

Output T2.1.1 Artisans as Community Drivers  
“Artisans Facilitates Public Events”

## Making the artisan a focal point in the community



# Salt *of the* Earth

## Invitation

to the launch of “Salt of the Earth” art exhibition  
by Anne McCarthy, Mayo County Council  
at Kelly’s Kitchen, Newport  
on Thursday 15th March at 7pm

An exhibition of recent graduates, early career  
and non professional artists

RSVP [Bridin.McIntyre@teagasc.ie](mailto:Bridin.McIntyre@teagasc.ie)

 **teagasc**  
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

*Artisans  
at work*  Northern Periphery and  
Arctic Programme  
2014-2020

 EUROPEAN UNION  
Investing in your future  
European Regional Development Fund

 **KELLY'S**  
of Newport  
BUTCHERS





# INVITATION

*You are cordially invited to an exhibition of marine inspired ceramic plaques created by Sligo Surf Club members in collaboration with Breeogue Pottery.*

*Strandhill Golf Club on Friday, 23<sup>rd</sup> of March, at 2pm.*

*Welcome by Brídín McIntyre, Teagasc*

*R.S.V.P. Grainné 0863782580*

*[breeoguepottery@gmail.com](mailto:breeoguepottery@gmail.com)*



**European Union**  
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Arctic Programme**  
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**Northern Periphery and  
Arctic Programme**  
2014-2020



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## Postcards promoting *Salt of the Earth* Art Exhibition

Mary Lavelle-Burke  
 Cuan Na Cuime  
 Contact: Cashel, Achill, Co. Mayo

Affix  
 Stamp  
 Here

### Salt *of the* Earth ÉCONOMUSÉE ART EXHIBITION

KELLY'S KITCHEN, NEWPORT, CO. MAYO - MARCH-APRIL 2018

"Salt of the Earth" captures the essence of the locality in art form.  
 The works exploit the rich quality of the materials themselves,  
 conveying an instinctive emotion, with each image developing its own  
 reality to communicate a distinct visual statement.







Linda Barrett  
 The Milky Way

Contact: Golf Course Road, Mulranny, Co. Mayo

Affix  
 Stamp  
 Here

## Salt of the Earth

ÉCONOMUSÉE ART EXHIBITION

KELLY'S KITCHEN, NEWPORT, CO. MAYO • MARCH-APRIL 2018

"Salt of the Earth" captures the essence of the locality in art form.  
 The works exploit the rich quality of the materials themselves,  
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Artisans  
 at work



Northern Periphery and  
 Arctic Programme  
 2014-2020



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 Arctic Programme  
 2014-2020



EUROPEAN UNION  
 Investing in your future  
 European Regional Development Fund

## 1 Summary

As part of Craft Reach Activity 4.2 “Partners in Creation” novel approaches to creating synergies among artists, artisans and the local community were tested and evaluated. The aim of this task was to devise, communicate, implement and evaluate new approaches to business development by making the artisan a focal point for the local community. Two culture-based programmes were designed by Teagasc in Ireland (Dr Kevin Heanue and Brídín McIntyre) to promote individual and community wellbeing .

### Teagasc Programme:

1. ***Salt of the Earth*** - A community art exhibition hosted by Économusée Sean Kelly, Artisan Butchers in Newport, County Mayo. This exhibition involved the sourcing, curation and display of works by early local career artists of all ages.
2. ***Marine-inspired Art*** - Community art workshops where Économusée Breeogue Pottery partnered with community based Sligo Surf Club with creative input from The Marine Institute (state agency responsible for marine research, technology and innovation in Ireland). These workshops, equally split between children and adults, explored the connection between surfing, creativity, science and marine sustainability.

Teagasc tested two mainstream activities above, an art exhibition and pottery workshops within novel contexts. Teagasc encouraged Sean Kelly, artisan butcher, to reconfigure his café space to an art gallery. This was a novel concept for a butcher who had never considered using his Économusée space to show-case art works. Sean had never attended the launch of an art exhibition and rarely visited art galleries. The rural town of Newport, Co Mayo does not have an art gallery nor exhibition space. The launch of the art exhibition in the café and inclusion of local artists was a novel event for the artisan, artists and the local community.

