and social cohesion through culture and creativeness and by favouring regional development. Amiens Métropole and Brighton & Hove have demonstrated their commitment to these strong themes by a fifteen-year long cultural partnership which already showed its value through projects such as the ZEPA street arts project and the “nuit blanche” (night of the arts.) On this basis Amiens Métropole and Brighton & Hove submitted an application to the EU for funding of the joint heritage project: “Beyond blue: woad, its history and creation.” This project was approved by the selection panel on 8 March 2012.

The project is benefiting from 1.6 million euros matched funding from the European Regional Development Fund , amounting to a total budget for the three-year long scheme of 3.2 million euros (from April 2012 to March 2015.) Under the principles of the project, the partners Amiens Métropole and Brighton & Hove city council will undertake a a series of cultural projects and activities in the field of social affairs, the arts and the environment on the theme of woad.



Woad in brief:

It is a plant (isatis tinctoria) producing a blue dye extensively used in the textile making from the XII century and which played an important role in the economic development of Amiens and the south of England at that time.

Until the XVI century, when new commercial routes permitted the introduction of indigo from the far east , woad was the only blue dye available. In the medieval era, the main centres of woad cultivation were in the south of England and in France, chiefly in the Somme area where it is still grown today. Cultivation of this plant enriched the joint heritage and culture of these places and contributed significantly to the textile industry.

In the context of the joint project, artefacts, objects and know-how from ancient times will be used to illustrate the rich human story around woad and to explore its potential in terms of creative activity. Training programmes and learning opportunities will be made available by the partnership on the following theme: “How to facilitate access to culture, heritage and the search for fulfilment and a better quality of life for the largest number of people possible.”

Enhancing the heritage and developing innovative activities

Among the objectives of the project, it is intended to stimulate among local people a new sense of ownership of woad cultivation, along with its historical and cultural value. On this basis a feeling of belonging to a common cross-border area will be encouraged. This will be achieved by the involvement of landscape architects and artists, and by creation of textile designs associating students, university researchers and innovative projects aiming to appeal to the general public. The aim of encouraging social inclusion will be encouraged through development of new skills for people in their workplaces, for people searching for jobs and for those requiring new professional qualifications.

Encouraging access to culture and stimulating artistic and cultural creation

The European project “Beyond blue – waide (woad) ” also aims to boost access by local people in the project zone to joint history, culture and heritage in the areas on both sides of the English Channel. This will be achieved through a programme of public exchanges, of reciprocal visits, by creative events, exhibitions and performances which will aim to generate partnerships and collaboration between the stakeholders involved in the project.

Amiens Métropole has been designated as project coordinator (chef de file) for the project INTERREG IV A, France (Manche/Channel) – United Kingdom,* including the project “Beyond blue - waide (woad): heritage and creation .” INTERREG funding is financed by the European Regional Development Fund (ERDF) up to a maximum of 7.75 billion euros. Its political aim is to promote cooperation between European regions and to foster solutions to common problems in the fields of urban, coastal and rural development, economic development and management and protection of the environment. The current programme “INTERREG IV” covered the programme 2007-2013.

The partners in Amiens Métropole



Museum of Picardy, Amiens. Photo
musées Amiens/T. Rambaud

The museum of Picardy

The riches of the museum collections extend from the heritage of pre-history to the XXI century. The museum includes the Museum itself as well as the Hotel de Berny. Collections are presented in several departments: Archaeology, the Middle Ages, Fine Arts, Objets d'Art and modern and contemporary. Public communication of this heritage is carried out by displays of the permanent collections as well as through special initiatives such as temporary exhibitions, publications and school workshops.

Amiens Métropole Libraries

These have the following missions:

- To extend the collections of heritage documents and material,
- To build up a contemporary multi-media document archive and provide public access,
- To develop the practise of reading and to encourage literacy.

