

The Big Book of Moths

A Guide to the Artworks of *A Moth for Amy*



Contents

The Story Behind the Project	04
Acknowledgements	06
The Moths	
Amy Did It!	07
Engineer	08
World Moth	09
The Ripple Effect	10
Wonderful Amy	11
Rosie the Riveter	12
1930s Aviation Poster for Amy	13
“I was only a kid, but I knew I wanted to be Amy”	14
Air Mail	15
Spirit of the Age – Deco Chrome Moth	16
Fly Me To The Moon	17
Amy’s Jason	18
Crystal Moth	19
The Horizon’s Path	20
My Spirit Found Outlet in the Air	21
Amy’s Coat of Arms	22
Fly High	23
Product of Hull	24
The Talent Match Mencap Month	25
Flight to Australia	26
Amy Johnson’s Flight Across the World	27
Earth Mother	28
Spirit	29
Amazing Grace	30
Aviatrix	31
Learn to Fly Here	32
Tiger Moth	33
Stealth Moth	34
Diverse-city	35
Deco Winged Moth	36
Jason	37
Deco-page	38
…somebody to dance with	39
Women of the ATA	40
Red Letter Days	41
Strata Moth	42
The Freedom of Flight	43
A Jewel in Hull’s Crown	44
Swallow Lotus	45
Grace	46
Aspire	47
To Build a House…	48
Benwerrin	49
Greatfield Blossoms	50
Agitprop Moth	51
Turkish Delight	52
Motley	53
Fantastical Flying Machines	54
Pegasus Sky	55
De Havilland's Magical Moths	56
Stained Glass Moth	57
Over and Above Expectations	58
Adventure to Australia	59
Deco Moth	60
Australian Tiger Moth	61
Geoffrey	62
Flight Over Thailand	63
I Believe I Can Fly	64
A Flutter of Inspiration	65
Amy Johnson Festival Funders & Partners	66

The Story Behind the Project

Amy Johnson was one of the most influential and inspirational women of the twentieth century… a woman of unstoppable determination, engineering abilities and aviation skills



Amy Johnson Festival

Amy Johnson was one of the most influential and inspirational women of the twentieth century. She was the first woman to fly solo from England to Australia and set a string of other records throughout her career. A Moth for Amy was one of the flagship events for the Amy Johnson Festival, which commemorated 75 years since the untimely death of Hull's aviation heroine.

The festival celebrated Amy's life, achievements and legacy with a wide ranging programme that appealed to all interests and ages. It shone the spotlight on Amy's achievements as an aviator, as an engineer and as a woman of her time, one of the first truly international celebrities.

Amy's amazing story of adventure, glamour and tragedy inspired artists and organisations to bring Amy to life with imagination and ingenuity! From kites to comics, Leonardo da Vinci machines to cardboard planes, films to fantasy, the festival re-imagined Amy's world through the lens of today.

But above all, the festival raised the profile of Amy as a fantastic role model for young people in general and young women in particular – a woman of unstoppable determination, engineering abilities and aviation skills.

Rick Welton *Festival Director*



A breathtaking public display of 59 unique artworks, each one reflecting the powerful inspiration of Amy Johnson and her amazing achievements…

A Moth for Amy

Taking Jason, Amy's beloved de Havilland DH60 Gipsy Moth aeroplane, as our cue, we asked East Riding based sculptor and stonemason Saffron Waghorn to design a giant Moth which could be replicated many times to create a flutter of Moth sculptures.

The challenge was to come up with a design which was beautiful and elegant, but could be cast in fibreglass and be resilient enough to withstand six months of British weather. Saffron worked tirelessly to come up with the ideal design and, after a series of test moulds created by our development partners Ideal Standard, our Mother Moth was created.

To add to our ambition, we decided that, instead of being mounted on simple plinths on the ground, our winged creations should land on walls. Enter our engineering and installation partners, Strata Holdings. They worked with us to come up with a simple robust fixing solution that would allow us to mount the sculptures on vertical surfaces, as though they had just alighted there.

Just before Christmas 2015 we invited artists to submit designs inspired by Amy Johnson, her role as a pioneering aviator and woman engineer, her epic flight to Australia and the era in which she lived.

The response was overwhelming. Almost two hundred artists locally, nationally and globally submitted their designs. Following some tough decision making, we 'shortlisted' one hundred and thirty designs. These were loaded into an online gallery for our sponsors. From this gallery each of our 55 sponsors was able to select their favourite and the designer was commissioned to transfer their idea to one of the fibreglass sculptures.

Our flutter of blank Moths arrived with us in late March 2016 at our warehouse in a secret location in Hull. Throughout April and May the selected artists took up the task of decorating these 3D canvases. For some of the Moths, artists worked with local community groups to explore and respond to the themes around Amy Johnson. The inspirational ideas and concepts that emerged were interpreted into designs and transferred onto the Moths.

By early May, our Moths were being decorated and we knew how they would be fixed to the walls once they were complete. So, of course, the other things we needed were walls! We wanted to make sure our Moths were landing right across Hull and into the East Riding, with some travelling even further to places with strong links to Amy's life.

Many of our sponsors agreed to have Moths settling on their own buildings and several kind individuals and organisations agreed to host Moths for the duration of the trail period.

The breathtaking outcome was a public display of 59 unique artworks, each one reflecting the powerful inspiration of Amy Johnson and her amazing achievements. From 1 July 2016 the Moths remain where they have settled until 31 March 2017, seeing in Hull's year as UK City of Culture. A printed Moth Trail Map and Moth Collector App were created to guide people in finding our winged beauties and the trail has been enjoyed by thousands.

With this book, the beautiful Moths for Amy leave their legacy, from inspiration to design and on to creation… we hope you enjoy it!

Clare Huby *Moth Project Manager*

Acknowledgements

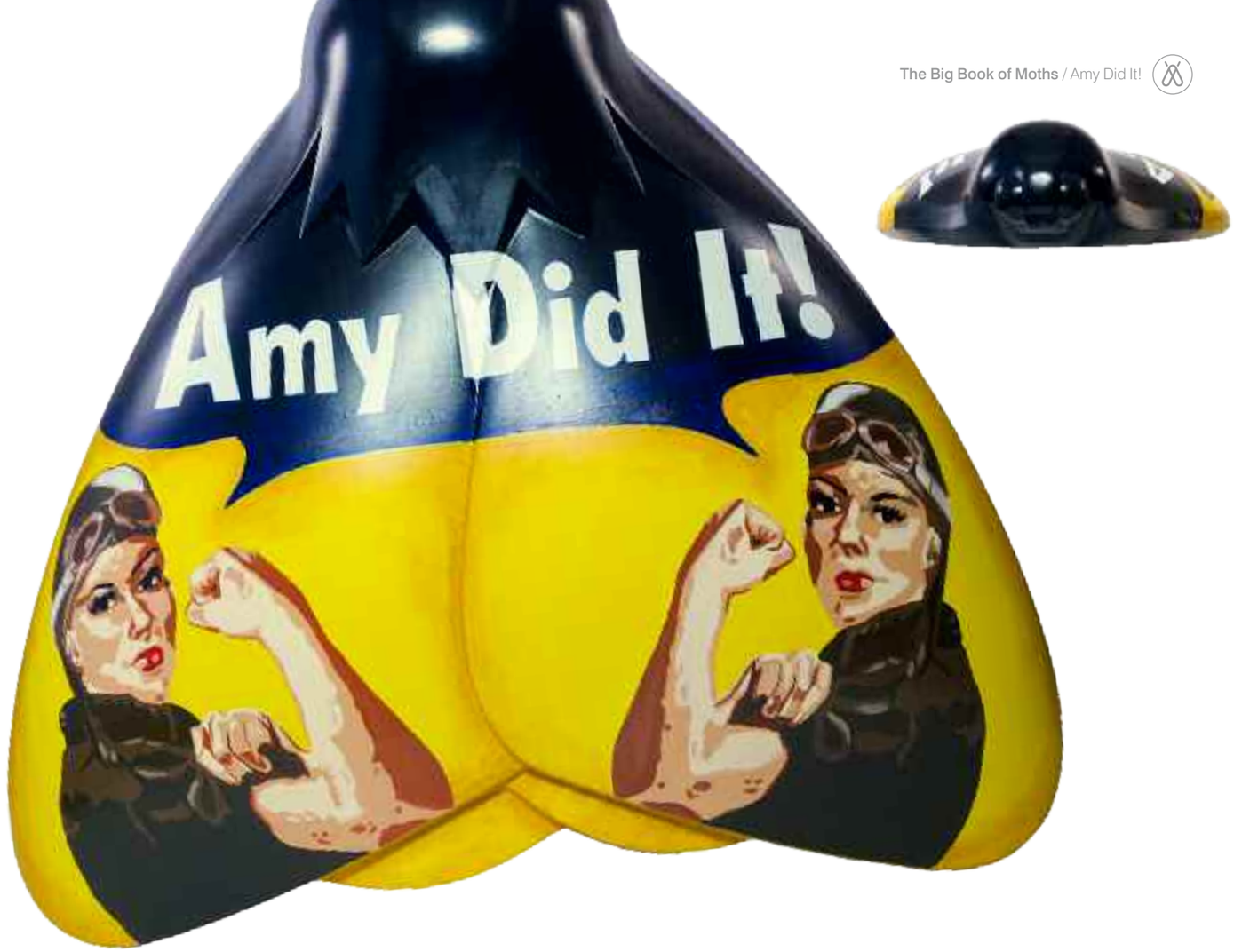
This kind of project cannot happen without massive support from Partners, Sponsors, Artists, Funders and the Public. We would like to thank everyone involved in making **A Moth for Amy** possible.

A special thank you goes to **Team Moth** for looking after the Moths and making the Warehouse a wonderful place for artists to work: **Nicky Ellam, Saffron Waghorn, Bridget Murray, Sarah Taylor** and **Rachel Elm.**

We would also like to thank our many project partners and supporters for all their advice and practical assistance: The teams at **Pearl Green Engineering, Sovereign Signs** and **Ark Interiors, Ideal Standard, Spur Creative, JRC Express, Graham Scott, Artlink Centre for Community Arts, Ian Jones, Tony Schultz, Graham Fisher, Elaine Burke, Phil Ascough, Grant Cairns, Meg Huby, Glynis Charlton, Lydia Caprani.**

Thank you also to those Moth Hosts who provided landing spots for stray Moths: **Allenby Commercial, Cerutti's Hull, Citycare, Freedom Centre, Fudge Food, Hull ScrapStore, Hull Truck Theatre, Places for People, Stanley's Brasserie, The Cheethams** and **Hull Trinity House.**

Photo Credits: **Jerome Whittingham @Photomoments**
Design by **Sophie Welton** sophiewelton@icloud.com
Printed by **GKD Litho Ltd** phil@gkd-litho.com



Amy Did It!

Artist: **Pinky** / Sponsor: **HETA**

About the Design

This design is focused on celebrating the achievements of Amy Johnson and the step forward for women's equality. It is inspired by the inspirational wartime poster, 'We can do it!', which was used to highlight women in the work place. The poster has been adapted to resemble Amy by dressing the female figure in aviation headgear and a jacket, symbolising her positive role in women's equality. The slogan now reads 'Amy did it!' to celebrate being the first woman to fly solo from England to Australia, and how much she achieved in her lifetime.

