



Arts
north
west

Lift Off!

The Festival of Wind
Project Report

King Edward Park, Glen Innes
1 September 2019

Overview

Lift Off! The Festival of Wind was developed and managed by Arts North West. We collaborated with the Makers Shed Glen Innes to include the High Country Hand Made Showcase in the festivities. The event was also made possible through support from the Glen Innes Severn Council, the Glen Innes Chapel Theatre, Glen Innes Mens Shed and Glen Innes Rotary Club.

Objectives

A FREE and FUN day out in celebration of Glen Innes Severn community's newest icon, the White Rock Wind Farm. All activities and performances were curated around the wind.

Outcomes

500

People in attendance

7

Musical performances

9

Art activities

15

Artisan stalls





High Country Hand Made Showcase

The Makers Shed is a marketplace for artisans to grow their customer base in a high-street setting. It is an initiative of silversmith Richard Moon and writer-journalist-artist Michael Burge.

We approached Arts North West when we realised that our quarterly Handmade Showcase fell on the same day as the inaugural Lift Off! festival. A collaboration was formulated between The Makers Shed and Arts North West to temporarily host the High Country Handmade Showcase at Lift Off! on Sunday September 1, 2019.

The High Country Handmade Showcase started at The Makers Shed in 2018 and was created to meet the need for an exclusively handmade artisan market event in the north eastern New England region; and to utilise the first weekend in Spring, which remained clear of other market events. It was not intended to be an event with a Glen Innes focus, but rather a pan-New England scope.

The agreement with Arts North West for Lift Off! was that participating artisans would exclusively be creators of handmade and independent work, and artisans from across the New England region were invited to apply.

Since there was a significant handmade element to the artists curated by Arts North West into the event, The Makers Shed artisans formed complementary content, not competition.

Consequently, a record number of handmade artisan businesses applied for the event, resulting in 15 stalls. Community attendance was excellent and artisan sales were reported as significant to excellent in some cases.

The Makers Shed would be keen to collaborate with Arts North West on future Lift Off! events on the first Sunday of Spring annually. That date remains clear of other events.

Successful, established artisan events take place in other New England centres throughout the year (Seasons of New England at Uralla in March; the Walcha Mountain Festival in October; the Black Gully Music Festival at Armidale in November) and provide artisans-in-business with an effective marketplace.

The Makers Shed's continued participation would rely on the Lift Off! event maintaining a standard of only selecting artisan stallholders. Non-artisan stallholders already have a much broader choice of events to trade at in the New England region. We would also like the low-cost fee for artisan stallholders to remain in future.

Whenever event promotion is able to communicate to attendees and customers that the goods for sale are all handmade, not imported, and that they can buy direct from the maker, it allows them to support artisans with confidence. Events with a blend of artisan and non-artisan stallholders blurs the line and creates confusion about price points and authenticity.

We look forward to future collaboration with Arts North West.

Richard Moon and Michael Burge
The Makers Shed



Art Activities

Kite Making

Wind Socks

Paper Planes

Pinwheels

Butterfly Mobiles

Eco Dream Catchers

Clay birds

Umbrella Art

Bubble Making

"We had a great day making origami butterflies, pinwheels and paper planes with the youth of Glen Innes at the Festival of the Winds last month. Judging by the laughter & buzz of chatter that hung in the air all day, the community had a great time too. We hope the festival returns to Glen Innes next year"- Artist facilitator, Lucy Munro



200

Butterflies folded

20

Pinwheels made

15

Paper planes folded



65

Wind Socks made

A really fantastic festival. People really appreciated the amount of activities for kids and the fact they were free. Well organised and good set up from our point of view!

- New England Regional Art Museum





100

Eco Dream Catchers created

"Wow! What a day! The first 'Lift Off Festival of the Wind' was held today and it was a huge success. A massive thanks to everyone who support us at the 'Eco Dream Weaving' tent in the beautiful parklands of King Edward Park."

- Artist Facilitator, Adele Chapman Burgess





75

Umbrellas painted

"The umbrella activity was a real hit with the kids! It was such a great day to be part of and an event Glen Innes can be really proud of!" - Artist Facilitator, Steph McIntosh

62

Clay birds created

"Great day! Entertainment fantastic Interesting, fun and exciting" - Glen Innes Pottery Club





“Creative, engaging, organised!”
- Artist Facilitator, Linda Frame

40

Kite kits made









Musical Performances

UNE Recorder group

Glen Innes Pipe Band

New England
Bassoon Quartet

Armidale Youth Wind
Ensemble

Ventus Wind Quintet

Cool Choir

Linsey Pollak



THE ROCK
Wind Farm









Feedback

"Was a great festival. So different to any others we have. Loved seeing all the families, and so many dads, out enjoying the day"

"Great day for Festival and wonderful to see so many out and enjoying it. Thank you to all Organisers and Participants maybe next time more food outlets would be appreciated be those attending. Well done!!"

"Loved the Cool Choir segment"

"Lovely morning in the park congratulations to Arts North West team. Great activities for the children to take part in"

"Such a wonderful lineup of local makers and entertainment! Go Glen Innes"

"We enjoyed too! Our favourites? UNE Recorder Group!!"

"I just wanted to thank the team that put together the Wind Festival today. The kids and I went there not knowing what to expect, but were blown away (teehee!) by how awesome it was! Thank you especially for the amazing activities for the kids, they all loved every station and my only regret is that we didn't arrive earlier in the day (didn't quite get to each of the crafts). It was a beautifully curated day and we all had a blast. Hope to see this again next year!"

Finally...





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The background is a vibrant, multi-colored marbled paper. The colors include deep reds, oranges, yellows, greens, and blues, swirling together in a complex, organic pattern. A small, dark, cylindrical metal fastener or pin is visible on the left side, partially embedded in the paper.

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