The libraries also fulfil an important function in the context of the territorial culture promotion policy by means of exhibitions and displays. The aim is to serve the entire population by providing an accessible network of facilities and public reading facilities working in synergy on a local neighbourhood basis. The network includes the Amiens libraries (Louis-Aragon city library and five annexe sites,) libraries at Longeau, Cagny and Vers-sur-Selle as well as a dozen local libraries in smaller communities and three mobile library units. The Louis-Aragon library which has the status of an officially recognized state library, acts as a central resource, coordinating the network and providing technical and scientific support to the facilities situated in the local communities. The city library's facilities include a specialist unit which manages the documentary collection and a department responsible for coordination and outside missions.



Amiens Maison de la culture.

The Amiens «Maison de la culture» (house of culture)

The House of Culture, which has the status of public establishment for cultural cooperation, is jointly supported by the French government and Amiens Métropole greater city authority. Financial support is also provided by the DRAC (regional Arts Directorate) for Picardy under the authority of the Ministry of Culture and Communication, Amiens Métropole and the Somme Department Council. Its objectives are to project a nationally recognized reputation the field of artistic creation, to organise the dissemination and confrontation of different art forms, to engage with the local area in cultural development while putting the accent on contemporary creation. Through reinforcement of its links with local communities, the House of Culture's policy is also to encourage social insertion by local communities and to encourage people to become involved in its programme of locally-based cultural initiatives.

The partners in Brighton & Hove

University of Brighton

The University of Brighton has around 23000 students and 2600 staff at five sites situated around Brighton, Eastbourne and Hastings. The quality of teaching has been recognized as being among the best in the UK and the university has built a solid record for its research. These facts explain the university's reputation for excellence since 1992. Among the aims of the university is a policy to develop cooperation with local communities as well as with regional, national and international partners.

The long established Faculty of the Arts of the University of Brighton is situated at four of the campuses. Among the facilities are an art gallery and an exhibition space capable of hosting international events. The art and design library is one of the most extensive in the country. Within its fund of documents, the globally recognized design archives of the University of Brighton can be found as well as the Aldrich collection of art works.



Royal Pavilion's gardens. Brighton.

Royal Pavilion & Museums, Brighton & Hove

The Royal Pavilion and Museums (RP&M) belong to Brighton and Hove city council. About one million artefacts come under their responsibility which include a number of museums and historic sites. This service's origins can be traced back to 1850 and today it represents one of the biggest facilities of its type in the south of England. The museums and historic houses managed by the Royal Pavilion & Museums all enjoy nationally recognized heritage status set by the UK government. This classification determines criteria for the museum sector. The RP&M operates 5 sites which are open to the public: the iconic Royal Pavilion itself, the Brighton Museum & Art Gallery, Preston Manor, the Booth Museum of Natural History and the Hove Museum and Art Gallery. A number of buildings and monuments recognized as being of national importance also come under the responsibility of the service.

Care Co-ops

Care Co-operatives Limited is a not-for-profit charitable organisation created in 1988 dedicated towards community development. Globally its mission is to enhance the value of the skills and potential of individuals by encouraging personal decision-making through the communication of sense of responsibility and confidence through independence. The organisation provides a range of information tools, advice and assistance, meeting the needs of persons in the community facing difficulties, in partnership with the public and private sector and voluntary bodies.



Fabrica Gallery, Brighton.

Fabrica (Brighton center for contemporary art)

Fabrica is an establishment dedicated to the visual arts based in a former Regency era church in the heart of Brighton which organizes exhibitions of contemporary visual arts specifically designed around this unique environment. Apart from the three main exhibitions organized annually, Fabrica is responsible for a detailed programme of events and educational activities intended for the general public and for artists. In terms of the partnership with the “Beyond blue – woad” project, Fabrica is contributing its experience in the field of cross-border projects as well as its know-how in generating partnerships and following up links with community groups in the local area. The themes of this project provide Fabrica with an excellent opportunity to work with very exciting artists, to develop new forms of activity and to share innovative ideas. While the Fabrica team is small, we are used to working with a wide network of creative and professional partners as well with a significant number of volunteers who are actively involved in our events and in development of the gallery.

