

Press Release - April 19th 2013



Top artists announced for Gromit Unleashed

An eclectic line-up of famous names take part in major children's charity project

A host of internationally-renowned artists are supporting ground-breaking charity initiative and major tourist attraction Gromit Unleashed to raise funds for Bristol Royal Hospital for Children.

Project organisers, Aardman and the Bristol Children's Hospital charity, Wallace & Gromit's Grand Appeal, can reveal an eclectic line-up of famous names who will each transform a giant Gromit sculpture with their individual and creative designs for the high-profile public arts trail taking place this summer from July 1.

With the support of tourism agencies Destination Bristol and VisitEngland, the project will see around 70 giant Gromits fill the streets of Bristol and is set to help raise the profile of the city to tourists across the UK and beyond.

Amongst the first wave of finished Gromit sculptures to be revealed are those designed by iconic designers Sir Paul Smith and Cath Kidston, Simon Tofield, award-winning illustrator and animator of the cartoon series Simon's Cat and Richard Williams, the director of animation for Disney's acclaimed film 'Who Framed Roger Rabbit.' They join comedian Harry Hill's 'bald' Gromit and a giant sculpture of Nick Park's original Gromit.

Their Gromit sculptures will be joined in the grand trail by a stunning and diverse range of decorated statues from world famous artists, whose designs have yet to be revealed. The eclectic line-up includes the creator of Gromit, Nick Park, Aardman co-founder, Peter Lord, well-loved, prolific children's author and illustrator Sir Quentin Blake, the man behind The Snowman, Raymond Briggs, Axel Scheffler, who drew children's favourite The Gruffalo,

creator of the global 'Where's Wally' phenomenon, Martin Handford and Richard 'Golly' Starzak, creator of Aardman's hugely popular, internationally-renowned series, 'Shaun the Sheep'.

Leading editorial cartoonist Peter Brookes and renowned illustrator Gerald Scarfe will be bringing their distinctive style to 'Gromit Unleashed', as will fashion and interiors designer, Celia Birtwell, whose bold 1960s textile designs defined an era, British pop artist, Sir Peter Blake, who designed the Beatles album cover for 'Sgt. Pepper's Lonely Heart Club Band'; Turner prize nominee and installation artist Mark Titchner; contemporary landscape artist David Inshaw, whose famous painting 'The Badminton Game' was purchased by the Tate Gallery and Bristol-based urban street artist 'Filthy Luker.' Trevor Bayliss, inventor of the wind-up radio and extreme-angler and presenter of River Monsters, Jeremy Wade are also decorating Gromits for the creative fundraiser.

Gromit Unleashed organisers will be revealing further famous names in the lead up to the public arts trail.

Around 40 local artists from Bristol and the region will also be taking part in Gromit Unleashed and making their own, unique mark on the giant statues.

In total around 70, 5ft (1.5m) high statues of Aardman's famous, triple Oscar-winning character will populate the city of Bristol and beyond for ten weeks from July 1.

After the public arts trail, the Gromit Unleashed sculptures, which have been individually sponsored by businesses, will be auctioned to raise funds towards Wallace & Gromit's Grand Appeal's campaign to support the expansion of Bristol Children's Hospital, one of the leading multi-disciplinary children's hospitals in the UK. The Grand Appeal has pledged to raise an initial £3.5 million for state-of-the-art equipment, including an intraoperative MRI scanner, family facilities and child-friendly artwork to enhance the £30 million investment by the NHS.

The Grand Appeal is working with Wild in Art, a leading arts and education company which produces mass participation events in cities, to deliver Gromit Unleashed.

For further information and the latest news on the project, visit www.gromit-unleashed.org.uk.

Wallace & Gromit's Grand Appeal has already raised over £22 million for Bristol Children's Hospital, one of only a few specialist children's hospitals in the UK providing life-saving surgery, care and treatment to children on a local, national and international scale.