Teagasc’s rationale for testing Community Art Workshops was to explore how an artisan can involve the local community in promoting the craft sector in the region by novel partnering with a sports/tourism community group and a science based state-agency tasked with marine research. Sligo Surf Club was not an obvious fit with an artisan craft-maker but both parties benefited from the sense of wellbeing associated with the sea. The sea provides inspiration to the artisan and physical enjoyment to the surfers. This service also benefited by the introduction of The Marine Institute who supported the artisan by providing inspirational video of a recent underwater scientific survey that they recently completed. This service introduced a surf club to the creative process of the craft-maker which explored the connection between surfing, creativity, science and marine sustainability. Sligo Surf Club also welcomes visiting tourists to join in the club’s activities and is keen to promote the amenities of the area to tourists. An exhibition of the pottery created at the workshops was exhibited in Sligo Golf Club. A series



of plaques created in the workshops will be put on permanent display in the new Sligo Surf Club house which will be opened in late 2018.

Both of the services tested by Teagasc performed well in terms of community engagement, artisan involvement and ability to replicate the services tested. Two very different communities (local artists and an adventure sports club) reported positive feed-back and were keen to continue their relationship with both artisans. The artisans appreciated the opportunity to engage in activities outside of their core activities and will re-evaluate their business approach to include groups outside of their target customers. Both services tested included a tourism dimension. Kelly's artisan butchers have since hosted a second art exhibition, at the request of local artists, and will make their premises available to other arts group e.g.a creative writing group and a local drama group during the off-peak tourism season. Members of Sligo Surf Club are keen to include workshops in the creative arts as part of the range of activities offered to members. Breeogue Pottery would like to introduce other community clubs such as the local drama group to how they can include craft into their activities.



Teagasc through its project management approach has demonstrated that artisans from different sectors can create synergies between artists, artisans and local communities. These synergies can be utilised to enhance business development strategy.

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## 2 Background

As part of Craft Reach Activity 4.2 “Partners in Creation” novel approaches to creating synergies among artists, artisans and the local community were tested and evaluated. The aim of this task was to devise, communicate, implement and evaluate new approaches to business development by making the artisans a focal point for the local community. Teagasc developed two culture-based programmes designed to promote individual and community wellbeing. It is well recognised that participation in cultural activity drives personal and collective creativity with significant implications for individual and societal wellbeing and achievement. The Teagasc programmes are reviewed below.

### Teagasc Programme:

3. ***Salt of the Earth*** - A community art exhibition hosted by Économusée Sean Kelly, Artisan Butchers in Newport, County Mayo. This exhibition involved the sourcing, curation and display of works by early career local artists of all ages.
4. ***Marine-inspired Art*** - Community art workshops where Économusée Breeogue Pottery partnered with community based Sligo Surf Club with creative input from The Marine Institute (state agency responsible for marine research, technology and innovation in Ireland). These workshops, equally split between children and adults, explored the connection between surfing, creativity, science and marine sustainability.

Activities in Ireland were tested in County Mayo and County Sligo. It is estimated that over 500 people working in the creative sector are living in County Mayo. However there are only 10 arts venues (6 multi-purpose, one artist studio/gallery, 2 artists residences and one community-based). Many of the smaller towns and villages do not have gallery space. Newport, Co Mayo does not have a purpose built exhibition space so it was an ideal test site for re-purposing of the café attached to Économusée Sean Kelly into an “art gallery”.

In Sligo, Économusée Breeogue Pottery worked with Sligo Surf Club in an activity that aimed to foster public engagement with the Atlantic Creative Economy with particular focus on marine research and the links to the tourism and creative economy. This activity afforded the community the opportunity to develop an awareness of new ways of exploring their creativity within the context of sustainable marine and tourism economies.



## 3 Methods

Each of the two methods used by Teagasc are described below:

**Method 1:** A community art exhibition of works by early career artists and recent graduates was tested to ascertain how the artisan can provide opportunities to budding artists while highlighting the role of the artisan in the community. Teagasc selected Économusée Kelly’s Artisan Butchers as a site to host an exhibition of these works. Site selection was based on the following factors:



- **Novel Venue** – Sean Kelly, artisan butcher associated his premises and café as a single use facility for the production and sale of fresh produce and to show-case his cooked foods.
- **The Artisan** - Sean Kelly, while a popular personality in the area, was very much associated as a butcher. He had little interaction with the local artistic community. He had never attended the opening of an art exhibition and rarely visited art galleries.



