



RHS Malvern Spring Festival Giant Welly – in-situ artist session

Project Title	In-Situ artist session for RHS Malvern Spring Festival “Giant Welly”
Client	Three Counties on behalf of RHS Malvern Spring Festival 2024
Project Overview	<p>Three Counties is looking for a local artist to take part in an in-situ art session where the artist would add art to the RHS Malvern Spring Festival “Giant Welly”, giving it a fresh creative identity to promote RHS Malvern Spring Festival 2024.</p> <p>About the In-Situ Session The session will take place at Three Counties Showground, Malvern, and should take no more than one afternoon to complete (4 hours). The session will be filmed/photographed so Three Counties can use the footage for content on social media and their website. Finishing touches can take place after filming. The session will also be used as a press call, for members of the press to attend should they wish to and spread the word. A pre-session site visit will be organised so the artist can view the Giant Welly in person, as well as any further visits needed to prep the surface ahead of the in-situ session.</p> <p>About the Giant Welly The Giant Welly is 10ft tall and made from fiberglass, with a lacquer finish. The Welly will be going “on tour” with its new design, and be housed at various tourist hotspots in the Three Counties – last year, host locations included John Lewis in Cheltenham, Gloucester Quays, Worcester Crowngate Shopping Centre, and many more. The Welly will be accompanied with signage to give full credit to the artist, giving a great level of exposure.</p> <p>About Three Counties & RHS Malvern Spring Festival Three Counties is a charity promoting the benefits of horticulture in Worcestershire, Herefordshire and Gloucestershire through its event programme, which includes the first RHS Show of the season, RHS Malvern Spring Festival.</p>
Project Objectives	<p>To give the Giant Welly a fresh new look for its 2024 tour</p> <p>To showcase the amazing plants and flowers available to buy at RHS Malvern Spring Festival</p> <p>To create an aesthetically pleasing look that is obviously tied to RHS Malvern Spring Festival</p> <p>To give a platform for a local artist and provide exposure for their work</p>
Location	Three Counties Showground, Malvern, WR13 6NW
Budget	<p>£250.00 flat fee for time and expertise</p> <p>Travel expenses and materials will be covered on receipt of invoices/receipts, fuel at 0.40p per mile</p>
Timings	We are looking to host the in-situ session January 2024
Applications and Deadline	Interested artists should email Lindsay.kennedy@threecounties.co.uk with an outline design suggestion by Monday, 20 November 2023

RHS Malvern Spring Festival Giant Welly – 2023 branding

