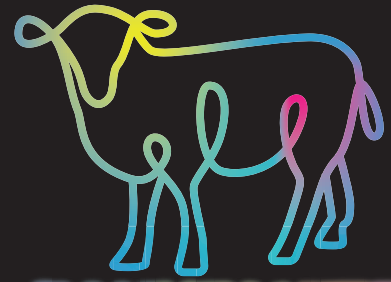


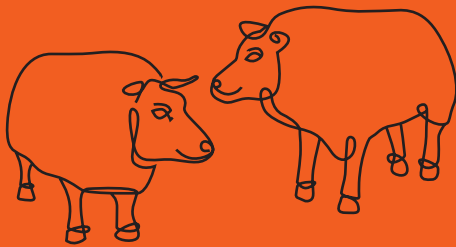


Queen's Hall Arts

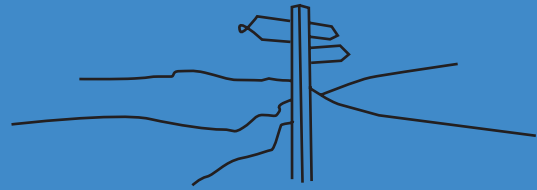


ILLUMINATED SHEEP

EVERYTHING EWE NEED TO KNOW...



From 29 September - 2 December 2022, Sheep were sited across **Northumberland** in locations from **Allendale** to **Berwick** and **Gilsland** to **Seahouses**



Our full flock visited **3** large, established visitor locations before separating to spend time with **90** community groups in locations including churches, pubs, bus stops, libraries, shop windows and schools...



Almost **280,000** people engaged with the project



The project was delivered by **12** core team members, **10** community partners and **countless** community champions



Supported using public funding by
ARTS COUNCIL ENGLAND



Supported by
Historic England



**NORTH OF TYNE
COMBINED
AUTHORITY**



**Northumberland
County Council**



ABOUT

Led by Queen's Hall Arts, *Illuminated Sheep* was a visual arts trail that lit up Northumberland to celebrate the arrival of the Lindisfarne Gospels in the North East in the autumn of 2022. *Illuminated Sheep* by **Deepa Mann-Kler** was inspired by the Gospels' themes of light and pilgrimage, and saw a flock of life-sized sheep lit up in bright colours at some of the region's most iconic locations including Bamburgh Castle, Vindolanda and Woodhorn Museum.

Individual sheep were then adopted and customised by local communities across the county to create a free Art Trail before the flock were rounded up for a final gathering at the Festival of Flame at Hexham Abbey.

Illuminated Sheep was commissioned by Northumberland County Council and developed and managed by Queen's Hall Arts and the Hexham Culture Network. It was part of the Cultural Programme of Hexham High Street Heritage Action Zone (HSHAZ) and funded by North of Tyne Combined Authority.

"We were able to use the *Illuminated Sheep* for community projects. Some of the groups still now work together! It has strengthened our community footprint here in Cramlington."

**Stephen Perola,
Cramlington Community Hub**

"It was an absolutely runaway success! We would LOVE to do the event again. An annual pilgrimage?!"

**Claire Watson-Armstrong,
Bamburgh Castle**

BAAAAA...

"The sheep and whole project created renewed interest in our then partially-refurbished Cornhill on Tweed Centre. We received two definite bookings for start-up business units while she was with us. Now demand for the units exceeds supply!"

Cornhill on Tweed Centre

BAAAAA... BAAAAA...

"It has been a joy having the sheep here and the feedback from those who came out to our little patch of rural Northumberland was excellent."

Sonya Galloway, Vindolanda

"We had a fab-ewe-lous time, Woodhorn looks amazing all lit up!"

Visitor to Woodhorn Museum

BAAAAA...

BAAAAA...

THE NUMBERS

The project enhanced our flourishing tourism industry by attracting visitors from all over the UK and further afield to explore and experience the history, creativity and diverse attractions of this most beautiful of places.

Through full flock appearances and community adoption, the project sought to address the following threats and opportunities:

- Rural economy – disenfranchised from urban offers of culture
- Community cohesion – fragmented communities
- Modern pilgrimage – explorers in search of authentic experiences and local stories

LOCATION	DATE RANGE	EST NUMBERS
COUNTY SHOW PREVIEW	4 JUNE	5,000
BERWICK PREVIEW	16 -18 SEPT	3,047
LIBRARIES & ARCHIVES	SEPT - DEC	2,800
BAMBURGH CASTLE	28 SEPT - 1 OCT	564
VINDOLANDA	3 - 9 OCT	2,000
WOODHORN	12 - 16 OCT	2,700
HEXHAM MART AUCTION	18 OCT	100
HEXHAM HSHAZ	18 OCT - 2 DEC	19,000
COMMUNITY ADOPTIONS	24 OCT - 1 DEC	240,000
FESTIVAL OF FLAME	2 DEC	3,000
TOTAL		278,211



WHAT CAN BE LEARNT?

