



#OpenForArt  
4/5/6 JULY

# OPEN FOR ART weekend festival

Trail Map

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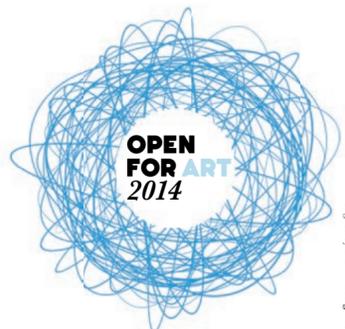
A new three day festival for the town centre showcasing Reading's hidden talent and creative industries.

[jelly.org.uk](http://jelly.org.uk)  
#OpenForArt

Curated by Jelly with support from Reading UK CIC, The Cultural Partnership, Reading Business Improvement District, Hicks Baker and Cream Design

## A WEEKEND FESTIVAL OF ART

*dance, painting, photography, drawing, film, drama, illustration, music, talks, walks, trails, performance art, printmaking, textiles, fashion, design, animation, app making, speakers' corner, literature, writing, reading, heritage, crafts, workshops*



Designed by cream-design.co.uk

## POP-UP STUDIOS

Open Friday 11am – 6pm, Saturday 10am – 6pm, Sunday 11am – 5pm

- 1 Artists' HQ, The Oracle, Holybrook Entrance** (formerly known as Crabtree & Evelyn)  
Come along and ask artists and leading arts organisations more about what is happening and how you can get involved.

### URE Museum

The exhibition is the culmination of the Ure Move project, an educational programme involving university students working with local secondary school pupils in the artistic reinterpretation of the museum's collection. The young people used their ingenuity to create animations, which are their reinterpretations of the images on the Museum's Greek vases.

We will also offer a series of workshops in which the interested visitors will learn how to make their own stop motion animations.

*Saturday 5 July and Sunday 6 July, 12 – 1pm and 3 – 4pm*

### iMuse

Have fun exploring the Ure museum through its iPad app made with the help of young people in Reading. We'll show you how it was made so you can make your own.

### Everytrail – iOpener

Help us experiment with making trails round town using your tablet or smartphone and the Everytrail app. We'll show you how and together we can look at the town and its heritage in a different way.

### Rag Rug Drop in Workshop

Drop-in workshop at The Oracle, helping make a rag rug piece for Shopmobility based on the Postcards From Reading, created by the public over the previous few weeks. Free, drop-in.

*Saturday 5 July and Sunday 6 July, 11am – 3pm*

- 2 Bowman House, 2 Bridge Street**  
The Homebirds (Jane Ibbotson), textiles; Cath Baldwin, printmaking; Marc Juon, jewellery; Tom Cartmill, paintings; Claire Weaver, textiles; Caroline Streatfield-Chalk, felting and textiles; Andy Noyes, dot paintings; Misha, Natasha, Misha, Anna and Vas Zavialov, paintings, sculptures, prints and t-shirts.

Daily drop-in felting workshop led by Caroline Streatfield-Chalk, material charge of £3.  
*Friday 4 July to Sunday 6 July, 2 – 4pm*

Lino cutting workshop led by Cath Baldwin, £10 per person, all materials and tools provided. Max 6 participants.  
*Sunday 6 July, 11am – 1pm*

- 3 10 Gun Street** (windows only)  
Salvo Toscano, photography.

- 4 10-14 Duke Street**  
Phantom Art Group, curated themed exhibition by Reading College Students.

- 5 The Bicycle Kitchen / Jacksons Corner**  
An artists history of Jacksons  
Lisa-Marie Gibbs, window display.

### Jacksons Mannequin Social Club

A window display reunion of some of Jacksons original mannequins dressed and presented by their new guardians.

- 6 jelly studios, 42 Market Place**  
jelly HQ, home to our studios and artists, talks and workshops, floor 1.

