



## **Press Release.**

09/01/2010

### **Safle and the St David's Partnership can reveal a remarkable intervention to The Hayes, Cardiff.**

Dotted in and around the busy intersection between The Hayes and Cardiff's new St David's development are various rather ordinary and inconspicuous looking bollards. However, upon closer inspection shoppers, workers and residents will find that some are not as ordinary as they seem.

Artist **Jane Edden** has been selected to design and construct a series of *miniature worlds* within the bollards, each viewable through a discreet hole at the top of each bollard. Viewers may find frozen-like snapshots, miniature constructions and laser-cut figurines, each offering a window into another world - objects and imagery conceived by Edden whilst working in collaboration with students from The Royal Welsh College of Music and Drama.

This discreet piece of public art, named *Post Secret*, is a work that creates its own street theatre when people interact with it, inviting others to look into and discover the bollards.

Jane Edden: *"Within the bollards are miniature constructions, created in a stylized monochrome form. Some of these environments seem to transcend the space that can be perceived to be within the bollards, this interplay with the interior and exterior space is designed to create the feeling of looking into another place or world."*

The permanent installation is part of a major public art initiative managed by Safle and the St David's Partnership.

**For images or any more information on Safle, the St David's partnership or the work of Jane Edden, please contact Safle on 0845 241 3684 [info@safle.com](mailto:info@safle.com) or visit our website.**

## **Notes for Editors.**

**Jane Edden's** work is a cross over between the sciences and nature and incorporates sound with electronics, photography and sculpture. Jane has produced commissions for Bluewater, Kent and has had recent solo exhibitions at England & Co and Flowers East London.

As part of the 2007 SAN Expo Festival, Plymouth, Jane created the installation 'Mass Movement' that was sited within the New Cooperage Building in the historic Royal William dockyard. This installation saw a flock of feathered electronic devices driven by air currents. When moving, each device spoke sections of the shipping forecast read by an actor.

- [www.flowerseast.com](http://www.flowerseast.com)

Based in Cardiff and with an office in Wrexham, **Safle** is a public art consultancy that promotes, develops and implements art in the urban and rural public realm throughout Wales and the UK. Safle has worked extensively on art projects in the public realm with public and private sector clients and supported the success of many major regeneration initiatives by procuring a primary role for artists in regeneration schemes.

In addition to managing public art commissions and developing bespoke strategies, the Stiwdio Safle programme supports short-term, temporary and innovative projects. This enables artists to work with communities on mutually beneficial projects, encourage a deeper understanding and appreciation of art and stimulates the formation of innovative creative professional partnerships.

[www.safle.com](http://www.safle.com)

**St David's 2** is a major new development in the heart of Cardiff's City Centre. Opened in October 2009, the development has enhanced the existing shopping and city living in Cardiff. As one of the most important city developments in the UK today and currently the largest private financial investment in Wales, the scheme builds on present assets including the existing St David's Shopping Centre and much of the Hayes. The scheme is set to transform the Southern end of the City and give a currently underused area a new lease of life by creating attractive and safe public spaces for people to enjoy, alongside a unique and exciting contemporary retail space which caters to the needs of the 21st century shopper.

[www.stdavids2.com](http://www.stdavids2.com)

[www.stdavidsart.com](http://www.stdavidsart.com)