About the Artists

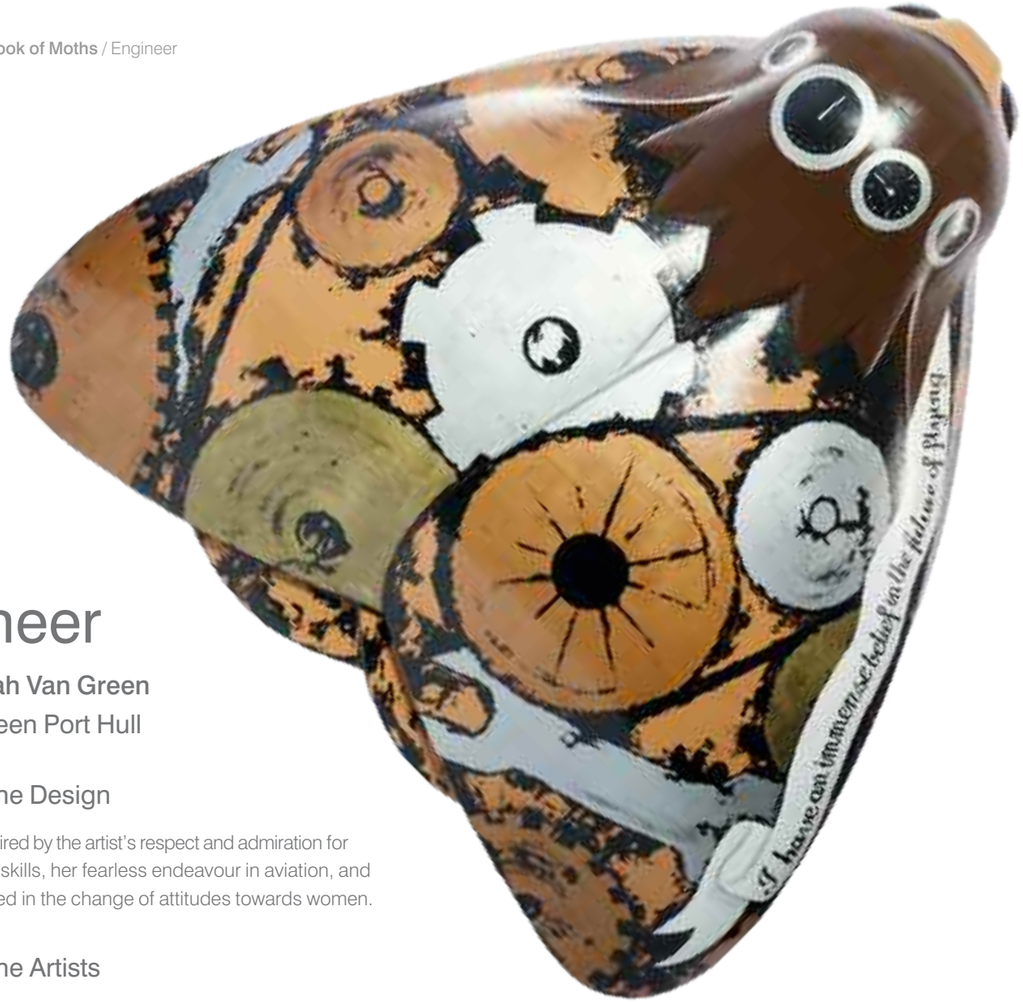
The Birmingham-based artists Kieron Reilly and Lynsey Brecknell have collaborated to bring their design to the Amy Johnson Festival.

Lynsey is currently working as a scenic implementation assistant for a theatre company. She has experience as a prop maker, set designer and dresser. Kieron is a skilled digital artist and model maker and is currently working as a production technician.

About the Sponsor

Humberside Engineering Training Association (HETA) is a non-profit organisation which works to bridge the gap between industry and education. HETA is renowned as the leading provider of engineering training in the region, offering advanced apprenticeships in a range of areas.

By supporting the Amy Johnson Festival, HETA hopes to inspire the next generation of female engineers.



Engineer

Artist: **Hannah Van Green**

Sponsor: **Green Port Hull**

About the Design

The design is inspired by the artist's respect and admiration for Amy's mechanic skills, her fearless endeavour in aviation, and the part she played in the change of attitudes towards women.

About the Artists

Hannah van Green is a local community artist who enjoys immersing herself in anything creative. She describes art as a language that crosses borders and cultures.

About the Sponsor

The Green Port Hull vision is to establish Hull and the East Riding as a world-class centre for renewable energy. Hull City & East Riding Councils, ABP and the University of Hull have been working together to ensure this vision becomes reality.
The Siemens investment is just the catalyst, with the renewable energy sector being the single biggest influence on the local economy for generations.





World Moth

Artist: **Pinky** / Sponsor: **Rainbow Professional Ltd**

About the Design

This design takes its inspiration from the amazing journey taken by Amy Johnson half way around the world. The changing landscape, the elemental forces and natural elements represent the awesome powers of nature that she experienced during this epic achievement.

About the Artists

Pinky is a full time visual artist. His background in graffiti has taught him the possibilities of thinking big. He has exhibited his work in galleries across Europe and North America. His work is concerned with creating bridges between communities and spreading love. His works incorporate positive icons, graphic shapes and a spectrum of colour.

About the Sponsor

Rainbow Professional is one of the leading UK manufacturers of products aimed at the forestry, horticultural, landscape and amenity markets. The company was founded in 1961 with the invention of the famous Rainbow Buckle Tree Tie. Rainbow Professional is proud of its green credentials and places the environment at the heart of its products. The family business supplies products to over thirty countries worldwide.





The Ripple Effect

Artist: **Charlie Fogg** / Sponsor: **Smith & Nephew**

smith&nephew

About the Design

The Ripple Effect was inspired by Amy Johnson herself and the strides she made for other female innovators and world changers.

Detailed pencil style drawings appear on the design, each in monochrome except for one moth featured with a splash of bright orange colour. This moth highlights the theme of standing out from the crowd and doing something different. Amy was quoted as saying, *"I am an ordinary woman who did extra ordinary things."*

About the Artists

Charlie Fogg is an artist and illustrator from Malvern, Worcestershire, who studied for her degree in illustration at Hereford College of Arts. Art Nouveau and mark making inspire her work. She mostly works in loose watercolour juxtaposed by structured line work. She enjoys playing with opposing ideas in her work, such as fragility and strength.

About the Sponsor

Smith & Nephew supports healthcare professionals in over 100 countries by taking a pioneering approach to the design of its advanced medical products and services. The global company has a history dating back 160 years to its founding in Hull, where it began as the family enterprise of Thomas James Smith. Smith & Nephew strives to secure wider access to its diverse technologies for customers on a global scale.

Wonderful Amy

Artist: **Carolyn Short** / Sponsor: **Williamsons Solicitors**

About the Design

The Wonderful Amy is inspired by 1930s design and Amy's love for both flying and fashion. Her plane is flying towards a stained glass sun leaving behind it a trail of fabric and flags, representing the countries she flew to. The logos of the Gipsy Moth, the ATA and Hull's coat of arms can also be seen in the design. The artist has also featured a fish pattern originally seen in fabric, reminiscent of the 1930s to represent the oceans and the fish merchant business run by Amy's family.

About the Artists

Carolyn Short graduated in 2000 with a degree in illustration. Since university she has worked as a community artist, working with schools and local art providers. Her work is mainly 3D and mixed media based. In 2015 she designed and painted two barons for Lincoln's Barons' Charter Trail. Carolyn lives in Stallingborough near Grimsby with her cockapoo, Bingo.

About the Sponsor

Williamsons Solicitors is a highly regarded law firm with branches covering East Yorkshire with its headquarters based in Hull. Established in 1890 the firm has developed its practice in numerous areas of expertise. The company has recently celebrated its 125th anniversary, using the occasion to raise money for local charities including Dove House Hospice and Preston Road Women's Centre.

WILLIAMSONS SOLICITORS





Rosie the Riveter

Artist: **Saffron Waghorn** / Sponsor: **Allenby Commercial**

About the Design

This design is based on the De Havilland Metal Moth, inspired by all the women called to work by the government while men were at war in the late 1930s. Amy was a shining example of what women can do when given the opportunity. As a result, when the wars were over, women wanted independence and equality. The moth is made of recycled sheet aluminium copper, riveted to the form, with lipstick red silk billowing out of the gaps. The antennae are constructed using steel rope with frayed ends, and the necklace is made from nuts threaded on cable.

About the Artist

Saffron Waghorn is a sculptor who predominantly works in stone, but enjoys the versatility of other materials. She has twenty years' experience in public art, occasionally taking on private commissions and running workshops. Saffron is currently exploring her own creative style and interests, and is looking forward to exhibiting her new art in the near future. She describes the Amy Johnson Festival as a fun way to celebrate the life of an iconic woman, showing what can be achieved when given an equal opportunity.

About the Sponsor

Allenby Commercial buys, constructs and renovates diverse properties for business needs. The influential company takes existing spaces and reinvigorates them to meet its clients' needs, providing modern and workable spaces which adapt to the changing business environment. Having recently moved to a city centre location, Allenby Commercial is increasing the number of local clients it serves.





1930s Aviation Poster for Amy

Artist: **Kathleen Smith** / Sponsor: **Riverside Care and Support**

About the Design

Aviation posters date from the mid-19th century, when promoters touted exhibitions of aeronautical feats by balloonists. Early in the 20th century, aviation posters heralded the introduction of new planes at air shows and exhibitions. By the 1930s, passenger routes across the world were being developed and promoted with increasingly sophisticated visual publicity to persuade the British public to be more 'air minded' in a turbulent period of political and social upheaval. This design was created in the style of these posters but based on the flight of Amy Johnson.

About the Artists

Kathleen Smith is a metalworker who makes objects and jewellery. She produces work that has a message or social conscience, which interacts with the viewer. Kathleen wants her work to be seen within public spaces often by being worn, situated in the environment or hidden for the viewers to find. Industrial processes are often used such as powder coating, laser cutting, rapid prototyping and mobile devices to interact with her work.

About the Sponsor

Riverside is a charitable housing organisation providing affordable housing, as well as support to vulnerable people. With its origins in Liverpool in the 1920s, it now provides housing and support services to almost 100,000 customers nationwide each year. Its aim is to revitalise neighbourhoods by investing in existing homes, building new ones and offering a range of services to improve the lives of the people who live there.



“I was only a kid, but I knew I wanted to be Amy”

Artist: **Dalo** / Sponsor: **Private sponsor**

About the Design

The 1930s Art Deco colours of this moth have an iridescent, jewel-like quality, displaying pinks and metallics using enamel paints. The pattern on the wing represents a journey through time using a silhouette of the Moth plane – the compact and overlapped layering of moths reflecting the increased aviation in our skies today, compared to the 1930s, when looking up would only offer occasional sightings.

About the Artists

Dalo is a local artist who primarily works in oil painting but enjoys experimenting with different styles and media. The design was inspired by a friend of the artist, whose childhood hero was Amy. She has memories of living down Hessle Road as a child in the 1930s and watching Amy’s plane fly over the city. “Everybody wanted to be Amy”.





Air Mail

Artist: **David Graham** / Sponsor: **Rollits LLP**

About the Design

Aviation significantly improved and broadened channels of communication with the introduction of airmail. Post could reach far and wide to help connect communities and cultures. This moth charts Amy Johnson’s flight path and timeline; each date stamp corresponds to the time that she touched down in each country, highlighting her journey from England to Australia, which is also depicted on the postage stamps.

The additional stamps depict the different ways that post has taken to the skies - from the basic carrier pigeon and balloon to the various aircraft of more modern times.

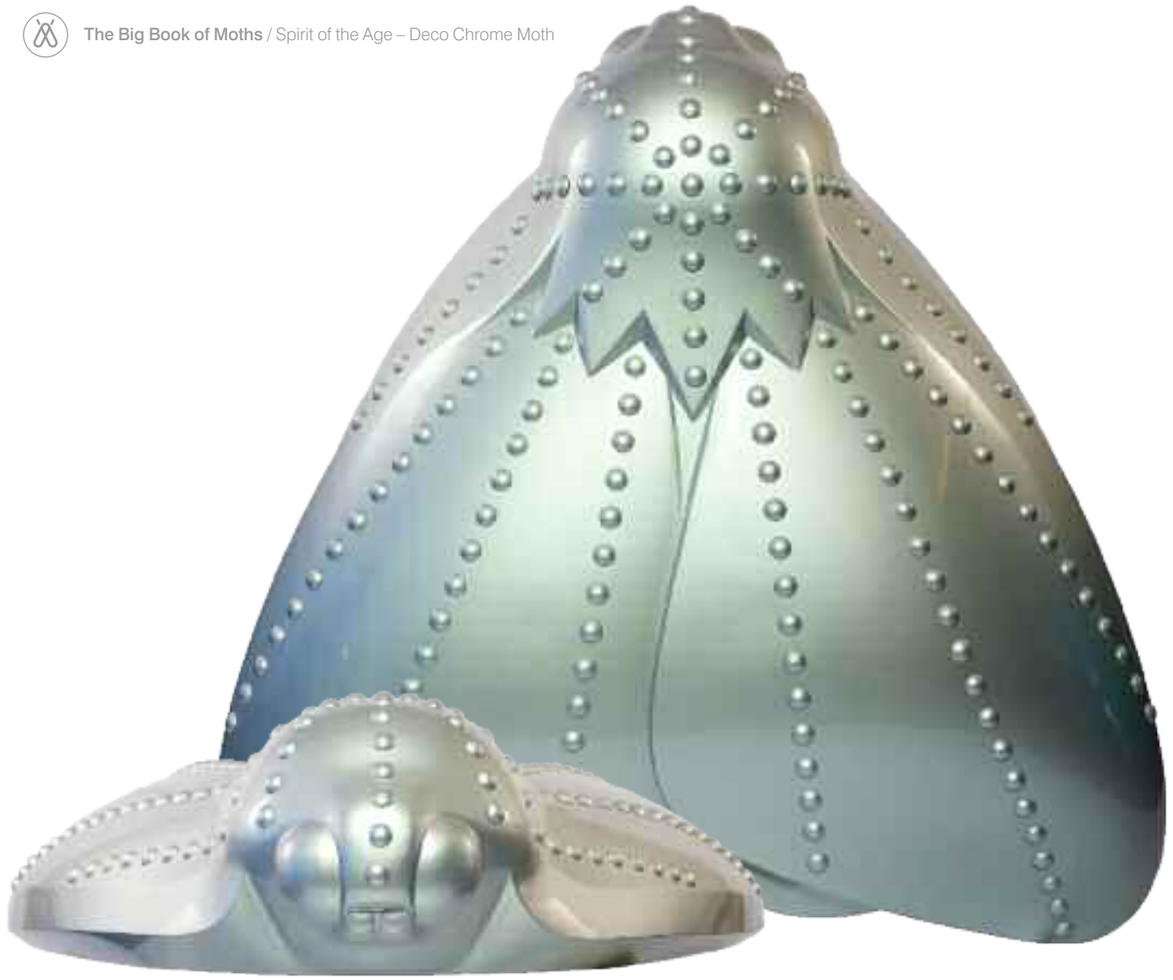
About the Artists

David Graham is the Head of Creative Arts in an all girls’ school in Liverpool but also works as a freelance artist and graphic designer. He works with a wide range of 2D and 3D media and his portfolio includes photography, collaborative community projects including mosaics, public murals and graffiti knitting.

