

LAND ART GUIDELINES

Welcome
to Yorkshire
yorkshire.com

Tour de
Yorkshire

4th edition



letouryorkshire.com / @letouryorkshire

LINE THE ROUTE

Amazing installations

The Tour de Yorkshire Land Art Competition is BACK for 2018 and Welcome to Yorkshire is inviting business, landowners, farmers, schools, community groups – and anyone else with a creative spark – to get involved!

Land art is now a much-loved feature of the race and these amazing installations are seen by over 9.7 MILLION people in 180 COUNTRIES around the world courtesy of full, live TV coverage of all four stages.

Last year hundreds of pieces popped up in fields, playgrounds, market squares and car parks along the race route, and every one of them complemented the action brilliantly with their bursts of colour and creativity.

The winning entry was a 80 metre high by 65 metre wide image of Branwell Brontë riding his bicycle – in the year which marked his 200th anniversary. The iconic artwork was designed by Andrew Wood from Fields of Vision and created with help from schoolchildren in the heart of Brontë Country – at Haworth Primary School, where the image appeared. It was made using recycled materials including waste marquee carpet and 3,000 plant pots.

Think you can beat that? Well we are now inviting a new batch of entries and we can't wait to see your imaginative, quirky and humorous designs as the TV helicopters follow the peloton's progress!



Produced by

**Welcome
to Yorkshire**
yorkshire.com

GET INVOLVED

- 1) Before the race, tell us about your plans and send us your pictures, and we'll let the TV producers know what to look out for as they plan their coverage. Who are you working with? What has inspired your design? What will it be constructed from? Where will it be? Email Becky Kay on bkay@yorkshire.com with your updates and queries.
 - 2) Welcome to Yorkshire will shortlist their 20 favourite land art pieces over the four days of action.
 - 3) The shortlisted entries will then be put to a public vote and one lucky winner will receive our coveted land art trophy!
- What makes your community special? Are you known for any longstanding events? Famous people? Are the people in your town friendly, welcoming, funny?
 - Land art shouldn't be commercial (a company logo for example) but you may wish to celebrate a specific industry – for example, big pints of beer for breweries? A mouse and cheese for cheesemongers/creameries?
 - You **MUST** make sure that you have permission to work on the land you intend to use. Please check with local landowners and ensure your local community is happy with the plans.
 - The Tour de Yorkshire runs between 3 - 6 May 2018. Go to letouryorkshire.com for full route details.

Here are a few pointers to get you started:

- We've included some examples of previous land art installations which we hope will inspire you on the next page.
- Your land art doesn't need to be bicycle or tour related – you can celebrate your community in any way you like. It's a great way to get people talking and put smiles on their faces!
- Sadly there are no guarantees that your art will be picked up on the TV, as schedules change minute to minute, however we will ensure the crews have a comprehensive list of all installations we are made aware of. Please make sure they are as close to the race route as possible.

FOR MORE INFORMATION GO TO
letouryorkshire.com

   [letouryorkshire](https://twitter.com/letouryorkshire) #TDY



Produced by

**Welcome
to Yorkshire**
yorkshire.com

INSPIRATION

Here are some great examples of Land Art from the Tour de France and Tour de Yorkshire. We hope this will inspire your creations.

