



Creu-ad





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This year Creu-ad
celebrates...






2001 – 2011

Making our Mark in Heritage Interpretation

Milestones

- 2001 - 2004 *A Sense of Arrival* 
- 2005 - 2008 *Interpreting Welsh forests* 
- 2008 - 2010 *Working with Communities* 
- 2009 - 2011 *Panels and Plans* 

Recent Projects

- Community 
- Panels 
- Interpretive Art 
- Plans 
- About Creu-ad 

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2001 – 2004

A major project for the Countryside Council for Wales at 5 National Nature Reserves

A Sense of Arrival

This was our very first job as Creu-ad and with it we took a lead in using art in countryside interpretation.

We involved local community groups and together we created welcome icons.

Sense of Arrival artists at Newborough and Ynyslas:
Ann Catrin Evans, Jenny Fell, Judy Macklin, Annie
Horner, Mick Petts



Photo by Mike Bailey

2005 – 2008

Interpreting Welsh forests with Forestry Commission Wales

Nant-yr-Arian and Coed-y-Brenin Forest Parks

Exciting new art works help to direct walkers and cyclists by creating trail markers, seats, trail head sculptures and creative works inside the visitor centres.

To find out more about working with artists on forest Interpretation, download our Toolkit, written for Forestry Commission Scotland.

Coed-y-Brenin artists: Roger Newman, David Lloyd, Gideon Petersen, Lynne Denman and Shelagh Hourahane



2008 – 2010

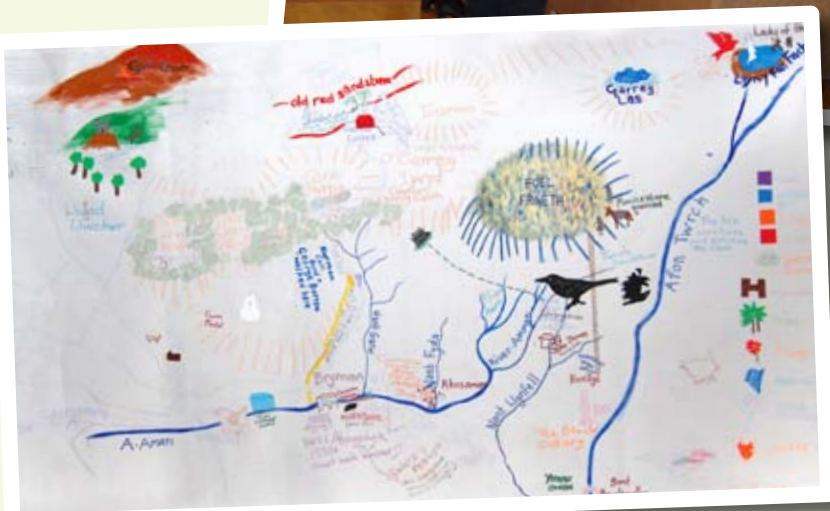
Working with communities across Wales

Fforest Fawr Geopark and Cwm Rheidol

Our skills and experience in working with communities have been in increasing demand.

Since 2008 our focus has been on gathering stories and collecting the basic materials from which local interpretation projects can develop.

Creu-ad collaborated with Blaengar (Cwm Rheidol) and Trysor (Llandovery). The Creu-ad team for these projects included: Ffion Nolwenn Roberts, Alice Farnworth, Viv Rhule, Esyllt Harker, Michael Harvey, Jenny Fell, Alice Briggs, Sue Jones Davies, Anna Evans, and Insight Illustration.



LLANYMDDYFRI: CAMAU TRWY HANES
LLANDOVERY: FOOTSTEPS THROUGH TIME
Geoparc y FFOREST FAWR Geopark

Cyfle i ddarganfod mwy am dirwedd yr ardal wrth ddilyn camrau'r Rhufeiniad, y Porthmyn, y "cledrau haearn" a hen lwybrau colli

Discover the local landscape along Roman routes, drovers' tracks, iron rails, forgotten paths

Diwmod i fwyhau hanesion, atgoffo a dilyn trywydd hanes gydag Arbenigwyr Trefnadaeth - Storiwyr - Gwaith Celf - Arddangosfeydd - Cylfwyniadau

A day for exchanging stories, memories and tracing the threads of history with Heritage Experts - Story telling - Artwork - Displays - Talks