In 2009, he staged an exhibition of his pupils’ artwork on The Fourth Plinth in Trafalgar Square as part of Antony Gormley’s One and Other project. More recently, his designs have appeared in Wild in Art sculpture trails in Birmingham’s The Big Hoot and Salisbury’s The Baron’s Charter.

About the Sponsor

Rollits LLP is a leading regional law firm with offices in Hull and York. Founded in Bowlalley Lane, Hull in 1841, the firm, which is firmly rooted in the city, is proud to celebrate its 175th birthday this year. Rollits builds its core values on integrity, innovation and teamwork to deliver a trustworthy service from a strong team of legal experts.



Spirit of the Age – Deco Chrome Moth

Artist: **Derek & Gray** / Sponsor: **The Deep**

THE DEEP
For conservation, not-for-profit.

About the Design

The Deco Chrome moth aims to capture the spirit of Streamline Moderne; where aerodynamic forms reflect the age of rapid industrialisation and transforming culture. New materials like chrome depicted luxury, glamour, exuberance and faith in social and technological progress. The chrome and rivets imply components of the Gipsy Moth engine. The highly reflective quality of the material aims to be striking in its juxtaposition of the moth form, referencing futurism, while at the same time the material captures viewers' reflections to provide a quiet, contemplative moment.

About the Artists

Derek and Gray have worked together for over 25 years on many projects across design and branding. They collaborate from Hull and New York City.

About the Sponsor

The Deep is one of the most spectacular aquariums in the world. The award-winning attraction operates as a charity dedicated to increasing the enjoyment of the world's oceans. It has become an internationally recognised landmark, situated just a short walk from the Hull Marina and the Museums Quarter.

Fly Me to the Moon

Artist: **Charles Huckvale** / Sponsor: **Hudgell Solicitors**

Hudgell solicitors

About the Design

Moths didn't evolve around bright lights; they evolved at a time when all the light on Earth came solely from the distant sun, moon and stars. In a behaviour called transverse orientation, some insects navigate by flying at a constant angle relative to a distant light source, such as the moon.

'Fly Me to the Moon' has been created using luminescent paint. In the daytime this moth is plain, white and minimal. It is only in the dark that its true message is revealed.

About the Artists

Charles is a community artist, musician, choral voice leader, and a co-director of Hull Carnival Arts and Apus Productions. He studied fine art painting at Central St. Martins College in London. Whatever art form Charles works in, empowerment, inclusion and participation are always key, giving people opportunities to learn and increase their skills, developing their understanding of an art form, while nurturing and unlocking their creativity.

About the Sponsor

Hudgell Solicitors specialises in claims for compensation in areas including medical negligence and personal injury. The company has offices in Hull, Leeds and London, and has a national client database.

Its employees have won awards including Claims Professional of the Year and the company has been recommended as a leading firm in The Legal 500.



Amy's Jason

Artist: **Deven Bhurke** / Sponsor: **Spencer Group**





About the Design

Amy's Jason is inspired by Amy Johnson herself. The design is a tribute to her, her first aircraft 'Jason', and her flying career. The different moths with different country flags represent some of the countries that Amy travelled during her flying career, with 'Jason' displayed at the forefront.

About the Artists

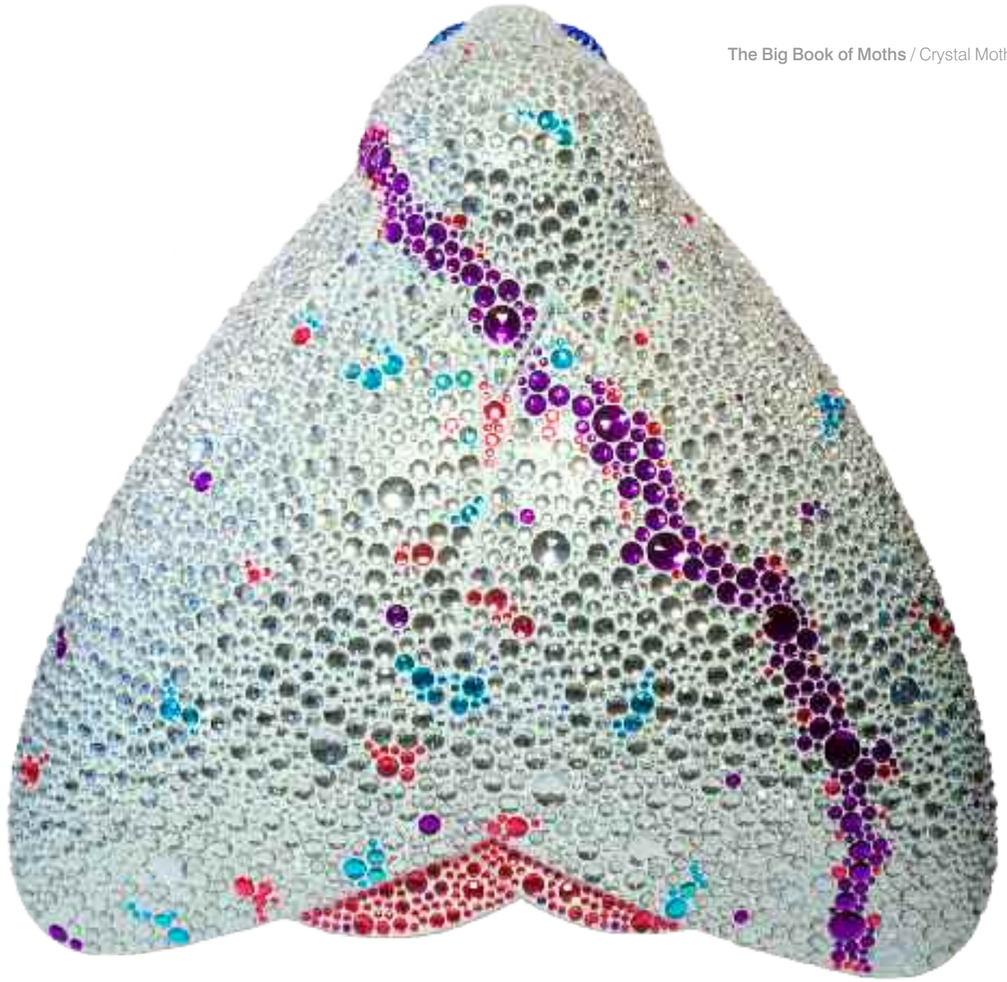
Deven Bhurke is a Hampshire-based graphic designer and artist. His public artwork involves abstracts, geometrical patterns and fun loving characters. He was previously commissioned by GoGoRhinos in 2013, Bookbenches in London and Buses for Transport for London in 2014. In 2015 he was commissioned by several Wild in Art events such as the BigHoot in Birmingham, Barons in Lincoln and GoGoDragons in Norwich. He also created two Scrumpty sculptures for the Scrumpty Trail in Gloucester.

About the Sponsor

Spencer Group is one of the UK's largest privately owned multidisciplinary engineering businesses. It provides engineering solutions across the transport and infrastructure, energy and industrial sectors.

The organisation has worked closely with the local youth development charity, CatZero to provide a support network for young people. It is now supporting the Amy Johnson festival to inspire young people to pursue careers in engineering and science.

SPENCER
British Engineering



Crystal Moth

Artist: **Derek & Gray** / Sponsor: **Bridge McFarland Solicitors**

Bridge McFarland Solicitors

About the Design

The crystal-encrusted moth uses Swarovski flat back rhinestones to form its appearance. Darker crystals plot out an impression of Amy's flight path across the world. The concept is to capture the grandeur of the 1930s in a spectacular and impressive design, allowing the crystals to refract light in a rainbow spectrum. The design is beautiful, spectacular and awe-inspiring, just like Amy's journey.

About the Artists

Derek and Gray have worked together for over 25 years on many projects across design and branding. They collaborate from Hull and New York City.

About the Sponsor

Bridge McFarland is a leading regional law firm that holds an exceptional local, national and international reputation in a diverse range of legal services. The firm has offices in Yorkshire and Lincolnshire and has held the Law Society's quality standard accreditation mark, Lexcel, since 2008 demonstrating its high standards, excellent client service and cost efficient advice.





The Horizon's Path

Artist: **Sam Tasker** / Sponsor: **Eurovia Contracting**

About the Design

The Horizon's Path is divided in two by the geographical path taken by Johnson from Croydon to Darwin. The line creates two equal divisions: intense fuchsia to denote women's equality and liberation for which Amy was a beacon, and bright blue to signify the freedom of the skies. The colours are solid and bold to create an eye-catching structure with a simple design that can easily be understood and appreciated, as it communicates well from a distance. The white elements of the moth are coated in a phosphorescent paint and give a continuous glow at night so that the flight path and eyes can always be seen.

About the Artists

Sam Tasker is an undergraduate student at the Hull School of Art and Design, currently studying graphic design. Sam specializes in logo and visual identity design but also takes on creative briefs. Born in Hull, Sam has been involved in several creative projects in the city including the branding of Hull 2017, UK City of Culture.

About the Sponsor

Eurovia Contracting is a leading Yorkshire-based contractor that has been established for decades and pulls together its expertise in urban refurbishment and major maintenance schemes to build long lasting and high quality infrastructures. The company provides a range of services including footway reconstruction, green and brown field redevelopments, motorway maintenance schemes, town centre improvements as well as new build and refurbishment of bridges and major highway structures.

My Spirit Found Outlet in the Air

Artist: **Kim Thompson** / Sponsor: **Princes Quay Shopping Centre**

About the Design

Inspired by 1930s print design, this moth aims to capture the strength, spirit and fearlessness of Amy Johnson as a female pioneer by using the symbol of a swallow. Though they are small and graceful, swallows are some of the UK's most travelled migrating birds. The White Rose represents both a symbol widely associated with Johnson's place of birth and a visual representation of beauty, strength and resilience occurring in nature. The title comes from a quote by Johnson; 'Had I been a man I might have explored the poles or climbed Mount Everest, but as it was my spirit found outlet in the air…'

About the Artists

Kim Thompson is a freelance illustrator based in Manchester. With previous clients including Valentino Parfums, Jigsaw Menswear and BBC Radio 4 Online, Kim loves the challenges of new and diverse creative projects. As part of Liverpool Open Culture's 2015 Snowflake Trail project last Christmas, Kim designed and decorated a giant fibreglass snowflake which was situated outside of Lime Street Station.

About the Sponsor

Princes Quay shopping centre is one of Hull's most popular shopping destinations. Having just celebrated its 25th anniversary, the centre has undergone major changes in recent years, offering a range of high street stores, restaurants, a cinema, bowling alley and laser quest. It regularly hosts community events, making it a hub for local activity.





Amy's Coat of Arms

Artist: **Roger Roach** / Sponsor: **Hull City Council**

About the Design

The artist behind this moth's design initially chose to focus on a celebration of Amy Johnson's famous solo flight in 1930 between England and Australia. His first inclination was to include three aerial maps of Hull, Croydon and Darwin, but felt that this was not visually stimulating enough for public artwork and decided instead to produce a montage of sections of the coats of arms in three places.