Teagasc invited Sean Kelly to consider using his premises as an art exhibition space and provide space for budding artists to show their work.

**Method 2:** Ten pottery workshops were held in the studio of Breeogue Pottery, five workshops were with adults and five were with children. All of the participants were members of Sligo Surf Club. An exhibition of the pottery created at the workshops was exhibited in Sligo Golf Club. A series of plaques created in the workshop will be put on permanent display in the new Sligo Surf Club house which will be opened in late 2018.

This novel method was used to test how synergies could be developed between the creative economy, community sports club and tourism activities. Teagasc identified Économusée Breeogue Pottery in Sligo as a conduit to work with a local community group to explore how the artisan can involve the local community in promoting the craft sector in the region. The aim of this task was to raise community awareness of Breeogue Pottery and make the artisan a focal point in the community. Breeogue Pottery identified Sligo Surf club as a partner in this task. Strandhill, Sligo (where Sligo Surf Club is based), is located on Ireland's leading tourism route, the Wild Atlantic Way and is among Ireland's top surfing destinations. Surfing plays an important role in attracting tourists to the region. During the planning of this task The Marine Institute (state agency responsible for marine research, technology and innovation in Ireland) approached Teagasc seeking opportunities to promote the Atlantic Creative Economy. Through discussions with the artisan and The Marine Institute it was decided that the workshops would explore the connection between surfing, creativity, science and



marine sustainability. The Marine Institute provided video footage of a recent underwater survey. This video inspired the creative approach to this task.

## 4 Planning and execution

### **Method 1: Community art exhibition of works by early career artists – *Salt of the Earth***

The planning and execution of the community art exhibition involved the following steps:

- Discussion with the artisan:
  - Teagasc approached the artisan to host an art exhibition which would include an official opening. Through discussions, Teagasc learned that the artisan while positively disposed to the idea, was uneasy with the idea as he had no experience of art exhibitions and was concerned that few people would attend the official opening. The artisan was very supportive of providing exhibition space to emerging artists. Teagasc assured the artisan that they would provide support for the official launch and curatorial assistance. It was agreed that the event would mirror a professional art exhibition which would reflect the high quality of the artisan's products and craft.
- Set-up Steering Group:
  - A steering group was established to plan the event, decide on the theme for the exhibition, select the art works, curate the hanging of the art work, promote the event, organise the official opening and develop promotional material around the exhibition. Insurance of the art work was carried by the artisan.
  - The Steering Group included the artisan, Teagasc, a professional curator and public relations professional with experience in public art events.
  - The steering group also liaised with the Arts Officer, Mayo County Council.
- Selection of the artists:
  - The steering group decided to invite artists who had never exhibited their work at a professional event. The artists ranged in age from 17 years old to seniors. Students (of all ages) attending various art classes in the local region submitted work for selection. A number of the first time exhibitors agreed to allow their work to be sold. Several of the arts works were sold over the course of the exhibition including the work of the youngest exhibitor (age 17).
  - The curator was tasked with selecting the art work for the exhibition.

*Salt of the Earth* exhibiting artists, Sean Kelly, Shauna Kelly, Dr Kevin Heanue & Bridin McIntyre





- Official Launch:
  - The theme selected for the art exhibition was *Salt of the Earth* which highlighted the link between local food and the local region.
  - The small café attached to the Économusée was dressed for the event. Art work was hung professionally on the walls by the curator. Tables and chairs in the café were removed and a small number of high tables were placed in the room with canapés created specially produced by the artisan for the event. Menus were designed specifically for the evening and placed on the tables. The room was lit with strategic lighting and replicated a professional gallery space.



- Anne Mc Carthy, Mayo County Council Arts Officer officially launched the exhibition, the artisan Sean Kelly welcomed the guests and Dr Kevin Heanue, Teagasc, outlined the work of the NPA and the Craft Reach Project.