- 7 3Bs Bar, Reading Town Hall**  
Caroline Marriott, textiles; Rachel Kyte, textiles and jewellery; Kekekaka handmade paper goods, accessories and fabrics; The Emma Press, small press publisher; Two Rivers Press, publishing; Alexandra Vintage, vintage clothes and styling; Emma Bradbury, knitted textiles and accessories; Kate & Anna, furniture, homewares and gifts.

'Weaving a little person on weaving sticks' led by Caroline Marriott. Daily drop-in. £1.50 materials charge.  
*Friday 4 July to Sunday 6 July, 2 – 5pm*

'Funky Design Academy', running a mono-printing workshop and presenting work by 1st and 2nd year students on the Foundation Degree in Creative Arts, Reading College and Shelley Montague. Free.  
*Saturday 5 July, 11am – 5pm*

- 8 Reading Museum and Town Hall**  
Blagrove Street, 0118 937 3495, [www.readingmuseum.org.uk](http://www.readingmuseum.org.uk)

### Exhibition – Reading at War

Continues until Sunday 14 September 2014. Setting the museum's First World War collections within the wider history of conflicts in all ages, Reading at War marks the centenary of the outbreak of the First World War and is the focal point to explore how wars throughout history has shaped our town's character.

*Friday 4 July to Sunday 6 July*

### Art Explorer Hats

Join us on our activity cart in the Atrium gallery and make your own fabulous Art Explorer Hat in this quick, drop in activity. Why not wear your hat as you explore the Open for Art events throughout the town? Hat designs have been created by jelly artist, Martin Stubbington – explore the other venues and see if you can see his hidden drawings. All ages, free, drop-in.  
*Friday 4 July and Saturday 5 July 10am – 4pm, Sunday 6 July, 11am – 4pm*

### Bayeux Tapestry Tour

Drop-in Bayeux Tapestry Tour, suggested donation of £2.  
*Saturday 5 July, 2.15 – 3.15pm*

Whilst you are at the Museum, pick up an Open for Art voting slip and vote for your favourite piece of Heritage.

## HERITAGE TRAIL

Start at Oracle Riverside

- 1 River Kennet and Brewery Gut**  
This canal runs for 86 miles between Reading and Bristol and has over 100 locks along the way.
- 2 Holybrook**  
It flows for 6 miles through Reading and from about 800 years ago until the C19th helped to turn the wheels of grain mills for the town and until Tudor times served the Abbey. It was used by everyone for washing, drinking, putting rubbish in and for emptying chamber pots. It got so smelly that Queen Elizabeth set up a Royal Commission and the town put in laws to stop rubbish being put in.
- 3 The Oracle**  
If you were standing here 400 years ago this would have been a very different scene. Facing you would have been large wooden doors leading to a workhouse set up for poor clothiers of the town. It was a series of rooms round a courtyard. The workhouse was the bequest of John Kendrick and was known as the Oracle but no one is quite sure why. The doors are now in The Museum of Reading.
- 4 St Mary's Churchyard**  
There has been a church on this site since 979. This one was built in Norman times and rebuilt 450 years ago using stones from Reading Abbey. If you were here about 150 years ago you might have seen George 'wheelbarrow' Tappin digging a new grave. The graveyard was very full and George found it difficult to find spaces. Sometimes at night he would dig an old grave to make room.
- 5 Broad Street**  
Travel back 500 years, it would have been very noisy here with merchants trying to sell their cloth and wool. There would have been people selling food and drink. Sheep would also have been sold there on some days. Chain Street used to have a chain that was put across to stop wagons and carts blocking it in the C17th, hence the name. There are still two rams on the Reading Coat of Arms.
- 6 Queen Victoria Street**  
150 years ago these were houses, they were taken down in 1900 to build this new street. Queen Victoria Street led to the station. Trains help people to come to Reading to shop today.
- 7 Market Place and Soane Monument**  
The monument, often called the Soane monument, was built in 1804. It was designed by Sir John Soane on the order of Edward Simeon and should really be called the Simeon Monument. The market place was used not just for the market but for stocks, pillories and even a ducking stool. It could be dangerous to be put in the pillory and people died if they had no friends to keep their mouth and nose clear.
- 8 St Lawrence and the Abbey**  
This is where there would have been a gate to the Abbey. The Abbey was started in 1121 and took nearly two hundred years to build. It was dedicated by Thomas a Becket in 1164. The last Abbot was Hugh Faringdon who was tried for high treason in 1539 and drawn through the streets of Reading before being hung in the Forbury. From the early C17th to the mid C19th this area was the so called Piazza or arcade.
- 9 Friar Street and the Friars**  
You might think Friar Street has been called that for centuries, but it is a relatively new name. It was first New Street then Town End. The Friars came to Reading in the C12th but were not made welcome by the Abbot.
- 10 Town Hall**  
Can you find the dogs paw print on the side of the Town Hall?
- 11 Queen Victoria's Statue**  
The statue was unveiled in 1887 to celebrate the Queen's golden jubilee. It was sculpted by George Blackall Simonds who also designed the Maiwand Lion in the Forbury Gardens. Simonds became a director of Simonds Brewery and died in 1929. Queen Victoria never came to Reading but this statue is facing the station, not turning its back on the town. Reading was famous for 3Bs. What were they? Can you add a fourth? You can find out more about them in the museum.
- 12 Town Hall and Museum**  
The wonderful building has had a number of architects, the most well known of whom is Alfred Waterhouse. His building was completed 1875 but incorporates the Victoria Hall built by the cabinet maker Alderman Charles Poulton. The museum section was by Thomas Lainson and completed in 1882. The box room and Art Gallery are by W R Howell and opened in 1897.