About the Artists

Roger has taught art in Hull schools for the majority of the forty-plus years in which he has lived in the city. He is now retired and able to dedicate time to his own work. Roger is an associate member of Kingston Art Group and has regularly exhibited around the city in venues including the Ferens Art Gallery, Hull in Paint, Pave, Hull Central Library, PoP and Kingston Art Group Galleries.



About the Sponsor

Hull City Council is the governing body for the city of Hull. Comprising 59 councillors from 23 wards, the council serves Hull's residents and provides local public services, including housing, education and leisure. The council works hard to ensure Hull thrives economically, and sees its residents live in a safe and sustainable city.

Hull City Council



Fly High

Artist: **Pinky** / Sponsor: **KCOM**

About the Design

This design represents the personal achievements of Amy Johnson. The two profiles are a visual representation of her personal journey. Not only did she overcome natural and technical barriers but also personal ones too, taking on these challenges to 'Fly High'.

About the Artists

Pinky is a full time visual artist. His background in graffiti has taught him the possibilities of thinking big. He has exhibited his work in galleries across Europe and North America. His work is concerned with creating bridges between communities and spreading love. His works incorporate positive icons, graphic shapes and a spectrum of colour.



About the Sponsor

KCOM is a UK communications and IT services provider headquartered in Hull. It is Principal Communications Partner of UK City of Culture 2017 and a long-standing supporter of local cultural organisations and events including Ferens Art Gallery and Freedom Festival.

KCOM



Product of Hull

Artist: **Hannah van Green** / Sponsor: **Roach Bros**

About the Design

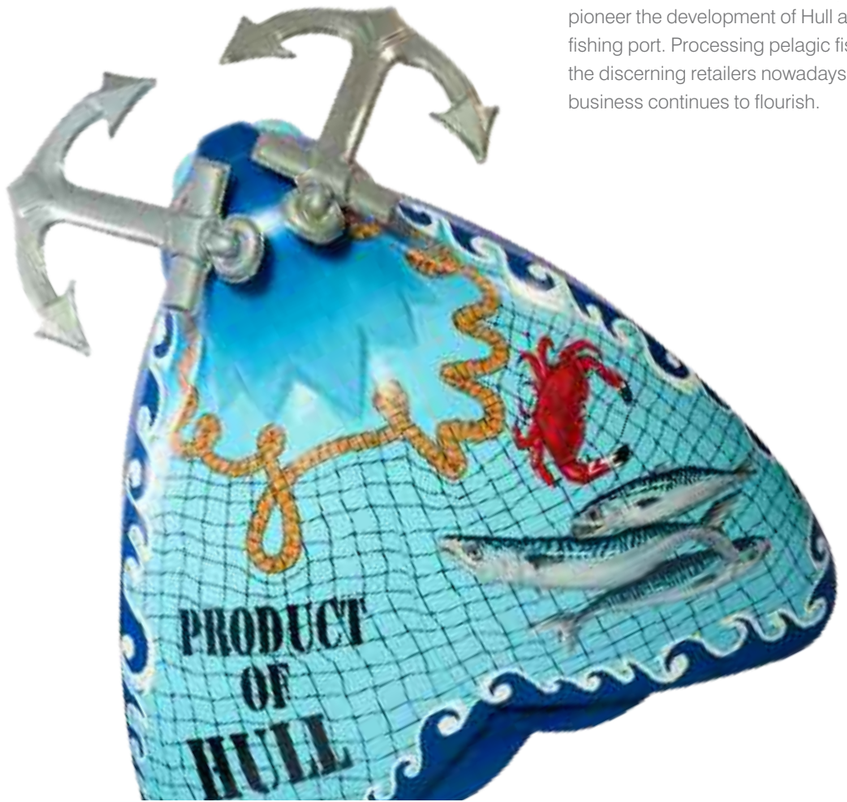
The design is inspired by the artist's pride in Hull and the tenacity of its citizens. Amy Johnson's parents were fish merchants, a profession of many in the area during Amy's lifetime. The city's history is built on fishing, and this close link with the sea is represented in the design of this moth.

About the Artists

Hannah van Green is a local community artist who enjoys immersing herself in anything creative. She describes art as a language that crosses borders and cultures.

About the Sponsor

Roach Bros has a history in the fishing industry going back to 1850 when Richard Roach sailed into the Humber in his fishing smack, looking for better markets and fishing grounds. He came from Dartmouth and eventually built up a fleet of some 22 smacks and helped pioneer the development of Hull as a fishing port. Processing pelagic fish to the discerning retailers nowadays, the business continues to flourish.





The Talent Match Mencap Moth

Design Concept by: **Mencap** / Artist: **Jenni Cluskey**
Sponsor: **Talent Match Humber at HLC**

About the Design

Young people from the Mencap group collectively researched Amy Johnson to come up with their design. They spent time looking at notable points of Amy's journey to decide on the appearance of their moth.

The moth displays the main elements of Amy's journey. Her portrait is incorporated on the front of the moth, adorned in her iconic flying cap. Amy's flight path from England to Australia is displayed on one wing, while the other is dressed with the flags of all the countries in which she landed. The design uses different materials to represent the soldiers' shirts used to repair a torn wing part way through her journey. Underneath the moth, bright, fiery colours represent the heat of Australia, as well as Amy's passion and determination that spurred her on to complete her mission.

About the Artists

The design group is made up of individuals with learning difficulties, aged 18–24, who are part of Mencap's Talent Match project. The project sees them work through barriers in life to gain social and independent living skills. As part of the project, young people are encouraged to take the lead and have their voices heard. The group worked with Jenni Cluskey, a visual artist based in Hull.

LOTTERY FUNDED
Talent Match Humber

About the Sponsor

Talent Match Humber is a Big Lottery funded project for young people designed by young people, with the aim of helping those aged 18-24 who are long term unemployed and struggling the most to find career opportunities.

Humber Learning Consortium is the project lead for Talent Match Humber and acts as a management and quality hub for learning and skills providers across the Humber and Yorkshire.





Flight to Australia

Artist: **Elena Naylor** / Sponsor: **Stagecoach in Hull**

About the Design

The Flight to Australia moth was inspired both by the life and flying achievements of Amy Johnson, captured in a portrait of Amy and her aeroplane, and Australia, which is illustrated by the road sign featuring a kangaroo and the growing succulents. The artwork was influenced by the Art Nouveau and the Art Deco styles.

About the Artists

Elena Naylor is a Russian-born artist, who studied fine art and design for 14 years throughout her education. She uses a variety of subjects and media, from classic fine art to modern digital art, from fairy tale animals to apocalyptic landscapes. Most of her artworks are influenced by the Art Nouveau style.

About the Sponsor

Stagecoach in Hull is one of the city's largest bus operators, providing a comprehensive network of bus services for local people. Every year around 17 million passenger journeys are made on Stagecoach in Hull buses. Bus services play an important role in helping Hull residents and visitors reach work, education, healthcare and the shops.



Amy Johnson's Flight Across the World

Design by: **Jo Cruickshanks** / Artist: **Saffron Waghorn** / Sponsor: **St Stephen's Shopping Centre**

About the Design

This moth displays the route taken by Amy Johnson on her historic flight across the world. The design uses earthy tones to deliver a visual representation of the exhaustive length of Amy's journey in a way which highlights her achievement without distraction.

In 1930 Amy flew as the first woman from England to Australia in a DH60 Gipsy Moth plane. She covered over 11,000 miles and completed this journey in 19 days.

About the Artists

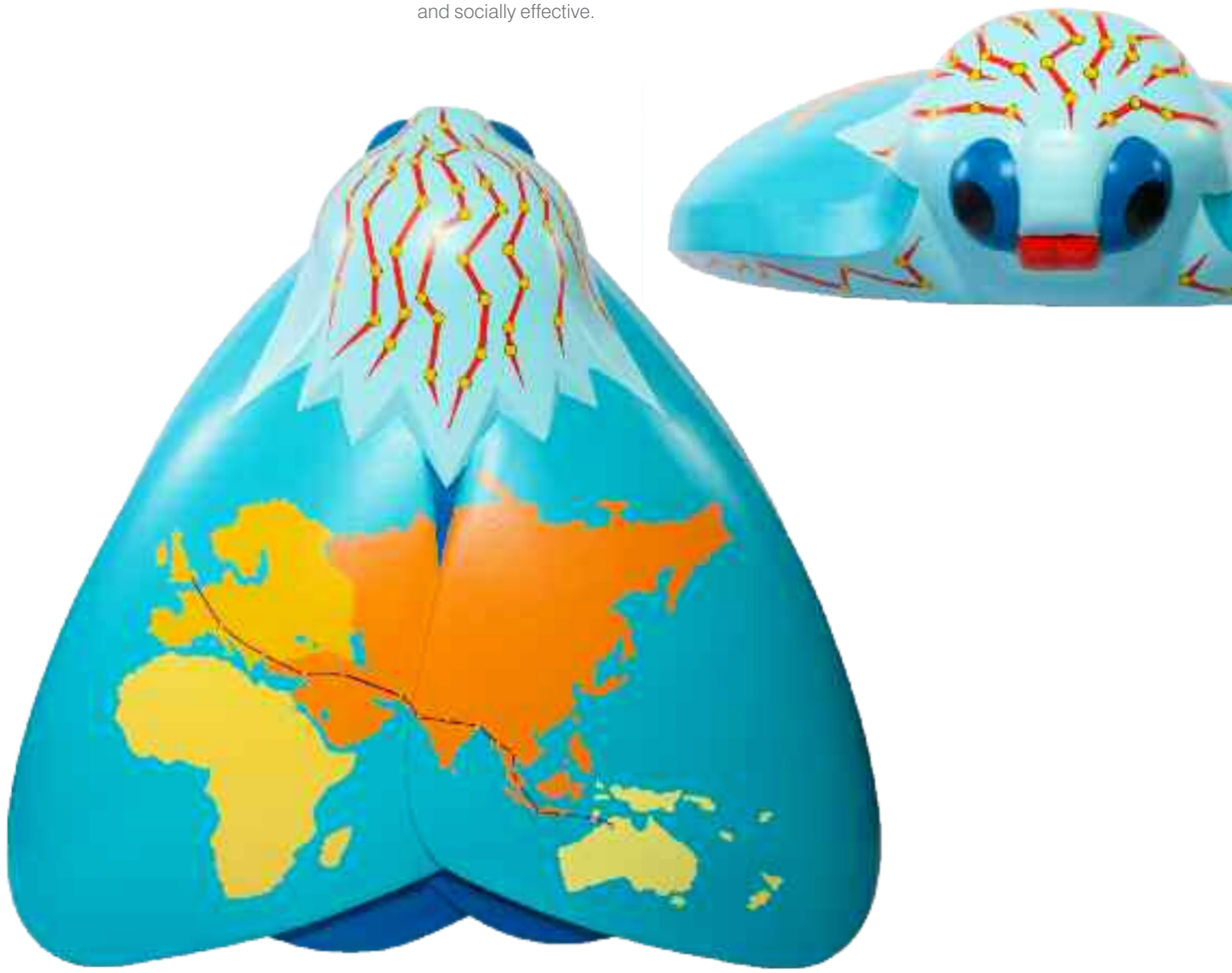
Jo Cruickshanks is a visual artist whose practice focuses on awareness of environmental issues, regeneration and education.

Before arriving in Australia in the mid-1980s, she studied fine art at the Hull School of Art and Design. Jo's interest in art is in raising awareness of environmental and social dynamics, the link between politics and aesthetics, and the creation of artwork that can be both aesthetically and socially effective.

About the Sponsor

St Stephen's Shopping Centre is one of Hull's most popular shopping destinations. Situated in the heart of the city centre, the shopping centre offers popular high street stores, restaurants, cafes, a cinema and a 24-hour gym.

Since opening in 2007 St Stephen's has welcomed shoppers from across the region and hosted numerous popular public events, including Hull's own fashion week.





Earth Mother

Artist: **Cathy Simpson** / Sponsor: **Marion Owen Travel**

About the Design

The artist was interested in the impact of aviation on the modern world, and takes the idea of the Gipsy Moth as the name of both an aeroplane and insect.

The natural world is increasingly being taken over by the manmade one, and this design shows a map of the world in all its organic beauty, contrasting with the clean artificiality of the aeroplanes and their flight paths. The design also includes a flock of migrating geese to serve as a light reminder of who conquered the skies first.

About the Artists

Cathy Simpson is an illustrator and cartoonist who was intentionally born in Hull so she could play cricket for the Yorkshire team. She has illustrated many books and greetings cards, and is one of the few female members of the Professional Cartoonists Organisation. She has worked in art education, community arts and as an artist in mental health, but has now moved back to her studio. Her work is always intended to delight and amuse.

