

News

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Salford presents its rich history in New Bailey Christmas art installation

A unique art installation, Salford Presents, will be hosted at New Bailey this festive season, showcasing the city's rich heritage, while raising vital funds for Salford Loaves and Fishes - a local charity that supports the city's homeless and vulnerable.

The installation will see nine specially-designed, brightly-coloured gift boxes scattered across the New Bailey scheme, all containing a unique Christmas 'present' that holds key significance to the history of Salford. Each gift box will provide an information plaque explaining the object's relationship with the city.

The boxes of varying sizes will offer 'peepholes' for the public to see inside and have been designed by Carma Masson, a local architect from Playground Design Studio.

As well as championing the area's history and spreading festive cheer, the display will also encourage donations to local charity, Salford Loaves and Fishes.

Based at its Paddington Close drop-in centre, Salford Loaves and Fishes works closely with those in need, providing support, along with food, clothing, warmth and shelter, to give hope at a time when it's needed most.

Phil Mayall, regional director at The English Cities Fund, the team behind the delivery of the New Bailey scheme, said: "Christmas time can be a particularly tough time for some, which is why organisations across Greater Manchester come together to support those in need during the festive season. The installation of Salford Presents is a great way of raising money for a very worthy local cause, and Salford Loaves and Fishes is a charity we're proud to support.

"In September, we issued a call for local designers and artists to come forward with ideas for a Christmas installation as we have done in previous years. Drawing on and respecting the history of Salford has been important to us throughout the build process of New Bailey, so we instantly felt that Carma's fantastic concept was the perfect fit."

The installation launched to the public on Monday 2 December and people will be able to visit the display until Monday 6 January.

Carma Masson from Playground Design Studio who designed the installation said: "Key to me when designing this project was to make an installation that educated people about Salford's history in a fun and playful way and made them proud to live or work there. Salford's history is so unique and rich - It was a real joy to research, and hard to choose only nine areas to focus on!"

Simon Locke, chief executive officer at Salford Loaves and Fishes said: "We are really excited to be part of this project which celebrates this special city and the great people who live and work here. Salford Loaves and Fishes everyday we witness the hard work, creativity and resilience of our local community who frequently face hardship and other life challenges. Working alongside people we offer advice, guidance, signposting and support to enable them to identify pragmatic solutions to their often complex issues."

To donate to Salford Loaves and Fishes, text SALFORDPRESENTS" to 70085 to donate £3.

Alternatively, text "SALFORDPRESENTS" and the amount of money you'd like to donate. Salford City Mayor Paul Dennett said: "This Christmas installation looks beautiful at New Bailey. Homelessness has increased by 540 per cent in the past six years, so this festive art is such a powerful way to help raise awareness and raise vital money for those in need. A big thank you goes to all those who helped make it happen."

New Bailey is being delivered by The English Cities Fund, a joint venture between Muse Developments, Legal & General and Homes England, in partnership with Salford City Council. The joint venture partnership is currently delivering some of the most complex and most successful urban regeneration projects across the UK. Following its expansion in 2018, it continues to take on large, complex sites, to create inspiring new places.