What a project like this can do for you...



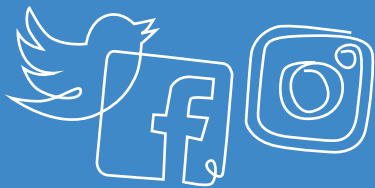
Co-create and build trust with community creators



Work at scale across a large geographical area



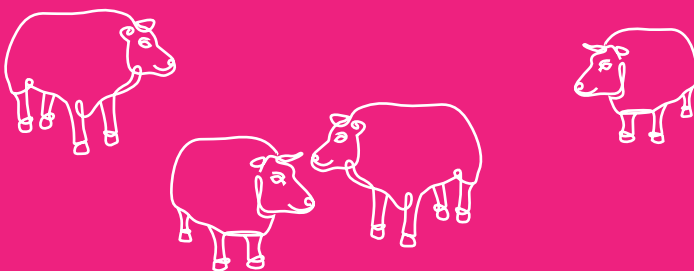
Manage the challenges of collecting data in multiple rural locations



Increase social reach - engaging stories and images make for great social media content!



Demonstrate the benefits of working with highly engaged community groups and busy businesses



Enhance confidence working on region-wide, large scale cultural productions/products

Connect people with your offer via mobile technologies



BAA-RILANT COVERAGE...

Illuminated sheep display will celebrate return of the Gospels

An illuminated art trail inspired by light, sheep and pilgrimage will light up Northumberland to celebrate the arrival of the Lindisfarne Gospels.

A NEW visual arts trail will light up Northumberland to celebrate the arrival of the Lindisfarne Gospels in the North East this autumn.

Illuminated Sheep by Deepa Mann-Kler is inspired by the Gospels' themes of light, sheep and pilgrimage, and will see a flock of illuminated sheep lit up in bright colours at some of the region's most iconic locations including Bamburgh Castle, Vindolanda and Woodhorn Museum.

Individual sheep will then be adopted and customised by local communities across the county to create a five mile Art Trail, before the flock are rounded up for a final gathering at the Festival of Flame at Hexham Abbey on December 1.

Commissioned by Northumberland County Council, Illuminated Sheep is being developed and managed by Queen's Hall Arts and the Hexham Culture Network.

It is part of the Cultural Programme North of Tyne Combined Authority Zone (CHSIAZ) and is funded by Queen's Hall Arts Director Katy Taylor and Hexham Town Council.

"Illuminated Sheep will show our fantastic county in a new light, encouraging both visitors and locals to get out and about to explore Northumberland's unique landscape, heritage and culture as they find the flock this autumn."

The project aims to celebrate the county's most iconic symbol, the sheep, in a collaborative way, with local communities working together to create a trail of illuminated sheep that will be a powerful modern day pilgrimage that is accessible to everyone.

Deepa Mann-Kler is an internationally recognised multidisciplinary artist, pattern designer, textile maker and book artist. She has co-

vised and group exhibitions in China, America, Germany and Ireland, and her previous work in the North East of England includes Lumina in Durham, Design Aid, Working with the team at the Queen's Hall in Hexham and the illuminated Sheep in Northumberland.

"It's been a challenging, rewarding and a deeply fulfilling experience. I am so excited to see the full flock appear in the landscape."

"We need light, colour and humour to act to draw us, I really hope that audiences flock to the installations and find joy in this shared experience."

There will also be a free programme of activities for schools and families, including creative workshops, activity and online activity packs created by North East artist Bridget Hamilton available to everyone.

Illuminated Sheep is part of Lumina: Farm Gospels 2022 - a programme of events inspired by the display of the Lindisfarne Gospels in the North East.

This will be the first time the ancient book, the most spectacular manuscript to survive from Anglo-Saxon England, has been displayed in the region since an exhibition in Durham in 1913, also an exhibition in the British Library in 2019.

On loan from the British Library, the manuscript will take centre stage in Newcastle upon Tyne from September 17 to December 3.

Illuminated Sheep will be at Bamburgh Castle from September 30 to October 2 before moving to Vindolanda from October 7 to 9. Woodhorn Museum from October 14 to 16 and the Festival of Flame at Hexham Abbey on December 1.

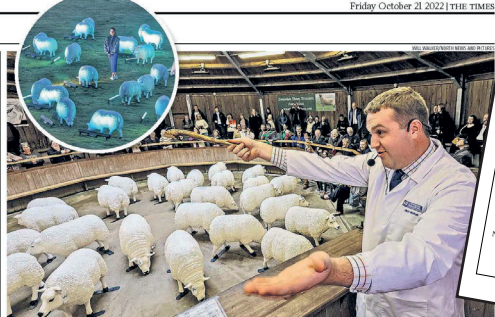
An Art Trail of more than 40 individually adopted and customised sheep will be rounded up and gathered at Hexham Abbey on December 1.



