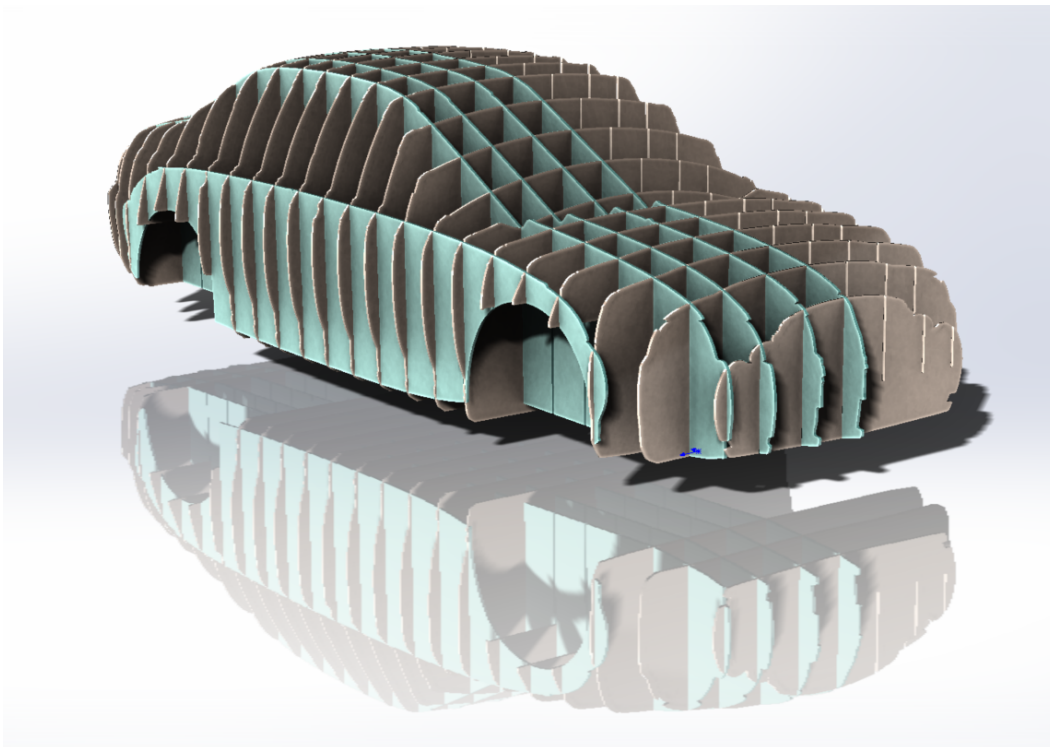


PRESS RELEASE

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[www.jerwoodopenforest.org](http://www.jerwoodopenforest.org)  
[www.jerwoodvisualarts.org](http://www.jerwoodvisualarts.org)

Keith Harrison presents *Joyride*, a Jerwood Open Forest commission  
30 September 2017, 5.30 - 8pm, Cannock Chase Forest – Tackeroo Site



Plywood profile of Rover 75 replica model, produced by Keith Harrison in collaboration with Capture Point

Artist **Keith Harrison** was awarded a major £30,000 commission through the 2016 edition of **Jerwood Open Forest**, an initiative established by **Forestry Commission England** and **Jerwood Charitable Foundation**, with support from **Arts Council England**. The commission has seen Keith Harrison develop *Joyride*, a community-focused live event, which brings together personal and social narratives around the automotive industry in the West Midlands. Inspired by his upbringing in the heavily post-industrialised Black Country, the event will bring together industrial and recreational forces within the forest.

On 30 September at Cannock Chase Forest's Tackeroo site, the artist will release a life-size clay replica of the final Rover 75 to leave the Longbridge car plant in Birmingham, down a temporary 10-metre ramp. The event will commence at 5.30pm with a viewing period, prior to the car being elevated to the highest point of the ramp. Speaking of the car's release, Keith Harrison says: *'I want to use this energy, this velocity to re-launch the vehicle into the unknown. Metaphorically alluding to how this industrial area may be regenerated and the car industry reimagined.'* Accompanied by a specially commissioned soundtrack, the model will be released at dusk, referencing how the role of the car can transition from practical to recreational, between daytime and night.

The artist has worked with world-renowned car-modeller Anthony Tovey to reconstruct the classic Rover 75 in plywood, polystyrene and clay. Tovey plans to manipulate the car's clay façade 'to communicate a sense of construction' through visible joins and fingerprints, whilst retaining detail in the statement Rover badge: *'traditionally, I would have used a brown wax to model prototypes, softened in an oven and then sculpted with hand-tools. This time, as Keith's a ceramicist, we'll be using clay from the nearby River Rea'*. The river runs through the former Rover works at Longbridge and the Black Country estate where Keith Harrison's parents still live.

A series of plywood profiles will form the supporting framework for the clay; a structure informed by Capture Point UK's detailed 3D scan of an original Rover 75. Once the clay has been applied, the body will be placed on a steel chassis complete with original Rover wheels. The artist will finish the model on site at Bournville College, where the former Longbridge car plant once operated. The monumental ramp, from which the car will be released, will be constructed with the help of volunteers, using felled wood from Cannock Chase Forest.