- The event was very well attended and exceeded the expectations of the organisers.
- The artists mingled with the guests explaining their paintings.
- Art Exhibition:
  - The art works were on view for a month in the café. A series of postcards of the various art works were available to the patrons of the café and could be taken as a souvenir of the event.

## **Method 2: Marine Inspired community art workshops with Sligo Surf Club.**

The planning and execution of the community art exhibition involved the following steps:

- **Idea Generation and theme selection:**
  - Teagasc and Économusée Breeogue Pottery generated a number of proposals that would fit with the criterion of the task. Key themes were identified which included community group, tourism and a possible association with the sea.
- **Selection of Community Group:**
  - Breeogue Pottery took responsibility for identifying and selecting the community group with which they would partner with. A number of community organisations were identified. Given the importance of tourism and the associated coastal amenity value to the local economy, Sligo Surf Club was identified as a partner that fitted the key themes identified.
  - The Sligo Surf Club was selected on the basis of:
    - The club has a family membership and actively encourages families in the area to join the club.
    - Membership subscriptions are priced so that finance is not a barrier to joining the club. Classes are provided free to members and new members can borrow surf boards from the club. The club provides free surf classes specifically designed for children.
    - Sligo Surf Club encourages tourists and visitors to participate in club activities.
    - Club members are actively involved in promoting conservation of the marine environment.
    - Members' enthusiasm to participate in the project.
    - Sligo Surf Club clubhouse proximity to the artisan's studio. (approx. 2 kilometres from the artisan's studio).
- Design of Workshops:





- Breeogue Pottery designed the content of the workshops which were held in the artisan's studio during January and February.
- Parents and children designed and made a series of plaques. Inspiration for these unique plaques comes from marine images supplied by The Marine Institute deep water survey The SeaRover using the ROV *Holland*. The survey mapped the reef habitat along Ireland's continental margin, collecting biological and sediment samples. Images can be viewed on The Marine Institute video: The Sea Rover

<https://www.youtube.com/watch?v=uAbMamH7gcw>

- Five workshops for children (20 children) and five workshops for adults (15 adults) were delivered.



- **Exhibition of Work:**

- The end of the workshops was officially marked with an event in Strandhill Golf Club where each participant in the workshop was presented with the plaques they made.
- The local community was also invited to the event where they could view the various plaques and meet with the artisan and Teagasc representatives.
- Brídín McIntyre, Teagasc made a short presentation of the project and discussed the importance of the artisan to the community.

## 5 Results and outputs

### **Method 1: Community art exhibition of works by early career artists – *Salt of the Earth***

This was a very successful exhibition and exceeded the expectation of the organisers. The official launch was well attended with guests coming from the local town, Newport while some guests travelled over 20km.

**Confidence Building:** This was the first time for the artists to publicly exhibit their work. For many, this was a daunting prospect, however in discussion with the artists, they all agreed that this was a confidence building exercise and would be delighted to put their work on public view again. Sean Kelly has also gained the confidence to host events.

**An Économusée used as a community venue:** The success of the event encouraged artisan Sean Kelly (exhibition host) to reappraise the utilisation of the café space in his Économusée. He and the local community view his premises as a space that can be used for community activities. Since the *Salt of the Earth* art exhibition Sean Kelly has hosted a second art exhibition. A number of local community groups have requested permission to use the Économusée café for exhibitions and events. These include a display of tapestry made by women in the local parish, a local creative writing group for a public reading of work and a local drama group would like to stage a one-act play.

### **Method 2: Marine Inspired community art workshops with Sligo Surf Club**

**Changed Community Perceptions of an Économusée:** Although the workshop participants all lived within two kilometres of Breeogue Pottery, many of them had never visited the Pottery and were unaware of its amenity value. The participants learned about the artisan and their story and about the concept of an Économusée as well as learning how to make a piece of pottery.



**Increased awareness of the Marine:** Through the creative guidance of Grainne McLaughlin in Breeogue Pottery the workshop participants now view the Atlantic Ocean as a source of artistic inspiration. Participants reported a heightened awareness of their responsibilities as custodians of the sea and as surf club members were committed to promoting a sustainable approach to preserving the coastal amenity.