About the Sponsor

Marion Owen Travel is a company born out of a real passion for travel. Established in 1993, Marion and her team have travelled the globe extensively. The company offers a full travel service using the team's knowledge and experience to create tailored holidays and cruises anywhere in the world.

MARIONOWENTRAVEL



Spirit

Artist: **Mik Richardson**

Sponsor: **Prospect Centre**

About the Design

'Spirit' depicts the perilous journey Amy Johnson flew in 1930 – a journey also recreated by the aviatrix Tracey Curtis-Taylor in memory of Amy. The Spirit moth honours both of these women, showing a map of the world and detailing the stops and number of days their journeys took, as well as their profiles and planes, and dates of the journeys. The moth head is painted green to match the shade of the women's aircrafts.

About the Artists

Mik Richardson is a Norfolk-based artist who has run his own mural, design and graffiti tutoring business since leaving the RAF in 2006. As well as producing over 400 murals and projects for businesses, schools, councils and communities, he has also been involved in many of the art trails across the country. To date he has produced 31 sculptures and close to another 100 with schools.

About the Sponsor

Prospect Centre is situated in the heart of Hull's city centre, offering visitors a mix of fashion, food, luxury items and everyday essentials. It boasts over 40 retail stores, a recently modernised food court and an action-packed, year-round, events calendar. A major rebrand is currently underway, which will see the centre thrive as an attractive, community-focused, retail and culture destination.

PROSPECT CENTRE





Amazing Grace

Design concept: **Staff from Wilberforce Medical Centre**
Artist: **Clare Holdstock** / Sponsor: **Hull Citycare Ltd**

About the Design

The design is inspired by women in science and engineering at the beginning of the twentieth century and influenced by the work of the Russian textile artist, Liubov Popova. Popova was a prolific and inspirational female artist gaining success at a similar time to Amy Johnson.

Reference is also made to computer programmer Grace Hopper who, when working on the Harvard Mark II just after the Second World War, discovered a moth affecting the system. This is how the term 'computer bug' was coined.
A dynamic geometric pattern covers the wings of the moth. The constructivist imagery refers to the rise of machines, technology, and industry in the work of certain groups of artists as well as the wider society.

About the Artists

Staff from the Wilberforce Medical Centre collaborated with artist, Clare Holdstock, to produce their design. The group involved included employees from the Story Street Medical Practice and the Paul for Brain Recovery Charity, both based at the centre.

Clare Holdstock is a Hull-born artist who studied at the University of Arts in London. She came back to live in Hull after the city was appointed the City of Culture UK status for 2017. She worked with the group and discussed Amy Johnson's story to inspire the final design.

About the Sponsor

Hull Citycare is a market leading strategic estates partnership company that supports the public sector in delivering their estates ambitions. The public and private partnership, established in 2004, has delivered 13 new health and wellbeing centres across the city, integrating a range of services and creating over £250m of economic benefit.

citycare
The Hull estates experts



Aviatrix

Artist: **Alan Thorley** / Sponsor: **Private Sponsor**

About the Design

This moth design is based on the achievements of Amy Johnson and those of two other female pioneers of aviation, Amelia Earhart and Valentina Tereshkova. It uses insignia, colour schemes and registration marks associated with their craft, usually displayed on the wing of an aircraft.

About the Artists

Born in Hull and former pupil of Kelvin High School, Alan Thorley worked for 27 years as an automotive designer with Ford Motor Co. in Essex. Now semi-retired, Alan works as a freelance designer.





Learn to Fly Here

Artist: **Denise McCoid – The Crafty Den Illustrates** / Sponsor: **Smailes Goldie Group**

About the Design

The 1930s saw a heavy promotion of air travel, and posters advertising flying schools were a common sight.
This moth is based on these posters, providing an atmospheric look into the times using a complementary blend of painting techniques and bold colours overlapping the natural palettes of the sky in the background.

About the Artists

Denise is a published illustrator who specialises in 3D art, murals and puppet making. She also organises exhibitions and events.

About the Sponsor

Smailes Goldie is a leading firm of chartered accountants, auditors, tax and business advisors based in Hull, East Yorkshire and Barton-upon-Humber, North Lincolnshire. The firm comprises seven partners and over 100 staff, whose collective experience allows individuals, start-up and established businesses, charities and academies to benefit from quality advice across the whole range of business advisory services.





Tiger Moth

Design by: **Jo Cruickshanks** / Artist: **Saffron Waghorn**
Sponsor: **The Insurance Partnership F S Ltd**

About the Design

This moth design is based on the Garden Tiger Moth family and is created in celebration of Amy Johnson's pioneering flight.

Johnson completed the 11,000 mile journey in a DH60 Gipsy Moth plane designed by engineer Geoffrey de Havilland whose interest in different species of moths led to the naming of many of his designs.

About the Artists

Jo Cruickshanks is a visual artist whose practice focuses on awareness of environmental issues, regeneration and education.
Before arriving in Australia in the mid-1980s, she studied fine art at the Hull School of Art and Design. Jo's interest in art is in raising awareness of environmental and social dynamics, the link between politics and aesthetics, and the creation of artwork that can be both aesthetically and socially effective.

About the Sponsor

The Insurance Partnership is a financial services business based in Hull. It offers financial advice covering investments, pensions, mortgages and insurance. The consultancy based service aims to offer its customers the best financial products and options on the market in an ever expanding financial environment. The company is a four-strong team operating in the Beverley Road area.





Stealth Moth

Artist: **Liz Dees** / Sponsor: **University of Hull**

About the Design

This moth is based on stealth aircraft, designed to avoid detection using a variety of ‘stealth’ technologies. These technologies reduce reflection/emission of radar, infrared, visible light, radio-frequency spectrum and audio, collectively known as stealth technology. Whilst no aircraft is totally invisible to radar, stealth aircraft make it more difficult for conventional radar to detect or track the aircraft effectively. The moth has been designed to blend into its surroundings, allowing only electro luminescent light to highlight the moth’s shape.

About the Artists

Liz Dees is an established and innovative artist who enjoys collaborating on performance projects as well as murals and outdoor arts. Trained at the Chelsea College of Art and the London College of Fashion, she has worked on shows ranging from West End musicals to community operas. She now specialises in large-scale street theatre, and has recently branched out into public art and performance installation.

About the Sponsor

The University of Hull has earned a reputation as one of Britain’s finest teaching universities, a source of landmark research and a proving ground for fresh new talent. The University is, and always has been, a keen supporter of creativity, arts and culture, and is proud to join forces with the Amy Johnson festival in celebrating one of city’s most prominent pioneers.

Diverse-city

Design by: **Quentin Budworth and the Open Doors Community**

Artist: **Quentin Budworth and Jean Rippon**

Sponsor: **Open Doors via Avenues Ward Budget**

About the Design

The design concept was developed through a period of consultation with the Open Doors Community during which the idea of linked hands emerged as a key motif. The group wanted to celebrate and show respect for differences in the community members.

The idea of sunshine, clear skies and freedom influenced the design, leading to the idea of the linked hands of paper chain people. Each paper chain person has their own symbol and colour, representing what Open Doors means to them. The clear blue skies can be seen symbolising freedom in the background, and the sunrise orange in the moth's orange head symbolises eternally renewing hope.

About the Artists

Quentin is a Bridlington based artist, primarily working with photography and music. He is interested in storytelling, perception and imagination, and seeing his work displayed in places where interesting things can happen.



About the Sponsor

The Open Doors project is a community led organisation which aims to help asylum seekers and refugees in Hull, by integrating them into local society to live independently and confidently.
Its members contribute by becoming part of the project to help others as well as accessing its service and maintaining the Open Doors community approach.

The project works to provide resources and classes, as well as advice and support for migrant workers. The project hosts coffee mornings and helps to provide clothes and food for those in need.



Deco Winged Moth

Artist: **Julia Allum** / Sponsor: **Ideal Standard**

About the Design

The design has been inspired by the Art Deco movement of the 1930s. Taking geometric elements from architecture, furniture, lamps and graphic design to mimic a moth-like pattern on the wings, the design features pearlescent glass and a wooden inlay with gold highlights, creating a rich opulent effect.

About the Artists

Julia studied illustration at Falmouth College of Arts and has been working on a freelance basis since 2003. She has produced artwork used in design, advertising, publishing and packing both in the UK and abroad. Her love of vintage design from the first half of the twentieth century made this project particularly appealing. She uses influences from the period to create bold colourful, eye-catching designs.

About the Sponsor

Ideal Standard is a leading provider of innovative and design-driven bathroom solutions. Designing and manufacturing for over 100 years, the company has established itself as the product of choice for both consumer and commercial sectors. With its long experience and history of design and innovation, Ideal Standard invests in advanced technology to ensure that their products are functional, yet aesthetically pleasing.





Jason

Artist: **Susan Webber** / Sponsor: **Neill & Brown Global Logistics**

About the Design

Jason was the name of Amy Johnson's Gipsy Moth. This design celebrates the starting and finishing point of Amy's flight from England to Australia with both nations' flags adorning its wings. Many of the real-life features of Amy's Gipsy Moth can be seen in this design. A replication of the badge which appeared on the side of the aeroplane can be seen on the body, and the same shade of green which coated the plane decorates the moth's head, which is finished with rivets for a patina. Detail on the under-carriage is adorned with the same lettering G-AAAH.

About the Artists

Susan is a versatile West Country freelance artist and enjoys taking a variety of creative commissions. In 2015 she designed and painted a Shaun the Sheep 'Another One Rides the Bus' for Shaun in the City trail in Bristol, and designed and painted three Barons for Salisbury and Lincoln Barons trail and a Dragon for Taunton Deane. She has also worked on a collaborative project with Somerset Film for Somerset Carnivals, which include creating animations, designing costumes and taking part in the carnival processions. Previous commissions include designing and creating public artwork, including seven large 3D plaques for the Minehead Harbour wall in Somerset.

About the Sponsor

Neill & Brown Global Logistics is an independent company which operates out of the Humber region and takes advantage of being located in one of the gateways to mainland Europe.

The company was established in 1917 and has prided itself on offering logistics attracting worldwide clients since it began.



Deco-Page

Artist: **Nick Murley** / Sponsor: **Persona**

About the Design

The artist has taken the theme of Art Deco and incorporated elements of flying aircrafts in a symmetrical pattern to give a layered impression to this moth. The silhouette of a female pilot in the forefront stands tall and ready to take on an epic journey. Gold leaf is used to finish the moth, giving the design a bold and rich look, unmistakeably associated with the glamour of the 1930s.

About the Artists

Nick Murley is a scenic and commercial artist who has painted many stage shows, backdrops and theme parks. His personal work takes many forms, but he is particularly interested in landscape and character art.

About the Sponsor

Persona is a homebuilder brand that aims to be a real challenger in the market for new homes. Design is contemporary but affordable and combined with a uniquely personal touch. The basic specification is a cut above the norm and additional personal choices are both attractive and reasonably priced. Persona is the sales brand endorsed by Home Group, the parent company.



...somebody to dance with

Artist: **Dance Tribe Hull with Isaac** / Sponsor: **Keepmoat**

About the Design

A bold, colourful and witty celebration of Amy Johnson's love of dance, the design faithfully reproduces a word of her handwriting from letters to her lover, Hans Arregger, stating how she wanted "…somebody to dance with".

The design references Henri Matisse (an artist who was a contemporary of Amy Johnson), and the dancing figures of artist Keith Haring. The design uses acrylic paints with a stencil/PPV (Paint Vinyl Peel) technique to faithfully reproduce Amy Johnson's handwriting.

About the Artists

Isaac Acheampong is a Ghanaian born and Hull-based artist who came to Hull to study Architecture. Isaac has developed a wide interest in the arts, including music, dance, photography and film. Isaac worked with Dance Tribe Hull to come up with this design. Dance Tribe Hull meet at Lonsdale Community Centre (in the neighbourhood where Amy Johnson was born and lived), to explore dance through "freedom in motion", and also engage collectively in a range of activities that promote connection and well-being.

About the Sponsor

Keepmoat is a community regeneration and housing company, formed following a merger between Apollo and the Keepmoat Group in 2012. This partnership has brought together some of the industry's most successful organisations to form a new £1 billion company with the capabilities to deliver large scale community regeneration schemes.





Women of the ATA

Design by: **Sophie Green** / Artist: **Bridget Murray** / Sponsor: **Places for People**

About the Design

Women of the ATA is dedicated to the 166 women who, from 1940, served in the Air Transport Auxiliary. Flying almost every type of aircraft, their job was to ferry aircraft from factories to maintenance to be made operational. Flying pioneers, these were also the first women to receive equal pay in a government position.