For more information on events and activities taking place in Bristol during Gromit Unleashed, plus details on accommodation options in the city, visit www.visitbristol.co.uk.

Notes to Editor

Gromit Unleashed Sponsors

Nick Park's Gromit is sponsored by LDC
Peter Lord's Gromit is sponsored by Veale Wasborough Vizards
Raymond Briggs' Gromit is sponsored by health company, Natracare
Axel Scheffler's Gromit is sponsored by The Post
Harry Hill's Gromit is sponsored by Destination Bristol
Celia Birtwell's Gromit is sponsored by Clifton College
Sir Peter Blake's Gromit is sponsored by O2 Academy Bristol
Simon Tofield's Gromit is sponsored by Cabot Circus
Cath Kidson's Gromit is sponsored by The Mall at Cribbs Causeway
Paul Smith's Gromit is sponsored by insurance company, Bluefin Professions
Richard Williams' Gromit is sponsored by fabric retailer, Top to Bottom
Classic Gromit is sponsored by law firm, Burges Salmon
Sir Quentin Blake's Gromit is sponsored by Western Power Distribution
Martin Handford's Gromit is sponsored by Bristol Marriott City Centre Hotel
Peter Brookes' Gromit is sponsored by chartered accountants, Dunkleys
'Filthy Luker' Gromit is sponsored by Torwood House School & Nursery
Trevor Baylis' Gromit is sponsored by Haseltine Lake LLP
Richard 'Golly' Starzak's Gromit is sponsored by BID Clifton Village
Jeremy Wade's Gromit is sponsored by Icon Films

Wallace & Gromit's Grand Appeal

Multi-award winning Bristol Children's Hospital Charity, Wallace & Gromit's Grand Appeal has raised over £22 million in support of sick children and babies in the children's hospital and the Special Care Baby Unit at St Michael's Hospital in Bristol.

Founded in 1995, the Appeal continually invests in pioneering medical facilities, care and equipment in Bristol Children's Hospital as well as arts, music and play programmes and accommodation for families.

Bristol Children's Hospital is one of the UK's leading children's hospitals and treats young patients from across the South West, South Wales and beyond with life-threatening illnesses and serves as the paediatric intensive care centre for the whole South West region. The hospital is the regions specialist centre for a range of services including cardiac and renal treatment, complex surgeries and bone marrow transplants, treating over 100,000 patients every year.

Wallace & Gromit's Grand Appeal needs to raise over £1 million every year to ensure young patients from the South West and beyond have access to the very best healthcare possible at Bristol Children's Hospital. Find out how you can help by visiting www.grandappeal.org.uk

Aardman Animations

Aardman, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, television series and television commercials for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercial productions.

Wild in Art

Wild in Art, the UK's leading arts and education company, brings the creativity and enjoyment of public art to thousands of people through its high profile and popular events. Working with host partners, artists, communities and schools together with public and private sector organisations, Wild in Art produce mass participation events that animate cities and towns around the UK and beyond. Through inspiring partnerships, Wild in Art events bring immense pride to communities while offering extraordinary social and economic benefits as thousands of residents and tourists alike discover the wonderful world of creativity in a truly memorable shared experience.

Find out more at www.wildinart.co.uk

Destination Bristol

Destination Bristol is the destination management partnership for Bristol & South Gloucestershire, a joint venture between Bristol City Council and Business West. The organisation works with over 600 major businesses and strategic partners with the aim of increasing business competitiveness within the city centre, supporting employment and economic growth, and raising the profile of the Bristol city region as a world-class place to visit, study and live. Its partnership with the Grand Appeal on Gromit Unleashed forms a key element of Destination Bristol's 2013 marketing campaigns and is part of an overall investment project led by VisitEngland and funded by the Government's Regional Growth Fund.

VisitEngland

VisitEngland is the country's national tourist board working in partnership with the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry.

Its work is underpinned by robust research and customer insights. VisitEngland markets England under the Enjoy England consumer brand in the domestic market and markets England under the VisitEngland brand internationally.