**Crown Paints makes colour all the trend for Hull UK City of Culture**

When your city is held-up as a stage for art, culture and transformation, then it’s amazing the difference colour can make.

For Crown Paints, Hull’s status as the UK City of Culture 2017 has provided a national and international platform to showcase its colour expertise and celebrate the transformational power of culture.

Crown Paints has been manufacturing paints in Hull for more than 200 years and has a long history of employment in the region, with almost 200 people working at its Sculcoates Lane manufacturing site and at Crown Decorating Centres located in and around the city.

This expertise, pride and passion for the city has led Crown Paints, in its capacity as a Hull 2017 Business Partner, to add colour to a range of eye-catching projects, which will leave a lasting impact on the region.

Ellis Mudd, Site Manager at Crown Paints Hull manufacturing centre, said:

“As a company, we are all so proud of Hull and its achievements in this landmark year.

It’s been a superb project for us to be involved in and we are delighted to be playing a part.”

One project which showcases the power and beauty of shade is the World’s Favourite Colour initiative, carried out by paper makers G. F Smith with help from design agency Made Thought to celebrate Hull City of Culture.

An international audience was asked what the world’s favourite colour was and 30,000 submissions were received from more than 100 countries via an online poll.

A rich teal shade was selected as the global favourite and to celebrate the colour choice, which has been named Marrs Green, a pop-up shop exhibition was set-up in the heart of Hull to showcase the stunning colour.

A range of exhibits were put on display in the specific hue, and Crown Paints provided the perfect backdrop for the display, colour matching the Marrs Green shade in Crown Trade Clean Extreme Scrubbable Matt to decorate the environment.

Exhibitions are a key feature in the Hull 2017 programme, and a hub for contemporary art has been the Humber Street Gallery, which champions the area’s thriving visual arts scene and reinforces the message that contemporary arts and culture are for everyone.

Again, Crown has provided a picture-perfect backdrop for the exhibition space, with Crown Trade Clean Extreme Scrubbable Matt used throughout the building to create a high-performance backdrop to the display.

Hull’s year as the UK City of Culture is also about promoting art and creativity in the community and inspiring standalone projects which, whilst not directly organised by the official programme, are still part of the celebration of the city.

One such occasion has been the discovery and return of the The Gold Nose of Green Ginger to Hull.

Temporarily housed for two months in North Point Shopping Centre, the famous Gold Nose – a historic gold object in the shape of a nose, unearthed 50 years ago during the construction of the estate – is on display for shoppers and visitors to view until Friday August 18.

Alongside displaying The Nose, the space is also being used for a range of nose-themed creative workshops and activities, with visitors encouraged to leave a wish for The Gold Nose of Green Ginger to work its legendary magic.

Crown Paints has created a fun-filled, special space in a range of pastel shades to support the display of The Nose.

Again, Crown Trade Clean Extreme Scrubbable Matt has been used to ensure the busy centre retains its good looks, with the product’s stain resistant qualities providing a truly durable finish.

Jade Wasling, The Nose Guardian at The Gold Nose of Green Ginger, said;

“The colours have created a wonderful environment. The children particularly enjoy the way the shades influence a magical sense of space.”

Finally, one of the most striking projects involving Crown Paints takes art outdoors, with huge murals in the historic old fishing area of Hessle Road putting colour, heritage and a passion for the city firmly on the map.

Sandtex Trade masonry paint – part of the Crown Paints’ family - has been used to create two end of terrace house murals, which celebrate the community’s rich fishing history.

Installed as part of the Hull 2017’s second season, Roots & Routes, the Terrace Enders project has involved a team of professional artists creating meaningful images of Hull’s fishing industry, its allied industries and the communities they sustained.

The project has been developed by local community-led social enterprise the Goodwin Development Trust, along with the residents of Hessle Road, and funded by Hull 2017’s Creative Communities Programme in partnership with the Big Lottery Fund.

Representing a wonderful addition to the city streetscape, the murals will leave a lasting legacy for the city.

Look carefully and there’s also a recognition of Crown’s involvement, with a painted crown featured in the imagery.

Sharon Darley, Goodwin Trust Quality Manager, said:

“The paint means everything to us. We’ve been able to create a big splash of the city’s personality. We could not have done this without the generosity of Crown Paints.”

Louise Babych, Development Manager at Hull 2017, said: “Halfway through this incredible year we’re already seeing the positive impact the programme is having on the city and its communities.

Our partners are fundamental in this success and it has been wonderful to see the colourful contribution Crown Paints has had on the programme and the city as a whole. We’re delighted to have them on board.”

ENDS

About Crown Paints:

· Crown Paints is owned by Danish decorative and protective coatings company Hempel, who employ over 6,000 people and operate in more than 80 countries.

· Crown Paints is the Holder of the Royal Warrant by Appointment to Her Majesty the Queen, as Manufacturers of Paints.

· Over 1,250 employees work for Crown Paints, which is based in Darwen in Lancashire, with manufacturing sites in Darwen and Hull, which operate to ISO 9001 accredited quality management system and ISO 14001 environmental management system.

· The company has a network of more than 130 Crown Decorating Centres throughout the UK and Ireland.

· Crown Paints serves every sector of the decorative coatings market, promoting its market-leading paint and woodcare brands – Crown, Sandtex, Permoglaze, Macpherson, Sadolin and Berger – to consumer and professional audiences alike, as well as key export markets.

· Crown Paints has been making paint for over 200 years.

· Crown Paints is committed to delivering its sustainability targets and its work in this field has been recognised at several regional and national awards. The company is also able to measure the carbon footprint of all of its products.

Hull UK City of Culture 2017

Hull UK City of Culture 2017 is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England. Divided into four seasons, starting with Made in Hull, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have contributed to the development of art and ideas.

It has raised £32 million, with over 70 partners supporting the project, including public bodies, trusts and foundations and local and national businesses. Key contributions are coming from: Host City – Hull City Council; Principal Partners - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; Major Partners –Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group. The National Lottery has contributed more than £10m of this funding, making it the largest single funding body for Hull 2017.

For information go to www.hull2017.co.uk Follow us on Twitter @2017Hull Instagram @2017hull Facebook HullCityofCulture

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