## HAVE YOUR SAY...

### The word culture means different things to everyone

It covers a wide variety of activities (for example sport, arts, play), places (for example, libraries, museums, theatres, built heritage, parks) values and beliefs that contribute to a sense of identity and well being for everyone in our communities.

### There are many benefits of developing a strategy:

Culture is important in promoting a sense of national and local identity. Participation in sport and providing children with the opportunity to play which has positive impacts on health, educational attainment, community cohesion and safety, and the economy.

Partners and Reading Borough Council are developing a new Culture and Heritage Strategy. Consultation so far has told us that place, learning, working together, economy and diversity and inclusion will be key priorities, which feature along with the themes of Art, Heritage and Sport.

**In developing the strategy we are keen that residents, visitors and businesses have a say!** Postcards will be available at all venues, or fill in the survey online at [reading.gov.uk/yoursay](http://reading.gov.uk/yoursay)

## EVENTS

### Breakfast with an Artist

Join us at Picnic with director Markus Lawrence of the Reading Gallery and 'meet' an artist from his collection, Vincent Van Gogh. Vincent Van Gogh once confessed to wanting to see his work hanging in a cafe! For the artists breakfast this original painting will be hanging in Picnic Cafe.

*Friday 4 July, 8 – 9.30am*  
*Picnic, 5 Butter Market*

### Sara Davies creates her own live body print

*Friday 4 July, 11am – 2pm*  
*Venue 6, jelly, 42 Market Place*

### Getting your Blog Noticed

A workshop for people who have a blog or have done so in the past and struggled to getting the readers they would like – the workshop will aim to try and help people boost their audience. Led by Niall Norbury from Alt Reading. Free, but donations to Alt Reading welcome.

*Friday 4 July, 12.30 – 1.30pm*  
*Venue 6, jelly, 42 Market Place*

### First Friday Club – The Arts and Business

*Friday 4 July, 4 – 5.30pm*  
*Pentahotel, Oxford Road. Members only*

### Fashion Illustration Evening – Draw like a Fashion Designer

The workshop will involve learning how to draw fashions from key decades, taking inspiration from the Alexandra Vintage collection, using collage and drawing techniques used in the fashion industry. £20 in advance or £22 on the day (as long as we do not sell out online!). 18+ years.