The construction of the car and ramp is central to the commission, involving members of the community, volunteers from schools and colleges, and specialists from the automotive design field; and using materials sourced from the local area.

For the artist, the relationship between the site of production and that of the event is integral to the project: *'The opportunity to realise a project which links the former Rover factory at Longbridge, Birmingham where my mother and grandfather worked and Cannock Chase Forest, a wilderness we visited regularly as a family whilst growing up in the Black Country is immense. The work will see the social and environmental impact of the car in forests and the demise of automotive manufacture collide.'*

The Rover 75 will be transported from Bournville College to Cannock Chase Forest on the afternoon of 30 September. Audiences are invited to join Keith Harrison at Cannock Chase Forest, Tackeroo Site from 5.30pm. *Joyride* is a one-off event so spaces are limited and booking essential; tickets are £5 (including refreshments). Please visit [jerwoodopenforest.org](http://jerwoodopenforest.org) for more information.

-Ends-

## **Event Information**

Title: Keith Harrison, *Joyride*, a Jerwood Open Forest commission  
 Dates: 30 September 2017  
 Address: Cannock Chase Forest, Tackeroo Site, Penkridge Bank Rd, Rugeley WS15 2UA  
 Opening Times: 5.30 – 8pm  
 Admission: £5 per car, to include refreshments.  
 Nearest Stations: Rugeley Trent Valley/Rugeley Town  
 Parking: Cannock Chase Forest, Tackeroo Site & Birches Valley  
 Website: [www.jerwoodvisualarts.org](http://www.jerwoodvisualarts.org) / [www.jerwoodopenforest.org](http://www.jerwoodopenforest.org)  
 Twitter/Instagram: @JerwoodJVA #JOF  
 Artist's Instagram: @KeithHarrisonArtist

In the week prior to the event, the Rover 75 model will be on display at Bournville College and available to view by appointment only. Please visit [jerwoodopenforest.org.uk](http://jerwoodopenforest.org.uk) for more information.

Address: Bournville College, 1 Longbridge Lane, Longbridge B31 2AJ

## **Notes to editors**

First launched in 2013 and now in its second edition, Jerwood Open Forest is a collaboration between Jerwood Charitable Foundation and Forestry Commission England with the support of Arts Council England.

Commissions realised through the inaugural 2014 initiative include Hrafn: Conversations with Odin composed by Chris Watson and produced by Iain Pate and spherical sculpture Cosmos by artist duo Semiconductor (Ruth Jarman and Joe Gerhardt) which remains on permanent display at [Alice Holt Forest](#) in Surrey.

#### Project Partners:

**Jerwood Visual Arts** is a national programme supporting visual arts practice, through which Jerwood Charitable Foundation works with early career artists to commission and present new work. Artist opportunities run throughout the year alongside a programme of related exhibitions, events and commissioned writing taking place online, in London and across the UK. [www.jerwoodvisualarts.org](http://www.jerwoodvisualarts.org)

**Jerwood Charitable Foundation** is dedicated to imaginative and responsible revenue funding of the arts, supporting artists to develop and grow at important stages in their careers. The aim of its funding is to allow artists and arts organisations to thrive; to continue to develop their skills, imagination and creativity with integrity. It works with artists across art forms, from dance and theatre to literature, music and the visual arts. For more information visit [www.jerwoodcharitablefoundation.org](http://www.jerwoodcharitablefoundation.org)

**Forestry Commission England** is the government department responsible in England for protecting, expanding and promoting the sustainable management of woods and forests and increasing their value to society and the environment. Further information can be found at [www.forestry.gov.uk](http://www.forestry.gov.uk).

We believe that **Forest Art Works**. Since 1968 England's Public Forest Estate has played host to artworks and initiatives across artforms. We believe that woods and forests are vital places for contemporary artists to engage with, to make and present new work. Forest Art Works is a new partnership between Arts Council England and Forestry Commission England to support achieving great art and culture for everyone in England's public forests. [www.forestry.gov.uk/forestartworks](http://www.forestry.gov.uk/forestartworks)

**Bournville College**, based in Longbridge, Birmingham, is a further education college, offering vocational and academic courses at all levels. Bournville College will officially merge with South and City College Birmingham on 1st August 2017, retaining its name and brand. [www.bournville.ac.uk](http://www.bournville.ac.uk)

**Bath School of Art & Design** at Bath Spa University has a long and distinguished history of art and design higher education. The Bath School of Art was founded in 1854 and has been nurturing the talent of artists and designers since then. With a rich history and beautiful settings, the University is a leading educational institution for creativity, culture and enterprise. Professor Anita Taylor, Director of the Jerwood Drawing Prize project and Drawing Projects UK, became the Dean of Bath School of Art & Design in June 2013 where the Jerwood Drawing Prize project is now hosted. She is also an Adjunct Professor of the University of Sydney affiliated to Sydney College of the Arts. [bathspa.ac.uk/art-and-design/](http://bathspa.ac.uk/art-and-design/)

#### Supporter:

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we will invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)