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First artwork in mural project is unveiled

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A colourful collage of Norwich Lanes and city landmarks has been revealed as the first work of art in a project aiming to boost cultural tourism and decorate our fine city.

It is part of a special scheme being led by Norwich BID (Business Improvement District) to brighten up blank walls and celebrate Norwich as a City of Stories.

The painting – designed by Norwich University of the Arts graduate Poppy Cole and installed by Gorleston-based 3D Creations – was unveiled on one of the walls of the Pymm and Co building in Ber Street yesterday.

“Our aspiration is to turn them [the murals] into a trail so that visitors can walk around and see all the artworks. It’s creating a landscape for cultural tourists

Stefan Gurney, Norwich BID executive director

Now Norwich BID is encouraging more artists to submit designs and asking for other organisations and landlords to offer up walls as canvases.

Stefan Gurney, Norwich BID executive director, said the idea came from seeing areas of Pittsburgh and Philadelphia in America reinvigorated by street art, and that there were already three more areas of Norwich earmarked as mural sites – at Hatch Brenner in Rampant Horse Street, at Virgin Money at Back of the Inns, and between Tesco and Evans at the bottom of Rampant Horse Street.

He said anybody – from individual artists to classes at schools – could submit designs for the new locations.

“We want them to be interpretations of the areas where they are based but tying into the City of Stories theme so that when people come here they can see Norwich is a City of Stories,” he said, adding that the whole project could eventually feature more than 10 murals.

“We want to use the city as a canvas and reinvigorate sites that are under-utilised. Our aspiration is to turn them [the murals] into a trail so that visitors can walk around and see all the artworks. It’s creating a landscape for cultural tourists.”

Poppy Cole, 25, said she was proud to be the first artist to have her work featured in the



■ The mural located on the side of Pymm and Co on Ber Street created by Norwich University of the Arts graduate Poppy Cole and installed by Gorleston-based 3D Creations. It is part of a city-wide mural project being led by Norwich BID. Pictures: STEVE ADAMS

project. “I think Norwich has always been an arty place and this project just promotes it more,” she said.

“It says a lot about the place and how people are proud to live here and be from here.”

Stuart Monument and Steve Pymm, from Pymm and Co, said: “We are really proud to have the first mural on our building. It looks fantastic and hopefully it will be the first of many.”

People have until May 9 to submit designs for the three new mural sites. Interested artists, illustrators, designers and businesses should contact Martin Blackwell on 01603 727936 or email operations@norwichbid.co.uk for more details.

→ Visit www.norwichbid.co.uk/greener-cleaner-city/murals-project/

→ Do you have a Norwich arts story? Email arts correspondent Emma Knights at emma.knights@archant.co.uk



■ Stefan Gurney, Norwich BID executive director, front, and other onlookers admire the new mural.

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