About the Artists

Working from her Liverpool studio, Sophie Green produces work which is light, bright and characterful. Sophie was named 'one to watch' as part of the Independent on Sunday's Rainbow List. Sophie has produced work for Rhino Mania Chester, Go Go Dragons Norwich, Wild Dolphins Aberdeen, Where's Scrumpy Gloucester, the London 2012 Olympics and London's Books About Town and Year of the Bus sculpture trails.

About the Sponsor

Places For People is one of the largest property and leisure management, development and regeneration companies in the UK. They own or manage 140,000 homes. Their products and services are socially and commercially driven.

As a not-for-dividend organisation, any profit they make is re-invested back into the business.



Red Letter Days

Artist: **Isaac Acheampong** / Sponsor: **Strata Homes**

About the Design

Inspired by handwritten letters to her lover, Hans Arregger, this design takes an excerpt from one of the letters, and enlarges the handwritten text, faithfully reproducing Amy's handwriting. The text is displayed in red and set against a contrasting blue sky. The technique is a simple PVPP (Paint Vinyl Paint Peel) method with acrylic paints. The moth leaves an impression as though Amy Johnson herself had written in the skies, lending a kind of artistic agency to her work.

About the Artists

Isaac Acheampong is a Ghanaian born and Hull-based artist who came to Hull to study architecture. Isaac has developed a wide interest in the arts, including music, dance, photography and film. He has exhibited widely, including permanent works at Wilberforce House Museum and a group show at Tate Modern, as well as having extensive experience working with schools and communities. Isaac has travelled on numerous occasions to Ghana on artistic research and development. He is a Millennium Awards Fellow and a Churchill Fellow.

About the Sponsor

Strata is an established homebuilder with 16 developments across Yorkshire and the Midlands and head offices in Doncaster. Chief Executive Andrew Weaver is the fourth generation of the family to run the business alongside his father, Chairman Irving Weaver.
Strata works hard to continually raise money for charity, and this year has supported a local children's charity.







Strata Moth

Design by: **Graham Fisher** / Artist: **::Si2::** / Sponsor: **Strata Holdings Ltd**

About the Design

Graham's design influences come from both the natural world and the materials, finishes and robust surface fixings used across the businesses of the Strata Group. The moth appears in both its true and avionic forms morphing throughout to highlight its Lepidopteran beginnings and engineered 'Jason' form. Designer, Graham Fisher collaborated with artist, ::Si2:: to create the moth. He hopes it will inspire the next generation of engineers and naturalists.

About the Artists

::Si2:: is one of Hull's best known and most celebrated graffiti artists. His work can be seen on urban and industrial canvases throughout the UK where they bring humour, comment and light to often mundane and dull landscapes. ::Si2:: has over 20 years of active bespoke experience ranging from his well-known Apex Predator characters to large technical private and public commissions which all display his limitless imagination. Whilst ::Si2::'s speciality is usually large scale, surface-based work, the artist described the chance to work with Graham's design, his Strata team and the Amy Johnson Festival as too much of an opportunity to miss.

About the Sponsor

The Strata Group is home to some of the most innovative manufacturing, supply and installation companies within the UK. Having grown and developed through strategic purchase and continual inward investment, the company now provides multiple sectors and markets with a wide variety of construction related products and services.



The Freedom of Flight

Design by: **Evolve** / Artist: **Rich Pennington** / Sponsor: **City Health Care Partnership CIC**

About the Design

Representations of the British landscape can be seen in this design, contrasted with an Australian landscape. The dorsal aspect of the moth shows flight as seen from beneath - a gypsy moth biplane, birds and insects set against a sky background. The head of the moth was painted to represent 1930s goggles and a flying helmet which merged into a tree as seen from beneath.

About the Artists

Service users at Evolve interpreted the many ideas behind The Freedom of Flight and condensed them into a final design, highlighting the name of the moth as their theme and a colour template.

The design was thought up in collaboration with Debi Lawson, Eating Disorder Practitioner, and Sean Cleverley, Occupational Therapist at City Care. Evolve is Hull's eating disorder service. The organisation works to promote eating disorder recovery and offers support and interventions to adults in the Hull area.

About the Sponsor

City Health Care Partnership CIC is a co-owned organisation working to provide a range of health and care services to the public across the country.

CHCP CIC offers children's health care, community nursing and services designed to aid healthy lives amongst its portfolio and invests the profit it makes into services, staff and the communities in which it works.

City Health Care Partnership CIC

a co-owned business





A Jewel in Hull's Crown

Artist: **Vicky O'Grady** / Sponsor: **ARCO Ltd**

About the Design

A Jewel in Hull's Crown celebrates the relationship between French designer Elsa Schiaparelli and Amy Johnson, who she chose as her muse and for whom she styled a practical and stylish wardrobe for her solo flight to Cape Town.

The artist wanted to convey Amy's status as a strong female role model in a male dominated arena by showing, as well as her engineering prowess, that she was also feminine. The jewels on the moth represent Amy's plane and her everlasting legacy.

About the Artists

After a long break from the art scene, a close family bereavement returned Vicky to creating pieces and reaffirmed her passion and love of painting. She explains that painting has given her a positive outlet for her grief and a fresh way to express emotions.

Vicky's work gives her a great deal of pleasure and satisfaction and she welcomes the opportunity to pass on enjoyment of her work to others.

About the Sponsor

ARCO is a family run business in its fourth generation. Committed to keeping people safe at work, the UK market leader provides safety resources, clothing and equipment, as well as providing expert training and consultancy. ARCO is a local company serving a national customer base. Its ethical approach to work has seen the business grow and achieve its goals by putting people at the centre of what it does.

arco
Experts in Safety



Swallow Lotus

Artist: **Saffron Waghorn** / Sponsor: **Kingston Retail Park Ltd**

Kingston.

About the Design

This Art Deco style moth depicts Amy Johnson's spiritual calling to fly as free as a migrating bird, from the green landscape of Yorkshire to the hot lands of Australia, represented by the lotus leaf to sunrise aboriginal flag. White lotus reflects purity, liberation from attachment and wisdom, whilst the pink background reflects calm intuition.

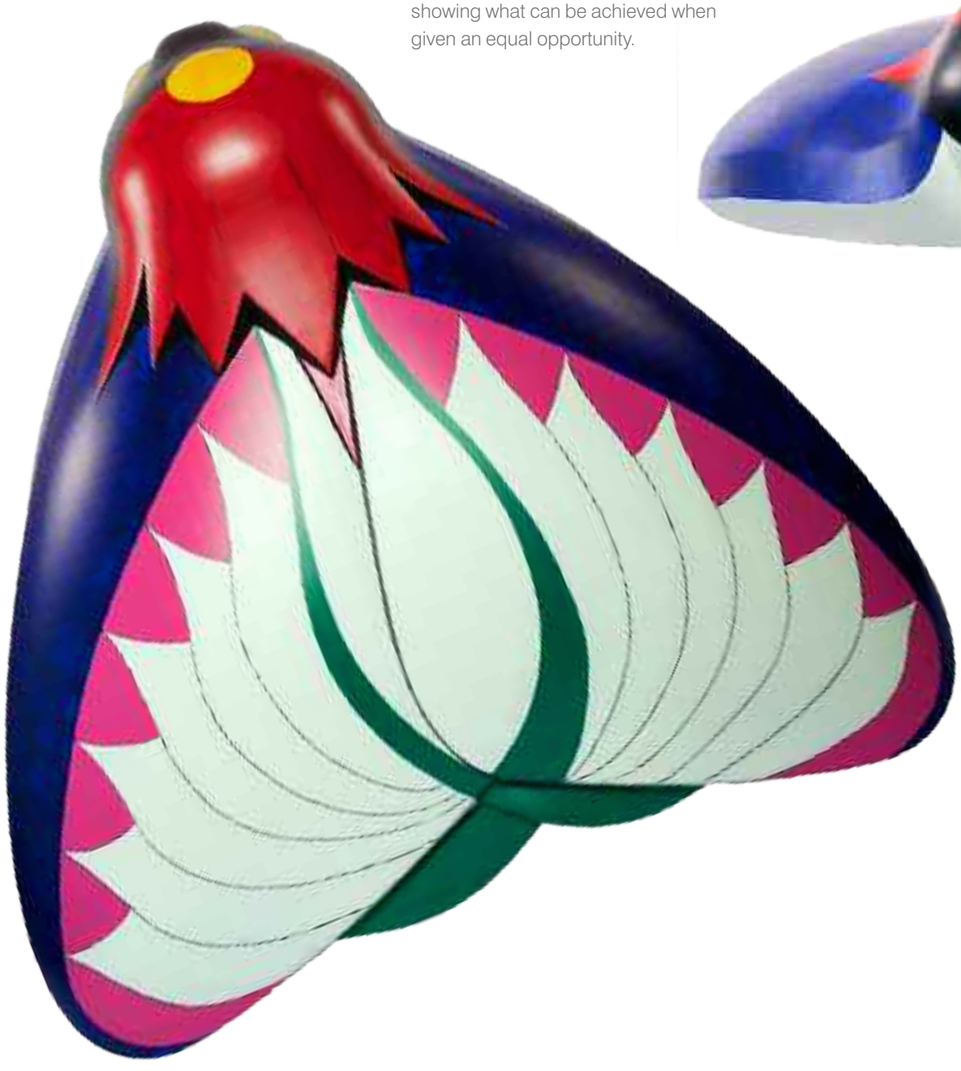
About the Artists

Saffron Waghorn is a sculptor who predominantly works in stone, but enjoys the versatility of other materials. She has twenty years' experience in public art, occasionally taking on private commissions and running workshops. Saffron is currently exploring her own creative style and interests, and is looking forward to exhibiting her new art in the near future. She describes the Amy Johnson festival as a fun way to celebrate the life of an iconic woman, showing what can be achieved when given an equal opportunity.

About the Sponsor

Kingston Retail Park is home to some of the best-known brands in family shopping. The shopping area offers a range of outlets including high street fashion, parent and baby, toys as well as home and leisure. Located just south of the city centre, the retail park is easy to access from the A63 and is a short walk from Hull's main high streets.







Grace

Designed Concept: **Cleeve Primary School** / Artist: **Natalie Guy**
Sponsor: **North Point Shopping Centre**

About the Design

‘Grace’ is a combination of designs stemming from those produced by pupils at Cleeve Primary School. The pupils designed moths individually, creating a mosaic after researching Amy Johnson and the period of time she lived in.
The collection of designs were finalised into a display inspired by the glamour and culture of the 1930s, detailing buildings and patterns. The moth has a limited colour palette of red, black and white and the reflective quality of mirrors.

About the Artists

Mosaic artist, Natalie Guy, worked with manager of North Point Shopping Centre, Louise Smith, and the centre’s chosen school, Cleeve Primary School, to create this moth.

Year 4 pupils at the school were asked to mosaic ‘fans’ to contribute to the final design. Their work was then adapted into the end result and produced by Natalie. Natalie became a mosaic artist following a successful career in fashion and teaching. She now runs workshops and takes on mosaic commissions for public and private exhibition.

About the Sponsor

North Point Shopping Centre has served the local community in Bransholme for over 40 years and is famed for its low prices and friendly atmosphere. The centre offers over 60 retailers and services, including high street shops and independent traders. The covered market is also home to 30 stallholders, offering local produce and a traditional shopping experience.





Aspire (mosaic)

Artist: **Sue Kershaw** / Sponsor: **NHS Hull Clinical Commissioning Group**

About the Design

The courage, resilience, persistence and aspirational drive of Amy are still inspirational today to the women and men of Hull. Amy provides an example of how each and every woman can reach their full potential by drawing on their own intrinsic talents with the support and admiration of their community. The 1930s Art Deco-influenced colour scheme and design is created in a mosaic of glass tiles with accent mirror tiles enabling women to reflect upon their own image and achievements alongside Amy’s and aspire ever upwards.

About the Artists

Sue Kershaw is an experienced mosaic artist producing nationwide mosaics for public art, private sale and commission. Sue also facilitates mosaic workshops and community projects with a wide range of client groups in a variety of settings. Public art commissions and community projects range from fountains, pavements, wall art, benches and sculptures. Sue has extensive experience of working in schools and hospitals as well as in the third sector. Clients have included NHS, Mind, Macmillan, BHF, YWT, Action for Children and York University. Sue has exhibited widely and is a Professional Member of the British Association for Modern Mosaic.

About the Sponsor

NHS Hull CCG has responsibility for the commissioning of health services to meet the reasonable needs of the people of Hull. Its vision is to create a healthier Hull, and in order to achieve this it works in close collaboration with its partners to improve health, reduce health inequality and secure excellent services for all the communities in Hull.