Les Projets des années 2012- 2013



Sketch for Green plant, yellow flower,
blue dye. © Jo Capman, Steve Papps.

Maison de la Culture d'Amiens & Care Co-ops

15 June – 13 October: *Green plant, yellow flower, blue dye.*

During the 4th edition of the “**Amiens art, towns and Hortillonnage landscape festival**”, organised by the Amiens Maison de la Culture, a garden dedicated to woad is being created by the artists Jo Chapman and Steve Papps.

A partnership between the Care Co-ops and the Maison de la Culture took place between 9-12 October 2012. This concerned an exchange of practise in the planting and use of woad. A study visit to England was organised for staff managing a job seeker's work experience course at the Amiens Maison de la Culture. These staff members were welcomed in Brighton by the Care Co-ops charity.

Three art works were created during the “**Amiens art, towns and Hortillonage landscape festival**” which took place between 2 June – 14 October 2012. The cost of installing these examples of land art was met by funding from the cross-border cooperation project “Beyond blue – woad”.



Jules Lefebvre, *Lady Godiva*, 1890.
(détail) Coll. Musée de Picardie. Photo
musées Amiens/C. Gheerbrant.

Musée de Picardie

21 June – 15 September, “Lady Godiva” exhibition.

The Amiens Métropole museums are fortunate in possessing within their collection the im-

pressive large scale work by Jules Lefebvre, *Lady Godiva*. This monumental (6.2 x 3.9 meters) oil painting, dating from 1891, featured in the 1890 salon. The picture shows Lady Godiva, a famous princess in XI century England. She was the wife of Leofric, count of Mercia and Lord of Coventry. Legend has it that she pleaded with Leofric to relieve the heavy tax burden which had been imposed at that time on citizens of Coventry. Leofric declared that he would only withdraw the taxes if his wife rode nude through the city on horseback. When Lady Godiva took up this challenge, riding through town with only her long hair hiding her nakedness, the local people are said to have stayed at home, closing window shutters out of respect for her. The painting by Jules Lefebvre shows Lady Godiva as she rides through the deserted city. The picture, which has been held in the museum's reserve for several decades, is currently undergoing restoration with a view to being exhibited during the summer of 2013 in the great Salon of the Museum of Picardy. The exhibition also includes a cabinet display of some 40 preparatory drawings by the artist. In addition a contemporary art work, commissioned with the Brighton partners, will shed a modern light on the legend of Lady Godiva. The themes of altruism and fairness will be at the heart of the "Beyond the blue" project. By her act of generosity to the people of Coventry, Lady Godiva set an example which has come down to us through the centuries.

Amiens Métropole Libraries

***Woad: crossed paths.* Bilingual exhibition on panels for young audience.**

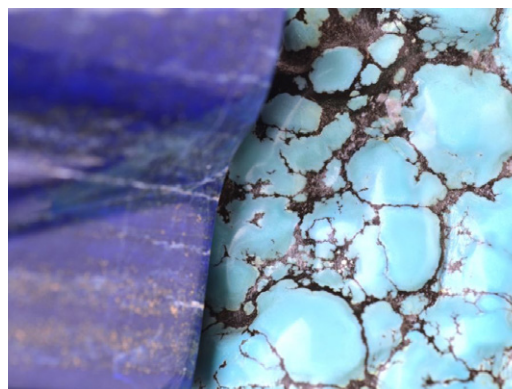
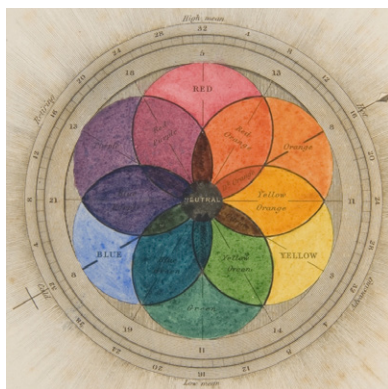
24 September - 31 October :Leopold Sedar Senghor library (Amiens)

6 November - 17 November: museum of Picardy

From 25 November: Louis Aragon library

Joint with Hove museum and museum of Picardy, the Amiens Libraries have set up an exhibition on panels about woad. The history of woad from Middle Age to nowadays, blue in nature, and blue in art and the three sections of the exhibition.

