



# FORTY FARMS EXHIBITION

16 September –  
27 November, 2022

**Call out to artists – Commission opportunity**

# INTRODUCING 'FORTY FARMS'

In 2020, British Life Photographer of the Year Amy Bateman set out on a project to tell the story of *Forty Farms* located in the Lake District and Cumbria.

From the Solway Marshes to the World Heritage fell-top commons; from world-class sheep breeders to award-winning ice cream makers; from James Rebanks to Simon Rogan; from sixth generation farmers to eager newcomers, this project captures the widest experiences of farming in a region that is known and loved internationally.

In *Forty Farms*, Amy captures deeply personal insights into how each farmer plans to protect the long-term future of their farm at a time when they face declining agricultural subsidies. Coming from farming stock, Amy is in a unique position to have honest conversations about the changing landscapes of Cumbria with those on the front-line of change.



James and Helen Rebanks, Racey Ghyll Farm.

# INTRODUCING 'FORTY FARMS'

This project will create:

- \* An immersive and evocative photography exhibition (free entry) with 120 large format images, supported by film, words, sound and crafted products from the farms, curated by the Gallery team at Rheged
- \* A gorgeous hardback book featuring 340+ pages of images and conversation which will be launched as part of the exhibition opening.
- \* A Forty Farms festival programme of talks, films, debates and creative learning.



Simon Rogan, L'Enclume / Our Farm.



## PURPOSE

*Forty Farms* is a unique collaboration between photographer Amy Bateman, photographer and Lakeland Book of the Year winner and publisher David Felton, and the Gallery at Rheged.

The aim is:

- \* To explore the big issues playing out in the Cumbrian Landscape – climate change, land use, food production, biodiversity, energy creation and the rural economy – in an accessible and inspiring way.
- \* To reveal the human stories in this iconic landscape – ones of independence, innovation, passion, and resilience
- \* To engage people who love the countryside in the challenges ahead and inspire a new generation of farmers who will need to innovate to survive.



# THE GALLERY AT RHEGED

Rheged is ideally placed to host *Forty Farms*:

- \* Its award-winning Gallery has hosted over 40 high quality exhibitions.
- \* It's a farm diversification destination, which grew out of the Dunning's family farm at Tebay.
- \* Located in the heart of Cumbria, at the northern gateway to the Lakes and just off the M6 (J40) ensures high footfall from both visitors on holiday and the local community.
- \* It champions innovation in Cumbria, with a focus on landscape, culture, local people, food and innovation.
- \* A lecture theatre, cinema, creative learning space and farm shop can support the wider ambitions of this project.



# COMMISSION OPPORTUNITY

We are looking for proposals for an installation and visitor activity which:

- \* Fits with the theme of the exhibition and inspires a creative response from the visitors
- \* Is a showstopper and accessible to all
- \* The creative response might be a standalone activity in the space – e.g. designing your farm for the future, perhaps using an artist's

template or creating something to add to a large scale installation which responds to the theme of the exhibition.

- \* Be in situ from 15 September – 27 November
- \* Increase the average dwell time.



# VITAL STATISTICS

- \* **Commission Fee:** £3,000 maximum supported using public funding by Arts Council England
- \* **The Space:** Approximately 2.4 metres x 2.4 metres in floor space and wall space, located at the end of the exhibition – a space for you to curate
- \* **Selection Panel:** Claire Logan-Stephens -Head of Programming for Rheged, Claire Harrison Gallery Manager, Amy Bateman, Dave Felton and Richard Foster.
- \* **The budget:** must include all the materials required to make the installation and activity as well as installation fixings. Chairs, table and a storage cabinet for materials for the activity can be provided by Rheged.
- \* **Proposal Deadline:** 6 July 2022 to [gallery@rheged.com](mailto:gallery@rheged.com)
- \* **Selection:** 7 July 2022
- \* **Installation date:** from 7 September 2022
- \* **Exhibition Launch:** 15 September 2022 Private View.



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

# HOW TO APPLY

Supply a short filmed, recording, or written proposal with visuals, outlining:

## 1. **Scope of the project**

- \* What you want to do, your vision for the work and how it fulfils the brief
- \* How you aim to engage people as part of their visit
- \* How you plan to produce and build the work in advance of the launch.
- \* How the work is monitored and managed over the 10 week life of the exhibition. It needs a light touch in terms of gallery staff intervention.
- \* What you can offer in terms of opening night, workshops, and opportunities to meet the artist and promotion on your digital channels
- \* How it addresses health and safety standards
- \* How to ensure it will be intriguing, high quality, surprising, and fun.

- \* Breakdown of costs to ie materials, equipment, making time, installation, de-installing and maintaining as well as the cost of any graphics and plinths. We have an in-house graphic design team who can put any designs into an in-house style

- ## 2. **Tell us about your practice and experience:** A reference or evidence of track record (written, recorded, or filmed) or a CV.

*If you have any questions – please email  
Claire.harrison@rheged.com*



# THE 'FORTY FARMS'

- \* James Rebanks – Racy Ghyll Farm, Matterdale
- \* Yew Tree Farm, Coniston
- \* Dodgson Wood (Nibthwaite Grange), Coniston
- \* Globetrotter Stud [fell ponies], Shap
- \* Fell Foot and Lakeland Farm Visitor Centre, Ings and Great Langdale
- \* Glencoyne Park Farm, Ullswater
- \* Orchard Dene [Damsons], Lyth Valley
- \* Simon Rogan – Our Farm, Cartmel
- \* Dalefoot Compost, Askham
- \* Low Sizergh Barn, Sizergh
- \* Croft Foot Farm, Kendal
- \* Church Stile, Wasdale
- \* Penny Hill, Eskdale
- \* Low Borrowbridge, Tebay
- \* Turner Hall Farm, Seathwaite (Broughton)
- \* Strickley, Old Hutton
- \* Croglin High Hall, Croglin
- \* Cairnhead Farm, Aspatria
- \* Castletown Estate, Eden Valley
- \* Lakes Free Range Egg Company
- \* Susan's Farm, Houghton, Carlisle
- \* Piper Hole Farm, Ravenstonedale
- \* Becksides, Millom
- \* Whinfell Park, Penrith
- \* Chapel Farm, Orton
- \* Sheepriggs, Alston
- \* Gowbarrow Hall Farm, Ullswater
- \* Brackenburgh Hall Farm, Calthwaite
- \* Cannerheugh Farm, Renwick
- \* Deer and Dexter, Matterdale
- \* Millstone Moor, Cockermouth
- \* High House Farm, Gilsland
- \* Causeway Foot, Keswick
- \* Hollins Farm, Ennerdale
- \* Nether Hall, Kirkby Lonsdale
- \* Lee Schofield – RSPB Swindale/Naddle Farm, Haweswater
- \* St James Cheese, Cark-in-Cartmel
- \* Wraysholme, Grange-over-Sands
- \* Birkhaw Farm, Sedbergh
- \* Great Lindeth Wood [woodland crafts], Rusland

DEADLINE FOR  
COMMISSION PROPOSALS:  
6 JULY 2022  
EMAILED TO  
GALLERY@RHEGED.COM