**Alignment of Craft making and Surfing:** The workshops have provided an introduction to the creative process. None of workshop participants had ever created a piece of pottery and had little experience in any creative activity. The arts challenge people to think differently and be inventive in finding solutions to problems. It is hoped that participation in these workshops will help equip participants be inventive, critical and adaptable. They all agreed it was an enriching experience and it has motivated many of to develop artistic pursuits. This task has strengthened the relationship between the surfing community and the broader cultural community.

**Association with Scientific Community:** The scientific agencies such as Teagasc and The Marine Institute have a wealth of images that can provide inspiration for the greater artistic community. The Marine Institute provided video material as a creative basis for the workshops. Both the artist and the aspiring artists found the stimulus very helpful. The Marine Institute have proposed exhibiting the various plaques created in the workshops in their headquarters. It is hoped that The Marine Institute will pursue its relationship with Breeogue Pottery through the Atlantic Creative Economy Programme.

*The Marine Institute'*



*Remotely Operated Vehicle ROV Holland being unloaded from the Irish Lights vessel ILV Granuaile gathering data for The SeaRover survey which gathered data for marine planning, habitat protection and measuring the effects of climate change.*

## 7 Recommendations

The services tested in this report merit replication and are good examples of how synergies created between artisans, artists and local communities can foster business development. The following recommendations are suggested:

- It is necessary to recognise that for many artisans the idea of hosting an artistic event on their premises is a daunting task. **Artisans need support for the first event as they are venturing outside their core capabilities.** This support can come in the form of planning and project management skills. However, it is important to place the artisan at the centre of the planning process.



- **It is important to organise an art exhibition to a standard that will reflect well on the artisan.** The launch of the art exhibition should be comparable to that of a professional art gallery. This will inspire the local community to have confidence in the artisan and the artists.
- Local communities appear to be very supportive of local artisans taking the initiative in hosting a creative/artistic event and are very willing to participate in these events. **It is useful to think outside of natural artistic alignments and it is worth considering a sports club to participate in an artistic event.**
- Scientific research and education agencies are keen to foster creativity and are willing to partner with local communities to promote creativity. Programmes such as the Atlantic Creative Economy programme can provide opportunities for artists and local communities to broaden the reach of their activities. **Complementary programmes need to be identified to provide both creative input and greater reach to Économusée artisan activities.**
- **Opportunities should be sought to connect the community with artisans in novel ways** so as to promote the mutual economic and cultural benefits that can be achieved from the creative collaboration of business and rural communities.

## 6 Contribution to NPA indicators

This service contributed to two artisan craft businesses by utilising their premises in novel ways by promoting synergies between artisans, artists, a surf club and the local community. Through collaboration between the two artisans and community groups in a process of co-design, two cultural experiences were developed that brought both mutual economic and cultural benefits to a rural community. This service emphasised how the goals of business and rural communities can be aligned to support the creative rural economy.

These services targeted children, women and seniors in particular. Both of the services, the community art exhibition and the community art workshops were designed to promote individual and community wellbeing. The community art workshops targeted children and rural women. Five workshops were designed for children between 6 and 12 years of age and five workshops were aimed at women. These workshops highlighted how creativity can also be addressed in non-formal education forums and can complement formal education which can achieve convergence of creativity in education and real-life experience.

The community art exhibition invited early career and non-professional artists to participate in the exhibition. This exhibition was designed to ensure that all citizens are equally welcome to participate in cultural life. While the youngest exhibitor was seventeen, the majority of the artists were female with a bias towards over the over- fifties. Senior females often report on “invisibility” in society. This programme emphasised community empowerment and focused on the landscape and the environment, with the theme of “*Salt of the Earth*” which in turn provided “*visibility*” to this often neglected group.

## Attachment 1: Connaught Telegraph report on Exhibition

**Publication:** Connaught Telegraph  
**Date:** 27/03/2018  
**Page:** 42  
**Display Rate (£/cm<sup>2</sup>):** 2.33

**Circulation:** 14480  
**Readership:** 43360  
**Size (cm<sup>2</sup>):** 307  
**AVE:** 715.31

# Salt of the Earth exhibition

ART exhibitions and butchers don't usually come together in the same breath, but once again Kelly's Artisan Butchers in Newport are at the forefront of something just a little bit different.

