

Press release: For immediate release, Friday 26 June 2015

Bringing the healing power of flowers back to the wards

British Ceramics Biennial (BCB) local artist Rita Floyd will be bringing her skills as an expert ceramic flower maker to the wards at Haywood Hospital, Burslem this summer, as part of BCB's ongoing work with local hospital trusts.

The hands-on workshops will provide the Staffordshire and Stoke on Trent Partnership NHS Trust's hospital patients, visitors and staff with the opportunity to make their own bone china flowers during their time at the hospital.

The workshops aim to make the hospital environment a more positive experience, as well as reintroducing the natural beauty and healing effects of the flower back into hospital wards.

The work forms part of a new project with the hospital's charity, Haywood Foundation, which is dedicated to improving the well-being of people in North Staffordshire with arthritis and related conditions.

The project will also see a new flower based sculptural commission designed and made for the site, with a focus on the hospital's rheumatology research and treatment.

FLOWERwall will incorporate specially commissioned Rose Hip white bone china ceramic flowers. The rose hip represents rheumatology in flower symbolism. The red berries, one of the richest sources of vitamin C, have been used in cooking and medicine for hundreds of years. More recently, a rosehip extract has been shown to reduce pain and improve movement.

June Brammar, Project Manager, Rheumatology Haywood Foundation added: "We are very happy to welcome the British Ceramics Biennial to the Haywood Hospital and we hope patients, their loved ones and members of staff will enjoy the opportunity to get creative and make a piece of art, which we are really looking forward to welcome to the hospital.

"Our aim is that arthritis and related disorders will one day cease to affect adversely the lives of people in Staffordshire; and that every person living in the area will join us in pursuing this. By introducing divisional therapy into patients' visits we aim to make visits more relaxing and positive."

Katie Leonard, Education Project Officer at British Ceramics Biennial said: "We are delighted to be working with the team at the Haywood Foundation and Staffordshire and Stoke on Trent Partnership NHS Trust. The project is the culmination of BCB's work over the last five years, as we have been successfully working with local flower makers and artists, revitalising the diminishing art of flower making in the Potteries."

Rita will be visiting wards at Haywood Hospital on Wednesday 1 July 2015, with the new sculpture unveiled later in the year.

Ends

26.07.15



Photocall

There will be a photocall opportunity on Wednesday 1 July at 11:30am, on the Scotia Ward at Haywood Hospital Burslem. Please contact zoe@britishceramicsbiennial.com or call 07737 918728.

Notes to Editors**About the British Ceramics Biennial:**

The British Ceramics Biennial is a prestigious cultural event, taking place in Stoke-on-Trent from 26 September to 8 November 2015. This six-week long festival will present work from the UK's leading contemporary ceramic artists in a series of new exhibitions and special events in the city, embracing the heritage of Stoke-on-Trent as the home of British ceramics, and celebrating the city's creative edge as an international centre for excellence in contemporary ceramics.

The British Ceramics Biennial launched in 2009 as a five-year initiative of residencies, fellowships, commissions, education and enterprise projects from 2009 to 2013 with a major festival every two years. BCB is intended to be a catalyst for regeneration in the region and to create a platform for innovation and excellence celebrating the best in current ceramic design, both nationally and internationally.

The Biennial draws on the historical strengths of the past in championing new future directions for the city.

The Biennial works in partnership with organisations and individuals in the museums, cultural industry, business, education, community and voluntary sectors across the city in the development and delivery of projects with a particular focus on public engagement.

The festival and supporting Engaged programme will not only highlight and raise the profile of the many ceramics industries still working in Stoke-on-Trent, but will also create commissioning and exhibition opportunities for local ceramic artists as well as national and international artists.

British Ceramics Biennial funders:

The British Ceramics Biennial Ltd is funded by Stoke-on-Trent City Council, Arts Council England and Paul Hamlyn Foundation

BCB Sponsors:

Staffordshire University, Johnson Tiles. Materials and Equipment Sponsor Potclays

BCB Partners:

Appetite, B arts, Contemporary Applied Arts, Craft Potters Association, Mitchell Arts Centre, North Staffordshire Regiment, Spode Museum Trust and The Potteries Museum & Art Gallery

Media Partner:

Ceramic Review



The Clay Foundation:

A new cultural agency and registered charity for Stoke-on-Trent configured into three core components:

Artists' programme of commissions and residencies, developed in partnership with education culture, industry and community sectors in the city British Ceramics Biennial – realising the vision for the 2015 and 2017 festivals Ongoing community & education programme