GWESTY'R CASTELL, LLANYMDDYFRI
Dydd Sadwrn 27 Chwefror
CASTLE HOTEL, LLANDOVERY
Saturday February 27th
10.00 – 4.00

Maer' digwyddiad yn rhan o gynllun i ddechrau ein trefnadaeth gyffwrdd gyfnewtillu her mwy'nifllo herio a balchder lleol

Manylion pellach: Alan Bennett, Swyddog Datblygu Geoparc y Fforest Fawr 01874 620415

This event is part of a plan to use the richness of our heritage to encourage tourism and local pride

More information: Alan Bennett, Forest Fawr Geopark Development Officer 01874 620415

2009 – 2011

Panels and plans

A different side to Creu-ad's work has come to light where our in-house skills have been revealed.

Our *panels with panache* are different because they involve communities, include children's creativity and are exciting designs.

In the beginning is the plan. Creu-ad's belief in the importance of starting a project on a firm basis has been recognised by clients and we have recently completed a number of interesting interpretation plans. They are all based on research – consultation – clear, creative proposals - consensus.

Llangeitho project team:

Lynne Denman (illustration), Insight Illustration Ltd (graphic design)

Llandre and Cors Caron panels: Shelagh Hourahane (Text), Insight Illustration (Design)



Recent projects

COMMUNITY

Llandovery

Fforest Fawr Geopark

The Upper Tywi Valley was the focus for a community heritage event hosted by the Fforest Fawr Geopark. Creu-ad, in collaboration with Trysor, planned and facilitated a day of exhibitions, talks, stories and community mapping. The resulting archive forms a resource for future interpretation work.

Cwm Rheidol

Ceredigion County Council

'Mining for History in Cwm Rheidol' was part of the Plwm project that focused on the mineral mining heritage of north Ceredigion. With Blaengar, a local artist group, Creu-ad organised a special day event that included gathering stories and archive material, talks, displays and mapping. Work produced during the day was later exhibited at Ceredigion Museum in Aberystwyth.

Tirwedd Dyfi Ecodyfi & Menter Maldwyn

The Dyfi Biosphere Reserve is designated for its unique environmental and cultural values. Creu-ad was asked to help local children to explore the links between landscape and language. We worked with poet Twm Morris to produce poems and wall hangings based on place names along the river. They were exhibited at a community event.

Project team: [Lynne Denman \(artist\)](#), [Twm Morris \(poet\)](#)

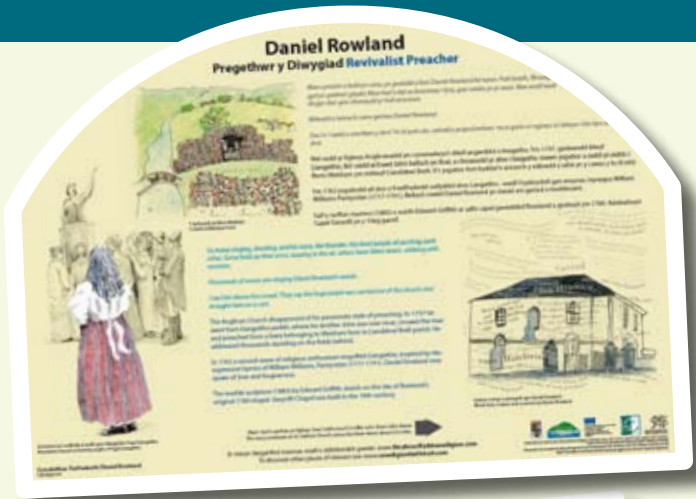


PANELS

Llangeitho Ceredigion County Council

Creu-ad has given an unusual look to interpretive panels when working with communities to create interesting and attractive trails. The three panels at Llangeitho in Ceredigion tell the story of the Methodist preacher, Daniel Rowland, who lived in the village. They include work produced by local children.

Project team: Lynne Denman and Shelagh Hourahane
Design: Insight Illustration Ltd



Llandre Treftadaeth Llandre Heritage

Creu-ad created an unusual graveyard trail for the churchyard of St. Michael's at Llandre, north Ceredigion. Working with the local heritage group, the stories associated with people buried in the graveyard have been used to tell part of the history of the local area and of the community.