Anne McCarthy of Mayo County Council officially opened the Salt of the Earth art exhibition at an event which was a joyful celebration of community. The exhibition is in Kelly's Kitchen next door to the butcher's shop and is part of the Économusée Artisans at Work Project.

Salt of the Earth, curated by Maureen O'Neill, is a captivating collection of works by artists from Newport and the wider community, with a focus on those early in their careers. At least one young artist is exhibiting for the first time.

Salt of the Earth captures the essence of the locality, in landscapes, livestock, seascapes and sculpture. The theme connects the earthiness of traditional pudding making, which is the focus of the Économusée, and the development of the artists' careers.

The 13 artists exhibiting are: Mary avelle-Burke (Achill Island), Susie Quinn (Kilmeena), Nuala Brett King (Kilmeena), Eithne Kilroy (Cloonfer, Newport), Linda Barrett (Mullranny), Noreen Sadler (Westport), Joanne Jennings (Glenhest), Marie Wood (Rosmoney), Annette McDonnell (Newport), Liam Kelly (Achill Island), Eleanor de Eyto (Treenbeg, Newport), Terisina Fitzpatrick (Kilmeena) and Sarah Lavelle (Treenbeg, Newport).

The exhibition also includes a painting by the late Clare Chambers from Newport which is on permanent display in Kelly's Kitchen.

Kevin Heanue from Teagasc, who are the Irish partners in the EU Northern Periphery and Arctic Programme funded Économusée Artisans at Work Project and who supported the art exhibition, said: "Salt of the Earth is a great example of how artisan producers such as Sean Kelly can help foster opportunities for creativity, imagination and confidence building

in the wider community."

If you're passing through Newport anytime over the coming month, drop into Kelly's Kitchen and have a look at Salt of the Earth.

The exhibition will stay open until mid-April.



Shauna Kelly (Kelly's Kitchen), Dr. Kevin Heanue (Teagasc) and artist Maureen O'Neill (curator of Salt of the Earth art exhibition). PHOTO: MICHAEL RASHLEIGH

## Attachment 2: Mayo News report on Exhibition

Publication: Mayo News  
 Date: 20/03/2018  
 Page: 40  
 Display Rate (£/cm<sup>2</sup>): 2.51

Circulation: 10100  
 Readership: 30300  
 Size (cm<sup>2</sup>): 194  
 AVE: 486.94

### *'Salt of the Earth' art exhibition opens in Newport*

ART exhibitions and butchers don't usually come together in the same breath, but Kelly's Artisan Butchers Newport have decided to change that. Anne McCarthy of Mayo County Council officially opened a 'Salt of the Earth' art exhibition on Thursday, March 15, in Kelly's Kitchen, next door to the butchers' shop. The show is part of the Économusée Artisans at Work Project.

'Salt of the Earth', curated by Maureen O'Neill, is a collection of works by artists from Newport and the wider community with a focus on those early in their careers. The thirteen artists exhibiting are Mary Lavelle-Burke (Achill Island), Susie Quinn (Kilmeena), Nuala Brett King (Kilmeena), Eithne Kilroy (Cloonfoher, Newport), Linda Barrett (Mulranny), Noreen Sadler (Westport), Joanne Jennings (Glenhest), Marie Wood (Rosmoney, Annette McDonnell (Newport), Liam Kelly (Achill Island), Eleanor de Eyto (Treenbeg, Newport), Terisina Fitzpatrick (Kilmeena) and Sarah Lavelle (Treenbeg, Newport). The exhibition also includes a painting by the late Clare Chambers from Newport which is on permanent display in Kelly's Kitchen.



▲ **OPENING LINES** Pictured at the opening of 'Salt of the Earth' are, from left: Shauna Kelly (Kelly's Kitchen), Dr Kevin Hearnue (Teagasc), Bridin McIntyre (Teagasc Food Research Centre), Seán Kelly (Kelly's Artisan Butchers) and Anne McCarthy (Mayo County Council).

