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PRESS RELEASE

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Art bringing a new perspective to Alfreton Road refurbishment

The Neighbourhood Development Company (NDC) is continuing its commitment to 'Making Alfreton Road Shine', by commissioning artistic murals to cover the fronts of retail units during their refurbishment.

Public art collective Urban Canvass, who are based in the Radford area, have been given the opportunity to present the first large scale paintings by Radford artist James Baker. James' style of tackling different scenes around the city and injecting them with colour, vigour and life translate well into large-scale pieces.

Of the two pieces, entitled 'Radford Rooftops', James says: "My pictures are an exploration in line, shape, colour and place. The paintings offer a new perspective of the area's skyline and its rich architectural features.

"There is much here to be celebrated. With my art I hope to present that celebration and a sense of optimism. It's easy to miss all the rich brickwork and factory features of the area that still exist amongst the new houses, shops and flats. These new buildings also offer opportunities for shapes and colour".

James and Anthony Donnelly are both founder members of Urban Canvas, and collaborated together to produce the murals. Anthony said: "We have been busy producing a new body of sketches of local scenes for this project. We hope that these two paintings are the start of a series across the area. Their big bold style will help to add a splash of colour the area."

Irfan Ahmed, Housing and Asset Development Manager for NDC, said: "working with people like Urban Canvass, our goal is to provide a creative solution that can be used to brighten up the area, particularly during times of refurbishment. The murals have the power to transform a neglected site into something to be proud of, and we hope this is just the start of a wider project to make the main areas in Radford and Hyson Green more pleasing on the eye."

The two murals can be found near the Forest Road junction of Alfreton Road.

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NDC and Urban Canvas collaborated last year to produce the "I Saw the Angel" neon light sculpture found on Tennyson hall.

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For further information and photo opportunities, contact Farrukh Tariq (Marketing & Communications Manager) on 0115 9648390

Neighbourhood Development Company (NDC) runs the government's New Deal for Communities Programme for Radford and Hyson Green until 2010, and will also manage the £20 million worth of community assets to ensure the long term sustainability and regeneration of the area.

The National Evaluation and Ipsos Mori Data released in 2006 reported that:

- Unemployment had been reduced to 7.2% exceeding the NDC 10 year target
- The NDC programme had got over 1,100 people into work
- In 2005/6 The number of NDC Children staying on at school had increased to 65% (5% above the national staying on rate) exceeding the 10 year Target
- The latest figure (2004) for young people entering Higher education has risen by 12 % and is now 3% above the city average exceeding the 10 year target