To Build a House…

Design by: **Alka Yadav** / Artist: **Lydia Caprani**
Sponsor: **Kingswood Parks Development Company**

About the Design

The artist behind this design enjoys the representative qualities of the colours here, symbolising sky and peace in the bold uses of blue and white respectively. Sparkle adds class to the design; one which she hopes will inspire women to embrace life and equality.

About the Artists

Alka Yadav is a young artist based near Delhi, working in the fashion design industry. She is a great advocate of the creative talent involved in design and the role of young women in particular. Her passion for challenging the gender roles which she sees every day are probably best reflected in her own words: “If I get the chance to be a part of this festival maybe I can tell everyone that females are not only born to do household work; they are not born to live according to a male. It’s their journey - let them handle it.”

About the Sponsor

Kingswood Parks Development Company (KPDC) is the main developer of the western part of Kingswood, which has become one of the most sought after places to live in Hull in the past 20 years. The company has overseen the development of a wide variety of infrastructure including roads, drainage and community facilities, as well as Kingswood Parks Primary School, which opened in September 2014.

Benwerrin

Design concept: **Longhill Primary School** / Artist: **Claire West**
Sponsor: **Longhill Primary School**

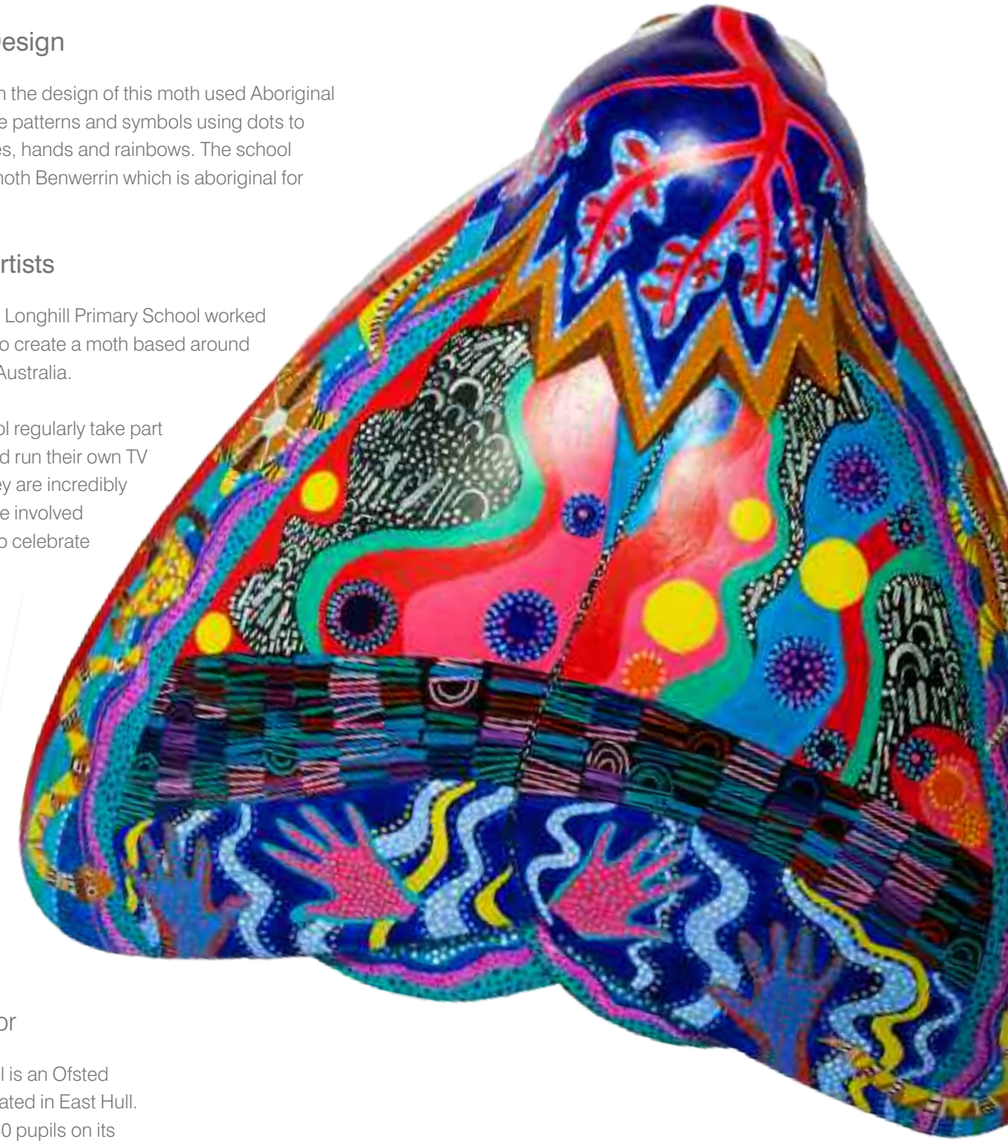
About the Design

The children involved in the design of this moth used Aboriginal art techniques to create patterns and symbols using dots to create pictures of turtles, hands and rainbows. The school decided to name the moth Benwerrin which is aboriginal for ‘long hill’.

About the Artists

Children from Year 5 at Longhill Primary School worked with artist Claire West to create a moth based around Amy’s epic journey to Australia.

The pupils at the school regularly take part in creative projects, and run their own TV and radio stations. They are incredibly proud and excited to be involved in a project designed to celebrate Amy Johnson.



About the Sponsor

Longhill Primary School is an Ofsted rated Good school situated in East Hull. The school has over 350 pupils on its role, making it a larger than average primary school. In recent years Longhill Primary has celebrated progress rates in maths and writing being amongst the top in the country.





Greatfield Blossoms

Design concept: **Greatfield Residents** / Artist: **Jemma Brown** / Sponsor: **Greatfield Big Local**

About the Design

This vibrant design is playful and celebratory, reflecting the positivity to have come out of the community project in its work so far. The moth design features images which celebrate renewal and growth including Greatfield Big Local's special cherry blossom motif. The cherry blossom has become a symbol of hope for the people involved in the project, taken from the trees which bloom in the area each year. The gold tone of the moth's head acts as a royal backdrop to the brightly decorated floral wings, along which the name of the project's focus area is adorned.

About the Artists

Community members of all ages worked with the artist to explore ideas around growth and blossoming. The group working on the design were selected by Greatfield Big Local to represent a variety of points of view across the estate. People of all ages were invited to take part and contribute their ideas to the design. The collection of colours, themes and patterns were then interpreted by visual artist Jemma Brown.

About the Sponsor

Greatfield Big Local is a resident-led community development project for Greatfield Estate in Hull. The purpose is to create lasting change, with local residents as 'experts', making decisions about what is needed to make the area thrive.

The project celebrates all that is good about the estate, including Mick Ronson who came from Greatfield and was guitarist with the Spiders from Mars, David Bowie's backing band. Mick is an inspirational example of achievement being used to celebrate the area.
Over the next few years the community will see improvements tailored to meet the unique needs of the area.

Greatfield
WHERE PEOPLE BLOSSOM

Local Trust | Big Local





Agitprop Moth

Artist: **Stephen McKay** / Sponsor: **Siemens**

SIEMENS

About the Design

Shout 'Hull Yes!' for this 'revolutionary' design in the style of a 1930s AgitProp poster. This form of propaganda art was developed in revolutionary Russia to deliver political messages but was quickly adapted by graphic artists in the West. Its influences can still be seen today in advertising and contemporary art.

About the Artists

Yorkshire artist Stephen McKay likes to work in public and uses large studio spaces where passers-by can watch him create his very public artworks. After a long career as a development chemist, Stephen enjoys experimenting with new materials and decorating techniques to create his public artworks. Sales of Stephen's artworks have recently raised over £50,000 for children's charities.

About the Sponsor

Siemens is creating world-class and world-scale offshore wind manufacturing, assembly, load-out and servicing facilities in Hull's biggest-ever inward investment. The development will create 1000 jobs directly, with more in the construction phase and supply chain, and open up a wealth of opportunities for local people and businesses.



Home Group Turkish Delight

Design concept: **Hull Women's Service** / Artist: **Bridget Murray** / Sponsor: **Home Group**

About the Design

The design of the moths was based on Islamic art, inspired by areas of Amy's flight path. Bridget Murray interpreted the group's designs, incorporating an element from each one, ie. colour, shape or repetition of pattern, and referring back to tile designs from Istanbul to give it an authentic Eastern flavour, while maintaining the groups original take on their inspiration from the theme.

About the Artists

Fourteen women from Hull Women's Service collaborated with artist, Bridget Murray, to accomplish their design.

About the Sponsor

Home Group, a successful social enterprise and charity with a turnover of over £340m, is one of the UK's largest providers of social housing and care and support services in the UK. The reason we exist is found in our social mission which not only explains what motivates us, but is the ultimate outcome of all our work. It is Building Homes, Independence and Aspirations.

Motley

Artist: **Julia Allum** / Sponsor: **Persona**

About the Design

This design has been inspired by Art Deco travel posters of the 1930s, using bright colours and strong geometric shapes to produce a simple yet bold design. The greens and blues on the left wing represent the English countryside with the plane flying to the right and into the warmth of an Australian sunset.

About the Artists

Julia Allum studied illustration at Falmouth College of Arts and has been working freelance since 2003. She has produced artwork for design, advertising, publishing and packing both here in the UK and abroad. Her love of vintage design from the first half of the twentieth century makes this project particularly appealing. She uses influences from the period to create bold colourful, eye-catching designs.

About the Sponsor

Persona is a homebuilder brand that aims to be a real challenger in the market for new homes. Design is contemporary but affordable and combined with a uniquely personal touch. The basic specification is a cut above the norm and additional personal choices are both attractive and reasonably priced. Persona is the sales brand endorsed by Home Group, the parent company.





Fantastical Flying Machines

Artist: **Liz Dorton & All Saints Primary School** / Sponsor: **Wykeland Group**

About the Design

Ronald Searle, his Magnificent Men in Their Flying Machines and countless passionate artists and engineers who create extraordinary contraptions that take to the skies! These were the inspirations for artist Liz Dorton, together with year five pupils and Mrs Morris and Mrs Southern from All Saints CE VC Junior School.

Exploring real and fantasy flying machines, Leonardo da Vinci's amazing drawings, 18th century balloonists, and the intrepid Wright brothers, the children had fun making models of their own remarkable inventions. Their resulting drawings were then transferred onto the open skies of the big moth sculpture, and the children coloured them into life and flight.

About the Artists

Liz Dorton is a Hull-based artist and puppeteer focusing on sculpture, giant lanterns, theatrical costume and visual arts theatre. Her works draws on local history, issues and events. Liz loves to adapt and transform natural and waste materials, and likes anything that can be made to move! She has over 30 years experience of facilitating training, workshops and performance with people of all ages in the community and Health and Education services.

About the Sponsor

Wykeland is an established property development company which has delivered over 10.5 million sq ft of commercial space across England and Scotland in its 45 year history.

Locally, the company has worked to deliver popular retail and leisure developments, including Kingston Retail Park and the new Flemingate shopping area in Beverley. The iconic C4Di building located on Hull Marina is also part of the company's growing portfolio.

Wykeland





Pegasus Sky

Artist: **Saffron Waghorn** / Sponsor: **Beverley Racecourse**

About the Design

Amy used to sometimes affectionately call her Gipsy Moth plane 'Pegasus'. The winged horse that traversed the heavens was born of Medusa's blood, which fell into the sea. Only tamed by a golden bridle, Pegasus helps to achieve impossible tasks and represents the sky. Horses have played an important role in mythological adventures, from Odin's eight-legged horse to Epona, the Celtic link to the land of the dead. This moth tells the story of Amy setting out from her homeland, showing the Yorkshire landscape in the background, and fearlessly flying across the sea to accomplish her goal.

About the Artists

Saffron Waghorn is a sculptor who predominantly works in stone, but enjoys the versatility of other materials. She has twenty years' experience in public art, occasionally taking on private commissions and running workshops. Saffron is currently exploring her own creative style and interests, and is looking forward to exhibiting her new art in the near future. She describes the Amy Johnson festival as a fun way to celebrate the life of an iconic woman, showing what can be achieved when given an equal opportunity.

About the Sponsor

Beverley racecourse has been part of the historic market town for over 300 years. The non-profit organisation ensures the local economy directly benefits from the racecourse's success, and works to offer a vast range of events each year. The racecourse has undergone renovation work in recent years, making it a prime venue in the region for corporate hire, weddings and celebratory days out.

