



HERTFORD MUSEUM
Inspiring Generations

Art Fund_



Garfield Weston
FOUNDATION



PRESS RELEASE: 19th September 2020

Original art works by celebrated pop art pioneers form a central part of an exciting new exhibition at Hertford Museum!

Telling the amazing story of a unique community of creatives who made their home in a crumbling Georgian mansion, and gave birth to DANAD design, the artists collective that revolutionised interior design and brought fine art into the home. Thanks to the support of the Weston Loan Programme and the Government Indemnity Scheme, this exhibition brings together works from national and private collections!

DANAD: Mavericks of Marden Hill

at Hertford Museum

19th September 2020 – 9th January 2021

Illustrated by original works from the DANAD design Foundation archive and private lenders, created by internationally renowned artists including:

- Tom Adams
- Sir Peter Blake
- Bernard Cohen
- Barry Daniels
- Robyn Denny
- Edward Wright

Plus, seminal works by Sir Peter Blake and Robyn Denny loaned by the Ferens Gallery, Hull, and the Government Art Collection, respectively.

Our Supporters:

The loans are supported by the Weston Loan Programme with Art Fund. Created by the Garfield Weston Foundation and Art Fund, the Weston Loan Programme is the first ever UK-wide funding scheme to enable smaller and local authority museums to borrow works of art and artefacts from national collections.

The exhibition loans have also been made possible as a result of the Government Indemnity Scheme. Hertford Museum would like to thank HM Government for providing Government Indemnity and the Department for Digital, Culture, Media and Sport and Arts Council England for arranging the indemnity.

Hertford Museum wishes to thank the Marden Hill families, who generously shared their stories, memories, images and precious memorabilia with us and Mark Daniels and the DANAD design Foundation for bringing DANAD to Hertford Museum.

What's it about?

In 1958, a group of friends, architects, artists, journalists and other creatives, and their young families leased the dilapidated Georgian house of Marden Hill, just outside Hertford, and set about dividing it into individual homes, ultimately creating a unique, creative and mutually tolerant residential community. The same year, some of the Marden Hill residents formed a design collective, using exciting new materials and incorporating fine art in furniture design for the first time. The exhibition tells the story of DANAD, its members and the fascinating community at its heart.

Quotes:

Hertford Museum Curator, Sara Taylor, said:

"It's a fascinating and little known story of how, pre pop art, Danad Design, right here on our doorstep, absolutely revolutionised the idea of art in the home, and it's a great shame that their influence and ingenuity has not been fully recognised in the past. Alongside this there's an equally exciting story of a very special community of people who developed this wonderfully creative and tolerant environment in which their children could grow and flourish."

"We're absolutely delighted to be able to share these internationally important works with our visitors and owe a huge debt of thanks to Art Fund Weston Loan Programme and the Government Indemnity Scheme for covering the costs involved in bringing some of them to Hertford Museum."

Sophia Weston, Trustee of the Garfield Weston Foundation, said:

"This exhibition offers a unique opportunity for visitors to learn more about a fascinating group acknowledged as pioneers of Pop Art, who were working in Hertfordshire. Our programme is all about helping museums tell compelling stories like this through new loans, allowing more people to enjoy amazing works by renowned artists."

In Summary:

DANAD: Mavericks of Marden Hill

19th September 2020 – 9th January 2021

at Hertford Museum, 18 Bull Plain Hertford SG14 2DT

www.hertfordmuseum.org

Opening hours: Tuesday – Saturday 10am – 5pm
 First and Third Sunday of the month 12.30pm-4pm

FREE ADMISSION

Media enquiries:

Press Information

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Notes to editors:

Hertford Museum

Hertford Museum is an Arts Council Accredited independent museum and registered charity. Founded in 1903, we have maintained a free admission policy ever since. Our 100,000+ collections include, archaeology, ethnography, fine art, geology, natural history, social history, the Addis company archive and the Hertfordshire Regiment collection. We aim to preserve, interpret and display the heritage of Hertford and thirty villages in East Hertfordshire for the education and enjoyment of our community and visitors.

Garfield Weston Foundation

Established over 60 years ago in 1958, the Garfield Weston Foundation is a family-founded, grant-making charity which supports causes across the UK and gave over £88 million last year. It has donated over £1 billion to charities since it was established.

One of the most respected charitable institutions in the UK, the Weston Family Trustees are descendants of the founder and they take a highly active and hands-on approach. The Foundation's funding comes from an endowment of shares in the family business which includes Twinings, Primark, Kingsmill (all part of Associated British Foods Plc) and Fortnum & Mason, amongst others – a successful model that still endures today; as the businesses have grown so too have the charitable donations.

From small community organisations to large national institutions, the Foundation supports a broad range of charities and activities that make a positive impact in the communities in which they work. Around 2000 charities across the UK benefit each year from the Foundation's grants.

Art Fund

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes. Art Fund is independently funded, supported by the 159,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also supports museums through its annual prize, Art Fund Museum of the Year, which was won by St Fagans National Museum of History, Cardiff, in 2019, and through a range of digital platforms.