The Économusée concept was developed in Quebec, Canada, and translates as a living or working museum. An Économusée is an artisan business that opens its doors to the public to provide an interactive, learning and interpretive experience for visitors. In Ireland it is administered by Teagasc.

Kelly's is the only Économusée in Mayo. The other Irish network members are Connemara Smokehouse (smoked fish),

St Tola Goats' Cheese, Breeogue Pottery, Celtic Roots Studio (bogwood sculptures) and Aran Islands Goats Cheese. Visitors will get to meet the artisans, hear their story, learn about their history, traditional production techniques and contemporary products.

If you're passing through Newport over the coming month, drop into Kelly's Kitchen and take a look. The exhibition will stay open until mid April.



## Attachment 3 : Western People report on Exhibition

Publication: Western People  
 Date: 26/08/2018  
 Page: 91  
 Display Rate (€/cm²): 3.14

Circulation: 14100  
 Readership: 42300  
 Size (cm²): 88  
 AVE: 276.32

### WESTPORT

#### Drama

After several memorable visits to the Town Hall Theatre over the past two years, Kilmeena Drama Group is back. This time with Sean Crow's hilarious comedy 'Second Honeymoon' which will be staged on Wednesday and Thursday next, March 28 and 29 at 8pm.

Visit the Town Hall Theatre where you can lose yourself in a few hours of fun, laughter and maybe - they guarantee you'll go home with a smile on your face!

#### Exhibition

A new exhibition called 'Sale of the Earth' continues in Newport until mid-April. Anne McCarthy of Mayo County Council officially opened the art exhibition which is on display in Kelly's Kitchen, next door to the butcher's shop and is part of the Economusée Artisans at Work Project.

Curated by Maureen O'Neill, this is a captivating collection of works by artists from Newport and the wider community with a focus on those early in their careers. At least one young artist is exhibiting for the first time. It captures the essence of the locality in landscapes, street scenes, seascapes and sculptures. The theme connects the traditions of traditional pudding making which is the focus of the Economusée, and the development of the artists' careers.

The 13 artists exhibiting in 'Sale of the Earth' include Mary Lavelle-Barke (Achill Island), Susan Quinn (Kilmeena), Nuala Ross King (Kilmeena), Eithne Killy (Glenties, Newport), Linda Harrow (Malinbeg), Norman Sadler (Westport), Joanne Jennings (Glenties), Marie Wood (Rameney), Annette Mc Donnell (Newport), Liam Kelly (Achill Island), Eleanor de Ryan (Treen-

bog, Newport), Terina Fitzpatrick (Kilmeena) and Sarah Lavelle (Treenbog, Newport). The exhibition also includes a painting by the late Clare Chambers from Newport which is on permanent display in Kelly's Kitchen.

The Economusée concept was developed in Quebec, Canada and maintains as a living or working museum. An Economusée is an artisan business that opens its doors to the public to provide an interactive, learning and immersive experience for visitors. In Ireland it is administered by Teagasc.

Kevin Heanue from Teagasc, who are the Irish partners in the EU Northern Periphery and Arctic Programme funded Economusée Artisans at Work Project, and who supported the art exhibition, said: "Sale of the Earth" is a great example of how artisan producers such as Sean Kelly can help foster opportunities for creativity, imagination and confidence building in the wider community."

## Attachment 4 : Testimonial from Anne McCarthy, Mayo Co. Council

Dear Kevin and Bridin,

Finally following up after the 'Salt of the Earth' launch in Newport on 15<sup>th</sup> March. Lesley has kindly shared your contact details. The exhibition has been really well received and the Arts Service has received calls from other businesses seeking exhibitions!

It was lovely to meet you both and to hear about your work with Teagasc. As discussed, there are other possible connections and partnerships which may be worth exploring here in Mayo. Including:

**The Gift of Hands & Essence of Mulranny:** <http://www.giftofhands.com/index.php/about-us/2-about-gift-of-hands> (run by Cheryl Coburn Browne), associated with the Mulranny Craft Shop at the Old Irish Goat Centre.

