



NEW CONTEMPORARY ART BY  
**SIMON AND TOM BLOOR,  
PETER LIVERSIDGE & RUTH PROCTOR**



*Commissioned by*

**Foreground**

FOR MULTIPLE SITES IN  
**FROME • SOMERSET**

SATURDAY 22ND MARCH *until*  
SUNDAY 4TH MAY 2014

**ADMISSION FREE**

**FOREGROUNDPROJECTS.ORG.UK**

## INSTRUCTIONS FOR AN ORDINARY UTOPIA

features new art works made especially for Frome by leading British artists Simon & Tom Bloor, Peter Liversidge and Ruth Proctor.

The project explores how we can make ordinary life and the places we live in that little bit more special, and how incrementally personal action can change communities and commonly held ideas.

The commissions, which have been inspired both by the town and by working directly with students from Frome Community College, range from the subtle to the spectacular. They include physical interventions in the urban fabric of the town to proposals and propositions for new ways of thinking about community spread through books, badges and banners.

## INSTRUCTIONS FOR AN ORDINARY UTOPIA

Is as much about events as it is physical artworks, with the artists creating special events that make an ordinary town a little less ordinary.

## THE ARTISTS

**SIMON & TOM BLOOR** have created 2 new temporary public sculptures that combine public seating, noticeboards, enclosures and play structures to create new social spaces in underused parts of the town.

**RUTH PROCTOR** has created a new motto for Frome, a message of hope and aspiration that will manifest itself like a political campaign in the town: as button badges, advertising banners, on social media and even flown in the skies above the town on particular days.

Sitting somewhere between the fantastical and the realisable, **PETER LIVERSIDGE**'s eccentric book of *Proposals for Frome* – ideas for social events, architectural alterations, artworks and performances especially created for the town – will be published at the beginning of the project and specific proposals realised over the course of the project and beyond, subtly making the ordinary more extraordinary.





## EVENTS

Follow Foreground on Twitter and Facebook to keep up to date with all the latest news of special events happening during the project @foregroundfrome

### SATURDAY 22ND MARCH

Project Launch, 3-6:30pm

Meet at Rook Lane Chapel, Bath Street, Frome

Join the artists for drinks to celebrate the launch of *Instructions for an Ordinary Utopia* and take part in two special events staged especially for the first day of the project:

- ▶ 3:30pm. Help Peter Liversidge realise his proposal to scatter 10,000 one pence pieces onto the streets of Frome.
- ▶ Explore the new social spaces created by Simon & Tom Bloor.
- ▶ 4:00pm. Join in Ruth Proctor's campaign to make something wonderful happen in the town, including a plane flying her new motto for the town in the skies over Frome that afternoon.
- ▶ 5:30pm. Join Foreground curator Simon Morrissey and the project artists for a discussion about utopias, proposals, education, collaboration and their new commissions for Frome.

[www.rooklanearts.org.uk](http://www.rooklanearts.org.uk)

### SUNDAY 6TH APRIL

The Frome Independent

Throughout Frome town centre, 10-3pm

The Frome Independent is a street market with a difference that takes over the whole town centre with more than 200 stalls.

During April's market visitors will have the opportunity to buy affordable artworks by the artists from Foreground stalls and drop into family workshops at Simon & Tom Bloor's installation behind Ellenbray toy shop.

### SUNDAY 4TH MAY

The Frome Independent

Throughout Frome town centre, 10-3pm

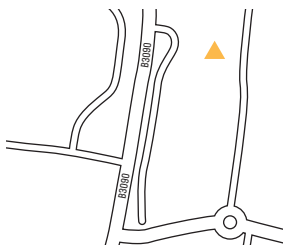
The final day of *INSTRUCTIONS FOR AN ORDINARY UTOPIA* will see the Foreground team back at the Frome Independent market with another opportunity to buy affordable artworks by the artists and even more special events including:

- ▶ More family workshops at Simon & Tom Bloor's Ellenbray installation.
- ▶ The final chance to see Ruth Proctor's new motto flown over the town.
- ▶ Peter Liversidge's obstacle course taking over Justice Lane in the town centre for more eccentric fun.

[www.thefromeindependent.org.uk](http://www.thefromeindependent.org.uk)



## LOCATIONS ▼



## VISITING

The exhibition takes place in public spaces in Frome town centre and will also manifest itself in social and printed media. Peter Liversidge's book of *Proposals for Frome* and other affordable artworks will be available from numerous independent shops in the town.

Follow Foreground on Twitter @foregroundfrome and on Facebook to keep up to date with all the latest news of special events happening during the project and for locations of where to buy publications and artworks.

## GETTING HERE

Frome is roughly 13 miles south of Bath and has good road links within the South West and to the M3/A303, M4 and M5.

There is extensive car parking in Frome town centre, free on Sundays.

Frome Railway Station benefits from a range of rail links and is a short walk from the town centre.  
[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

National Express coaches serve Frome from London and there are also bus services from a range of towns in the South West.  
[www.firstgroup.com](http://www.firstgroup.com)  
[www.nationalexpress.com](http://www.nationalexpress.com)

Frome can be reached by bike on Route 24 of the National Cycle Network.  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

INSTRUCTIONS FOR AN ORDINARY UTOPIA has been supported by The Alan Powell Trust and **Ellenbray**

HAUSER & WIRTH  
SOMERSET



University of the  
West of England



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# WILL HISTORY BE KIND