Created particularly for the young audience, the exhibition comes with pedagogical material for teachers. It will also be showed in Brighton.



George Field, *Chromatography* (détail)
photo Alex Own.
Lapis Lazuli and turquoise, *Into the blue*.

Royal Pavilion & Museums de Brighton

15 June – 13 October 2013:

“Regency colours and beyond 1785 – 1850”, an exhibition staged at the “Price Regent Gallery” at the Royal Pavilion on the importance of colour during the Regency era, and a study of the interior decoration of the Royal Pavilion.

“The Pavilion is enriched with the most magnificent ornaments and the gayest and most splendid colours; yet all is in keeping and well relieved.”

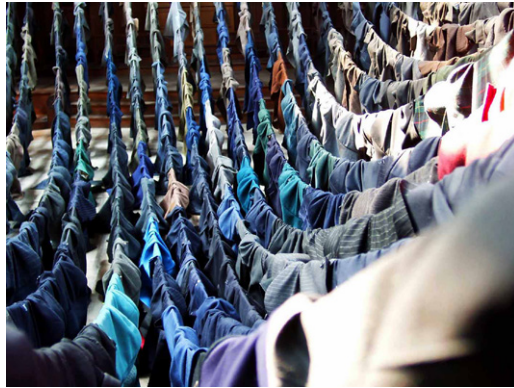
(J.D. Parry, *An Historical and Descriptive Account of the Coast of Sussex*, 1833.)

In Regency times, visitors to George IV’s Royal Pavilion were astonished at the flamboyant colours in the exotic interiors of the palace. These new temporary displays in the Royal Pavilion explore the interior décor and Regency understandings of colour. Revealing the palace’s innovative and radical use of colour during the Regency period, visitors can discover why certain colours were used and how their use here continues to influence us through the ages. Objects on display include Regency colour materials, charts and books from the 18th century and early 19th century, beautiful wallpaper fragments from the Royal Pavilion, and objects such as a Regency artist’s paint box and jars of pigments. Also on show are prints and a new film piece created for Regency Colour by contemporary artist Stig Evans.

6 July – 21 January 2014:

“**Into the blue**,” an exhibition at the Hove Museum and Art Gallery intended as a family-oriented display, exploring colours via objects, pictures and hands-on activity. Explore history, science and art through birds, animals, plants, pigments, rocks and reptiles. Among the features to remember about this exhibition: discover why the colour blue is absent among mammals, which animals have the best eyesight, and how blue dyes and pigments are extracted

from plants and minerals. Visitors will be able to discover many amazing and bizarre facts. Together with our partners, notably with the Royal Pavilion & Museums and the Amiens Métropole libraries, we are developing the theoretical background to the exhibitions as well as jointly prepared interpretation and narrative.



Kaarina Kaikkonen, *A connection*, 2012.
Photo Philipp Carr.

Fabrica

6 April – 27 May 2013, The Blue Route

For its spring show, Fabrica has associated itself with the Brighton Festival to commission two major new works from the Finnish artist Kaarina Kaikkonen. One of the art works will be exhibited in the gallery and the second one out of doors, in the city (during the festival only.)

Kaarina Kaikkonen is one of Finland's greatest artists. To create large scale installations, she works mainly in public spaces, using everyday objects such as second-hand clothes, waste paper and women's shoes. She is chiefly known for several major works she made, using hundreds of discarded men's waistcoats – objects which have strong personal significance to the artist. The meaning of the works is ambiguous, associating personal loss, collective memory and local history.

Brighton Festival, which takes place during three weeks in May, is one of southern England's most important artistic events.

For further information, refer to the Fabrica website: fabrica.org.uk