*Friday 4 July 6.30 – 8.30pm*  
*Venue 6, jelly, 42 Market Place*

### 'Hidden Reading' – Walking Stories with Milk and Biscuits

A walking tour of central Reading. From a Viking stronghold between two rivers to a booming site of international commerce, Reading is host to a wealth of stories. Your home-grown guide will take you back through some of Reading's crowning glories and shameful secrets. Pre-register online at [jelly.org.uk](http://jelly.org.uk) or turn up 10 mins before departure time. £4 per person, payable on the day.

*Saturday 5 July, 10.30 – 11.50am and Sunday 6 July, 2 – 3.20pm*  
*Walk takes 80 minutes, departing from Maiwand Lion, Forbury Gardens.*

### Meet Agnes

Roboknit with creator Andy Noyes  
*Saturday 5 July, 11am – 2pm*  
*Venue 5, The Bicycle Kitchen / Jacksons Corner*

### Mannequins Alive

Window piece by Berzerk Productions young performers. A selection of mannequin madness will tantalise passers by with the use of the famous theatre companies 'Trestle Masks'. Come and see if you can catch them moving, or just watch their display of window worship by these young performers.

*Saturday 5 July, 12 – 2pm*  
*Venue 5, The Bicycle Kitchen / Jacksons Corner*

### Speakers' Corner: 'Arts Matters in Reading'

This is the opportunity for the people of Reading to speak up about why they feel art in Reading matters to them, and what art and craft matters are important to them in Reading. The Speakers' Corner will be hosted by Ayshea, a Reading based poet, who will introduce speakers and there is an open invitation for members of the audience to speak for 'just a minute' about what matters to them about the arts in Reading in 2014. All members of the public are welcome to listen – and more importantly, to SPEAK UP on their views about the arts in Reading.

*Saturday 5 July, 1 – 2pm*  
*Soane Monument, Market Place*

### Knitters and Hookers Picnic

Join members of the local knit and crochet groups at a crafting picnic – bring along your hooks, yarn and sticks. New people welcome to pop along and have a go.

*Saturday 5 July, 2.30 – 4.30pm*  
*Come and find us in the Forbury Gardens*

### Reading Library Writers Group

Readings from an anthology of Reading Library Writers Group, unexpected places and pop-up studios, read by Holly Joyce.

*Saturday 5 July, 1pm onwards*  
*Please ask at the Artists' HQ for exact timings and venues*

### Ave gloriosa mater

Reading Bach Choir is performing a newly commissioned work which is a setting of a text which was in Reading Abbey library – the same collection which contains *Sumer is icumen in*. It is a Marian text: *Ave gloriosa mater salvatoris*, and it has been set by British composer Gabriel Jackson. The programme also includes Summer Songs by former Reading resident Steve Martland, which begins and ends with a setting of *Sumer is icumen in*. Tickets available at [readingarts.com](http://readingarts.com)

*Saturday 5 July, 7.45pm*  
*St James Church*

### Open Air Art Challenge

Come along and watch the artists create their own works inspired by Reading, either from the surroundings around them or from an original idea of their own within 3 hours on Broad Street West. All works exhibited from 1pm onwards and members of the public will vote to choose the winner of a £100 art materials voucher.

*Sunday 6 July, 10am onwards, winner announced 2.30pm*  
*Broad Street West*

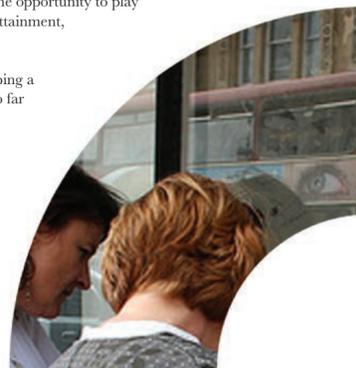
### Robyn Appleton

Three intervention pieces by artist Robyn Appleton, 'Hair', 'Celebration' and 'Listen'.  
*Sunday 6 July, 10am – 4pm*  
*Broad Street*

### Watership Brass

*Sunday 6 July, 3 – 4.30pm*  
*Forbury Gardens Bandstand*

Please note, venues and timings correct at time of going to print.