Artist Deepa Mann-Kler with children from Seabrook Primary School



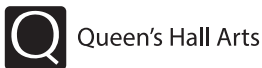
Artwork and sheep imagery is created by artist Deepa Mann-Kler. It has been created to the same height as the original to echo



Light work Hexham and Northern Marts livestock auctioneers invited locals to collect adopted illuminated sheep, which will now be customised and used to create an art trail across Northumberland, encouraging people to get out and about



THANK YOU



BAMBURGH CASTLE

VINDOLANDA

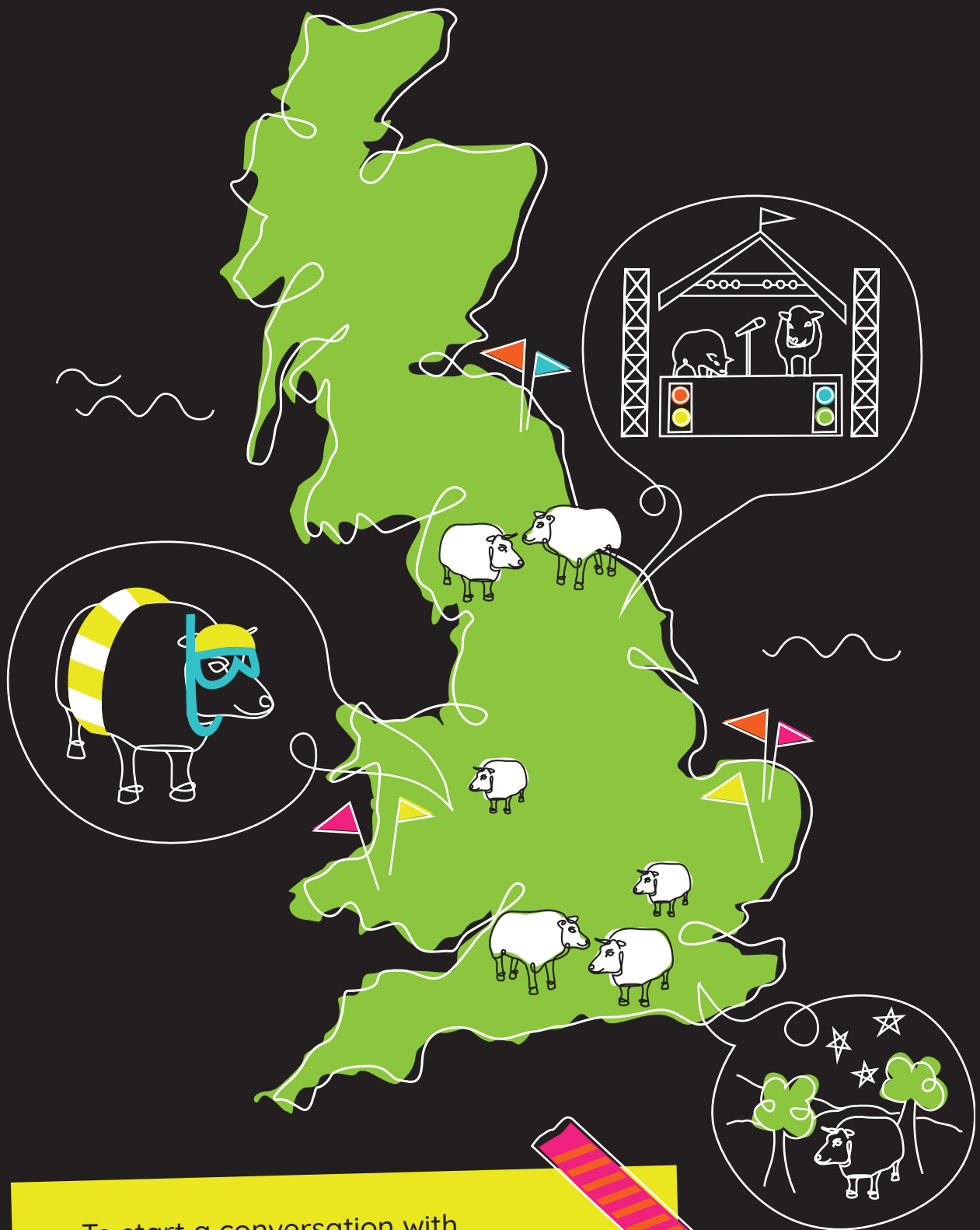
HEXHAM ABBEY

HEXHAM MART

WOODHORN MUSEUM

TO OUR MANY COMMUNITY ADOPTERS...
WE COULDN'T HAVE DONE IT WITHOUT EWE!

WHAT NEXT? OVER TO EWE...



To start a conversation with
the Illuminated Sheep team, email

boxoffice@queenshall.co.uk