**Achill Artists Group,** C/O John McHugh: [teangai@anu.ie](mailto:teangai@anu.ie) (John also manages the Custom House Gallery and Studios, Westport: <http://www.customhousestudios.ie/> and has a key role in the Heinrich Boll Cottage, Achill: <http://heinrichboellcottage.com/>). There may be links worth exploring with local food producers like Achill Island Sea Salt, Achill Mountain Lamb, Keem Bay Fish Products etc.

In Mayo County Council, my colleagues, John Magee (Head of LEO) and Padraig Philbin (Head of Tourism and Amenities) would be worth meeting:

John Magee: 094 90 47548. [jmagee@mayococo.ie](mailto:jmagee@mayococo.ie)

Padraig Philbin: 094 90 47498 [pphilbin@mayococo.ie](mailto:pphilbin@mayococo.ie)

Further afield, MCC was involved in two EU Creative Industries Atlantic Area projects: Cisnet and Cinew. These projects also explored synergies between creative producers in rural areas and creative applications (particularly technology) for tourism. One of our study visits was to the Styria Creative Region in Austria, where they have successfully collaborated to ensure that artisan products are show-cased in a variety of tourism settings: <https://www.cis.at/en/about/creative-industries-styria/>

My own contacts are below.

Best Regards

Anne

**Anne McCarthy**

**Mayo County Council**

E: [amccarthy@mayococo.ie](mailto:amccarthy@mayococo.ie)

T: 087 6182683

### Attachment 5: *Salt of the Earth Menu*

Canapés specially created using ingredients from Sean Kelly, Artisan Butcher's range of black & white puddings and sausages. And locally produced foods including local goat's cheese and Achill Island smoked salmon.





## Attachment 6: Sligo Today report on Marine Inspired Art exhibition



**Today's News... Today.**

www.sligotoday.ie  
 editor@sligotoday.ie

Category: Local

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'Marine Inspired Art' by Breeogue Pottery and Sligo Surf Club

**"Marine Inspired Art"** exhibition of ceramic plaques created by Sligo Surf Club under the artistic guidance of Grainne McLaughlin, Breeogue Pottery

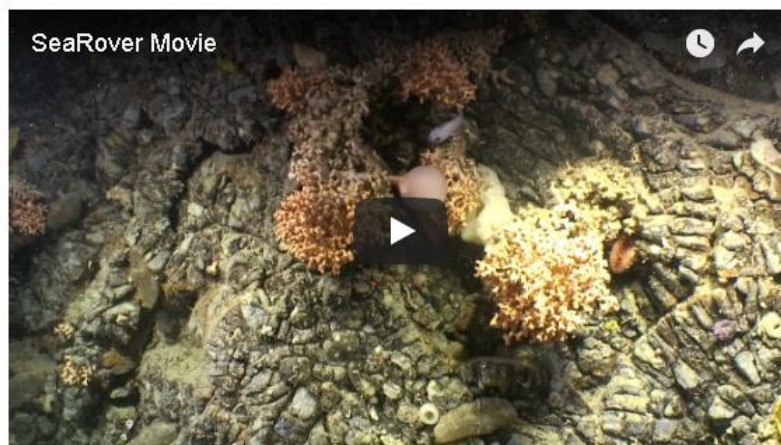
**Grainne McLaughlin, Économusée Breeogue Pottery, Knocknahur, Sligo is delighted to invite the public to a viewing of a series of marine inspired ceramic plaques in Strandhill Golf Club, Sligo.**

The exhibition is part of the Économusée Artisans at Work Project and was officially opened by Bridin McIntyre, Teagasc on Friday 23rd March 2018.

This series of ceramic plaques is an assembly of works created by members of Sligo Surf Club under the artistic guidance of the well-known Sligo based ceramicist, Grainne McLaughlin of Breeogue Pottery. All those involved in this creative project are based in and around the Strandhill area in Sligo and represent different age groups and experience.

Inspiration for these unique plaques comes from marine images supplied by The Marine Institute deep water survey The SeaRover using the ROV Holland. The survey mapped reef habitat along Ireland's continental margin, collecting biological and sediment samples.

*Images can be viewed on The Marine Institute video of the survey The SeaRover;*



The Économusée concept was developed in Quebec, Canada and translates as a living or working museum. An Économusée is an artisan business that opens its doors to the public to provide an interactive, learning and interpretive experience for visitors.