# OPEN FOR ART

## trail map



**THREE DAYS CELEBRATING**  
Reading's art, heritage  
and culture – showcasing  
the town's hidden talent  
and creative industries,  
using empty spaces and  
retail units

### KEY

- 1** Public Art Trail  
16 venues
- 2** Tree Trail  
14 venues
- 3** Heritage Trail  
12 venues
- 4** Pop-up Studios and Events  
8 venues

### PUBLIC ART TRAIL

- 1** The Oracle  
John Gingell – Crystal Beacon
- 2** The Oracle  
Simon Read – Riverside Floorscape
- 3** The Oracle  
Martin Donlin – Link Block Windows
- 4** The Oracle  
Jon Mills – Tree Grills
- 5** The Oracle  
Guy Paterson – Heritage Trail (ask at Artists' HQ)
- 6** The Oracle  
Linh Vu – Reed Sculpture and Monolith
- 7** The Oracle  
Anne Smythe – Holybrook Entrance
- 8** Civic Centre, Queens Walk  
Eric Stanford – Requiem
- 9** Civic Centre, Queens Walk  
Brian Slack – Cartwheeling Boys
- 10** Broad Street West  
Matthew Fedden – Broad Street Seating Area
- 11** Town Hall Square  
George Simonds – Queen Victoria
- 12** Forbury Gardens  
George Simonds – Maiwand Lion
- 13** Abbey Gardens  
Elizabeth Frink – Robed Figure
- 14** Abbey Ruins  
Jens Flemming Sorenson – Untitled
- 15** Chestnut Walk  
Bruce Williams – Oscar Wilde Memorial
- 16** Kings Road  
Lorne McKean – Girl and Swan
- 17** Kennet Side  
Peter Sainty – Reading Piece 2

### TREE TRAIL

- 1** St Mary's Churchyard  
London Plane (*Platanus hispanica (acerifolia)*),  
Evergreen Oak (*Quercus ilex*) and an  
Indian Bean Tree (*Catalpabignonioides*)
- 2** Broad Street  
Mostly London Plane trees  
(*Platanus x hispanica (acerifolia)*)
- 3** Market Place  
Three London Plane trees  
(*Platanus hispanica (acerifolia)*)
- 4** Town Hall Square  
Evergreen Oak (*Quercus ilex*),  
Three Whitebeam (*Sorbus aria*) and a mature  
London Plane (*Platanus hispanica (acerifolia)*)
- 5** St Laurences's Churchyard  
Recently planted and mature Judas trees  
(*Ceris siliquastrum*) along with two splendid mature  
Copper Beech trees (*Fagus sylvatica 'purpurea'*)
- 6** Forbury Gardens  
Handkerchief or Dove tree (*Davidia involucrate*),  
Maidenhair tree (*Gingbo biloba*) and a  
Mulberry (*Morus nigra*)
- 7** Edge of Abbey Ruins  
Yew tree (*Taxus baccata*)
- 8** Chestnut Walk  
Horse Chestnut (*Aesculus hippocastanum*)
- 9** Crane Wharf / River Kennet  
Weeping Willows (*Salix x chrysocoma*)
- 10** Duke Street / London Street  
London Plane (*Platanus hispanica (acerifolia)*)
- 11** The Oracle Riverside  
Nine young Lime trees (*Tilia cordata 'greenspire'*)  
either side of the Kennet
- 12** Bear Island  
Collection of trees
- 13** Loch Fyne Bear Wharf,  
Fobney Street  
Young London Plane trees (*Platanus hispanica  
(acerifolia)*) flanking the lawn and seating area  
fronting the restaurant
- 14** New Bright St / Willow Street  
Nine mature Weeping Willows (*Salix x chrysocoma*)

