

NOA POP-UP AT SILO, BRIGHTON FRINGE 2015

Creativity Breeds Creativity

What a fabulous, funky, first time Pop Up our Exhibition at Silo Restaurant for the Brighton Fringe has been! And it all started in the depths of winter last year when we met Kimberly Butler, Marketing Director of the Brighton Fringe at a networking evening hosted by Impact Marketing.

It made perfect sense to us here at NOA since the close connection between food and art have long gone, hand in hand, ever since Picasso and Miro painted for their supper at La Colombe d'Or, high in the hills of Provence, in the south of France.

Today, fabulous original works of their art hang on the walls and bear testimony to the unique deal the artists struck with the restaurateur. They were hungry and penniless and the restaurant had acres of bare walls . . . a perfect solution. Artists range from the modern masters who ate at La Colombe d'Or to leading contemporary figures such as Damien Hirst and Tracey Emin.

There is today a vibrant and diverse art scene pervading some of the best restaurants across the world. Why is there is such a burgeoning art scene within restaurants? Art is an additional attraction to bring people in. The restaurant business is an extremely competitive market, so art in the restaurant space is an ideal combination. Across the UK, restaurants, bars, hotels and cafes champion emerging local artists. Gilby's @the Bay in Cardiff, for example, commissioned works for its launch. Others prefer to support graduates, such as the Michelin-starred Number One restaurant at The Balmoral in Edinburgh, which displays 100 works of art by graduates from the Royal College of Art in London.

Feed Your Soul

Silo is a Restaurant, Coffee House, Bakery and Brewery in Brighton's North Laine and is the embodiment of a pre-industrial food system... They provide quality through purity, adopting a more primitive diet with techniques both modern and ancient, selecting food sources that respect the natural order, allowing ingredients to be themselves without unnecessary processing. By creating everything on site from its wholest form they capture real food, and real food tastes better. Silo is designed from back to front, always with the bin, or in Silo's case, lack of it, in mind. The production of waste has been eliminated by simply choosing to trade directly with farmers, using re-usable delivery vessels and choosing local ingredients that themselves generated no waste. The compost machine set inside Silo turns all of the scraps and trimmings directly into compost used to produce more food... Closing the loop.

Celebrate Good Times

What an exciting evening of beautiful food, art and cocktails, the Private View was set to be! On Wednesday 13 May, guests traveled from all over the country to join us for an evening of Douglas' delicate Silo Canapés, Blackdown Artisan Spirit's sensational cocktails and NOA's Art. One of our devoted NOA Ambassadors even travelled all the way from Manchester! Thanks Geraldine!

Exhibiting Artists included those from the NOA Collection and NOA14 Artists in Residence, Freya Pocklington, Rosie Emerson and Chloe Leaper. Ashley Hanson, who has recently been invited to the NOA Collection, was on show as well as Greg Gilbert's miniature biro drawings that have been shown at the Royal Academy.

We invited Vice President Gavin Turk's wife, Deborah Curtis to speak as we donate 5% of all our sales to her and Gavin's children's art charity the House of Fairy Tales. The charity was set up eight years ago by Deborah and her husband Gavin and their aim is to encourage both artists and their audiences to start that journey to visual and intellectual literacy as young as possible.

"We are delighted that NOA has decided to support our charity this year with a percentage of the proceeds from sales of the work. This completes the loop and ensures that the next generation will be encouraged to love and value art and artistic practice as much as we do.

Initiatives such as National Open Art Competition are vital to provide a platform for all artists, reaching out to those who need an opportunity for their work to be seen. NOA supports artists at all stages in their life and regional events like this help to raise the profile of this fantastic competition and key it into networks all over the country."

Everybody had the chance to say their bit about the collaboration and how it has been a wonderful experience. Douglas McMaster, the pioneering chef behind Silo told us about their interesting journey and how "creativity breeds creativity", before Julian Caddy, Managing Director of the Brighton Fringe, gave an all-encompassing speech rounding off the whole evening.