Shelagh Hourahane (Text), Insight Illustration (Design)



INTERPRETIVE ART

Capel-y-Groes Ceredigion County Council

The Unitarian Capel-y-Groes at Llanwnnen in West Wales is part of the Faith Tourism Trail established by Church Tourism Network Wales. Ceredigion County Council asked Creu-ad to work with chapel members and the Sunday School to develop a garden. A series of bright mosaics brings to the outside some of the interior colours of the chapel building and celebrates some important and influential personalities from the chapel's history. A couplet expressing the meaning of the chapel



to its members is carved into a wooden bench beside the flowerbed which is planted with fruiting plants, herbs and colourful shrubs

Project artist: Lynne Denman

**Llanymynech
Powys County Council & the Llimeys
Heritage Group**

Creu-ad has recently completed a successful project at Llanymynech, a village on the border of Wales and England. The Llanymynech Toposcope stands on a dramatic viewpoint that looks into both countries. As well as pointing out places in the landscape, the toposcope includes an historical timeline for the area.

It was a joy to work with Creu-ad, developing themes for the Border Viewpoint – Gwely Ffin on Llanymynech Hill in a series of workshops with local school and community groups. Creu-ad crystallized all the ideas into a superb finished product which we, and the village, are delighted with. We now have a toposcope which is so much more than a ‘plaque on a plinth’. It’s a work of art which interprets the history of the place and adds much value to the experience of walkers on the hill.

Joan Zorn, The Llimeys, Sept 2011

Project team: Shelagh Hourahane, Lynne Denman and Gideon and Tanya Petersen (Creative Spiral)



PLANNING

The Grasslands Trust

Our interpretation plan for The Grasslands Trust (2009/10) contributed to a successful Stage 2 Heritage Lottery Fund bid to purchase a traditional farm in Herefordshire.

“The Grasslands Trust worked with Creu-ad during the development of a significant funding application to the HLF in 2010 and 2011. We were very impressed with their approach to devising an interpretation and visitor access plan for our project, bringing many interesting and exciting ideas to the table. We were delighted with the results and look forward to putting this into practice now that they helped us secure the funding”.

Lucy Cooper, Chief Executive, The Grasslands Trust, Sept 2011

Bible Society

The Interpretation Plan for Bible Society (2010) is related to the development of a Faith Heritage Centre in the church of St. Beuno at Llanycil, near Bala. The plan provides a basis for telling the exciting story of the Bible in Wales to visitors from all over the World.

Cadw

Creu-ad was part of a team producing the all-Wales ‘Wales Spiritual and Inspirational Landscapes’ thematic interpretation plans for Cadw (2010/11). We worked on ‘Artistic Responses to Landscape’ and ‘Celtic Saints and the Early Christian Church in Wales’.

Working with Lynne and Shelagh brought added dimensions to our joint reports. They provided invaluable advice on ensuring that our interpretive planning was relevant in the context of Welsh cultural (and natural) heritage and contributed creatively and practically on the value and methods of employing the arts as an



evocative medium in heritage interpretation
Michael Glen, Touchstone Heritage, Sept 2011

Plas Glyn-y-Weddw

Creu-ad was invited to write an interpretation plan for Plas Glyn-y-Weddw Art Gallery and Woodland, the Winllan (2011) The project, to create walks in the Winllan woodland and to establish an outdoor performance space will be implemented in 2012-13.



Creu-ad's Directors are Lynne Denman and Shelagh Hourahane

"The satisfying thing about Creu-ad's work is putting together the best possible team of client, community and creative people to produce a really good heritage interpretation project." (Lynne)

"I find that good interpretation projects combine my love of history, landscape, people, stories and the opportunity to be creative." (Shelagh)

Creu-ad projects bring communities, managers, artists and designers together to develop their ideas in practical ways from initial concept and plan to a product or event.

We have experience and skills in interpretive planning and management, creative design using a wide range of arts disciplines and in community facilitation and training. We work through both English and Welsh

For more information about Creu-ad's work please contact us. We would like to hear from you whether you represent an organisation or community group that might want to work with us or if you are an individual who is interested in being involved with one of our projects.

If you would like to receive back copies of the Creu-ad newsletter please send a request.

Shelagh Hourahane,
+44 (0) 7984631949
shelagh@creu-ad.co.uk

Lynne Denman,
+44 (0) 1570 480 818
lynne@creu-ad.co.uk

Gwel-y-Garn, Tre'r Ddol
Machynlleth, Powys,
Wales, SY20 8JS



Shelagh



Lynne



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