RACECOURSE BEVERLEY



De Havilland's Magical Moths

Artist: **Liz Dorton & St Nicholas Primary School** / Sponsor: **Wykeland Group**

About the Design

Geoffrey de Havilland designed Amy Johnson's aeroplanes, and was a moth collector extraordinaire. His fabulous moths inspired artist Liz Dorton, pupils and their teachers from Beverley St Nicholas Primary School. Together they explored De Havilland's aircraft, his beloved moths and elements of art deco design – popular during Amy's flying years. Using art deco shapes like zig zags; arches; concentric circles; stripes; diamonds and repetitions, the children morphed their favourite moths into deco-inspired delights. Their Magical Moth designs were transferred onto the big moth sculpture - the children brought them to life with colour and shining glints of gold and silver.

About the Artists

Liz Dorton is a Hull-based artist and puppeteer focusing on sculpture, giant lanterns, theatrical costume and visual arts theatre. Her work draws on local history, issues and events. Liz loves to adapt and transform natural and waste materials, and likes anything that can be made to move! She has over 30 years experience of facilitating training, workshops and performance with people of all ages in the community and Health and Education services.

About the Sponsor

Wykeland is an established property development company which has delivered over 10.5 million sq ft of commercial space across England and Scotland in its 45 year history.

Locally, the company has worked to deliver popular retail and leisure developments, including Kingston Retail Park and the new Flemingate shopping area in Beverley. The iconic C4Di building located on Hull Marina is also part of the company's growing portfolio.



Stained Glass Moth

Artist: **Laura Beardshaw**

Sponsor: **Bostonair Group Ltd**

About the Design

This moth has been painted to resemble 1930s stained glass. The Union Jack is featured on the left side and Amy Johnson's plane in flight appears on the right side. 'Amy Johnson' can be found written in Morse code on both sides underneath the moth.

About the Artists

Laura Beardshaw is a pixel painter and writer from Hull.

About the Sponsor

Bostonair Group Ltd provides services to the aerospace industry through Bostonair, and to the energy and power generation industries via Boston Energy. Bostonair started life as an air charter company which continued until 1998 when the company changed course to supply engineers and technicians to the aircraft industry.





Over and Above Expectations

Artist: **Angie Hardwick** / Sponsor: **Premier Modular Ltd**

About the Design

The artist's long-held personal ambition to emigrate to Australia inspired this design, featuring recognisable features from both countries. Iconic, graphic-like buildings with a limited pallet have been used, chosen from the colours in both flags. Amy's flight path can be seen over the moth, represented in 3D models of planes decorated with their corresponding flags. The body of the moth is black to represent the struggle of flying in darkness, with the elements standing out against the sky.

About the Artists

Life is complicated and untidy – something seen in Angie's work which concentrates on personal journeys. She incorporates familiar objects that introduce light humour to balance the seriousness of life. Currently, her work presents a quirky and humorous take on the trials and tribulations of being a parent. Embedded within her pieces are memories that link to childhood memory, utilising cast replicas of toys and impressing detail to illustrate comical scenarios that happen around her.

About the Sponsor

Premier Modular is one of the UK's leading suppliers of modular building solutions. This year it is celebrating 60 years in business.The company has worked alongside some of the world's biggest construction businesses on some of the country's most prestigious projects.

From designers to engineers, Premier Modular prides itself on extensive structural research and development, using innovation with cutting edge British manufacturing techniques.



Adventure to Australia

Artist: **Jemima Cholmondeley-Smith** / Sponsor: **Sewerby Hall and Gardens ERYC**

About the Design

'Adventure to Australia' is a visual representation of Amy Johnson's record-breaking flight to Australia in 1930. It incorporates the important elements of the route, Jason the DH60 Gipsy Moth G-AAAH, and most importantly shows Amy herself, represented by her iconic flying hat and goggles.

About the Artists

Jemima Cholmondeley-Smith is an artist who primarily practices figurative work. She is inspired by people, be they important historical figures, familiar faces of friends or the wide variety of unknown characters in the world around her. She is particularly interested in women's rights and female pioneers.

About the Sponsor

Sewerby Hall is a Grade I listed house near Bridlington, opened to the public by Amy Johnson in 1936.

In 2012, following a grant from the HLF, the house was restored to its 1910 appearance and contains a collection of Amy Johnson memorabilia donated by her parents. The grounds contain a zoo, aviary, gift shop, café, golf course and gardens.





Deco Moth

Design by: **Rebecca Dennison**
Artist: **Doug Smelt**
Sponsor: **Hampton by Hilton**

About the Design

Art Deco epitomises the 1930s. Its bold style featured in everything from advertising, buildings, furniture, jewellery and clothing – the list goes on. Using an original plan of the De Havilland Gypsy Moth, Rebecca has deconstructed how visitors would view the moth (impact from a distance).

About the Artists

Rebecca Dennison has been exhibiting locally for the past 8 years. Her work is usually in pen and ink and varies from abstract to children's illustration. She has been lucky enough to be involved in a number of community projects. Her work has featured on a 'KC Culture Cab', and more recently on a Larkin Toad. Rebecca loves to create and is most at home with a pen or brush in hand.

About the Sponsor

Opening in late Summer 2016 Hampton by Hilton, Humberside Airport provides high quality hotel accommodation to passengers travelling through the airport. The hotel's position also provides a great base from which guests can discover many of the hidden of North Lincolnshire and the East Riding of Yorkshire.





Australian Tiger Moth

Design by: **Jo Cruickshanks** / Artist: **Saffron Waghorn**
Sponsor: **The University of Sheffield**

About the Design

This moth is based on the Australian Tiger moth, native to Queensland, where pioneering aviatrix Amy Johnson arrived in 1930. Johnson made the epic journey in a de Havilland designed DH60 Gypsy Moth. De Havilland's interest in different species of moths led to the naming of many of his designs. This non-striped local moth would be likely to have welcomed Amy after her 11,000 mile journey.

About the Artists

Jo Cruickshanks is a visual artist whose practice focuses on awareness of environmental issues, regeneration and education. Before arriving in Australia in the mid-1980s, she studied fine art at the Hull School of Art and Design. Jo's interest in art is in raising awareness of environmental and social dynamics, the link between politics and aesthetics, and the creation of artwork that can be both aesthetically and socially effective.

About the Sponsor

The University of Sheffield was established in 1905 and today is home to 27,000 students. The University is a member of the Russell Group of leading UK research universities, and is widely recognised as a leading research and teaching facility across the world.

Amy Johnson studied at the University, graduating in 1925 with a degree in Latin, French and Economics.





Geoffrey

Artist: **Joelle Harris** / Sponsor: **Science Museum London**

About the Design

Geoffrey de Havilland, lepidopterist and designer of the Gipsy Moth, inspired the artist to visit the Shuttleworth Collection to examine biplane construction. Observing how the linen was stitched onto wooden wing ribs allowed the artist to make a connection between technology and textiles; the aerial views reminiscent of fabric pleats.

Imagery of speed and travel were also drawn from Art Deco and Russian Constructivism. The artist explored the juxtaposition of the smooth hardness of the aircraft engineering and the textured soft curves of the moth. The colours used by the Suffragettes, purple for justice, white for purity, and green for hope, provide the overall look of the design.

About the Artists

Joelle Harris is a 3rd year Textile Design Student at Hull School of Art and Design. An interest in the natural world and the craftsmanship involved in construction of the industrial past inspire her to cultivate high standards of expertise in her specialism. Joelle loves the tactile qualities of textiles and expressing her creativity through messy experimentation. She explores and enjoys how diverse processes such as dye, print and hand stitching sit together in surprising ways. Joelle is concerned about the environmental impact of textile production and strives to use ethically sourced materials wherever possible.

About the Sponsor

The Science Museum strives to be the best place in the world for people to enjoy science. Its world-class collections form an enduring record of scientific, technological and medical achievements from across the globe.

The Science Museum is part of the Science Museum Group, which also includes the National Railway Museum, the Museum of Science and Industry, and the National Media Museum.

www.sciencemuseum.org.uk



Flight Over Thailand

Design by: **Susan Webber** / Artist: **Domanic Li** / Sponsor: **Amy Johnson Festival Ltd**

About the Design

Flight over Thailand celebrates part of Amy Johnson's flight from London to Darwin, Australia.

Amy arrived at Rangoon, Burma on Tuesday 13th May 1930, and flew on from there to Bangkok, Thailand. In the same week she reached Singora, Thailand and flew onto Singapore on the 18th. The artist wanted to celebrate this part of Amy's journey as her birthday shares the same date as her landing in Singapore. The moth is decorated with a hint of Art Deco, in the style of Clarice Cliff, another pioneering woman of the 1930s in the field of design and decoration.

About the Artists

Susan is a versatile West Country freelance artist and enjoys taking a variety of creative commissions. In 2015 she designed and painted a Shaun the Sheep 'Another One Rides the Bus' for Shaun in the City trail in Bristol, and designed and painted three Barons for Salisbury and Lincoln Barons trail and a Dragon for Taunton Deane.

She has also worked on a collaborative project with Somerset Film for Somerset Carnivals, which include creating animations, designing costumes and taking part in the carnival processions. Previous commissions include designing and creating public artwork, including seven large 3D plaques for Minehead Harbour wall In Somerset.

About the Sponsor

Amy Johnson Festival Limited is a not-for-profit company established to deliver activities which celebrated Amy's life, achievements and legacy through a wide ranging programme that appealed to all interests and ages. The legacy of the festival continues to shine the spotlight on Amy's achievements as an aviator, as an engineer and as a woman of her time, one of the first truly international celebrities.





I Believe I Can Fly

Artist: **Peter Ronald Coates** / Sponsor: **Amy Johnson Festival Ltd**

AMY JOHNSON FESTIVAL

About the Design

The artist behind this design studied Amy Johnson's flight path, and used her journey to show the freedom of the skies during the 1930s. The underside of the moth is painted with the colour of Amy's plane, Jason, in bottle or British Racing green. The head of the moth appears as though in the clouds, wearing flying goggles featuring the eyes of Amy Johnson – something the artist felt stood out in her photographs.

The moth's body displays the names and national flags of each country Amy flew through, accurate to the 1930s time period under British reign.

About the Artists

Peter Coates graduated with a First-class honours degree in Contemporary Fine Art from Hull School of Art & Design in 2010. Since then he has worked on various project in Hull for clients including Hull School of Art & Design, Studio Eleven, Freedom Festival and the Yorkshire Wildlife Trust, as well as commissions for private clients.

Peter enjoys working with reclaimed materials, taking something unwanted or discarded and giving it a new lease of life. He also likes traditional crafts, where fine art can blend with the craftsmanship of the past.

About the Sponsor

Amy Johnson Festival Limited is a not-for-profit company established to deliver activities which celebrated Amy's life, achievements and legacy through a wide ranging programme that appealed to all interests and ages. The legacy of the festival continues to shine the spotlight on Amy's achievements as an aviator, as an engineer and as a woman of her time, one of the first truly international celebrities.



A Flutter of Inspiration

Artist: **J Zeller-Jacques** / Sponsor: **HEYHA Hull & East Yorkshire Hospitality Association**

About the Design

This design celebrates pioneering scientists and engineers such as Rosalind Franklin, whose research helped lead to the discovery of DNA, and Ada Lovelace, who aided in the development of early computing technology. The patterns take their cue from Art Deco ceramics and fabric, but also incorporate symbols and images from the sciences.

About the Artists

Julia Zeller-Jacques is a graduate of the Hull School of Art and Design who lived in East Yorkshire for more than two decades. Now based in Scotland, she works as a freelance artist and illustrator, producing original prints and paintings inspired by local landscapes and architecture.

About the Sponsor

Hull & East Yorkshire Hospitality Association (HEYHA) currently has 23 members, representing over 2000 hotel rooms, event venues, and hospitality businesses in Hull, East Yorkshire and the south bank.

This year marks the company's 10th successful year working to encourage visitors to the area and ensuring they have a great experience during their stay. The organisation works in partnership with organisations and festivals to attract growing numbers of visitors to the region.

HEYHA
Hull and East Yorkshire
Hospitality Association





Funders & Partners

Our Principal Funders

James Reckitt Library Trust

Hull Culture & Leisure Ltd

Lottery Funded | Arts Council England | Supported using public funding by ARTS COUNCIL ENGLAND

Hull City Council

East Riding of Yorkshire Council

Hull 2017 UK City of Culture

Our Aviation Partner

BAE SYSTEMS INSPIRED WORK

Our Festival Business Sponsors

greenporthull

University of Hull

Keepmoat

Heron Foods

Spencer British Engineering

Siemens

arco Experts in Safety



AMY
JOHNSON
FESTIVAL