

The Artists

There are seven super talented artists involved in the coastal Selfie Wall Trail project, who between them have created eleven spectacular, vibrant and eye-catching murals dotted along the seafront – all with links to Ambassadeur Art.

Co-creator of the Selfie Wall project and Ambassadeur Resident Artist, **Iain Alexander** specialises in bespoke portraits under his brand ALTR-EGO. By painting directly onto aluminium sheet metal, he uses a selection of mixed mediums to create an almost three-dimensional movement including diamond dust, oils, acrylics and gold leaf. Iain, whose canvas is situated on the East side of Bournemouth Pier, has created, "Floating Love", a kaleidoscopic, shimmering heart created from hundreds of butterflies on the wing, while at Branksome, in Poole, dolphins are the glorious subject of "Freedom".

Close to The Pier, on one of the arches by Harry Ramsden's, you will find **Dairo Vargas'** beautiful interpretation of the classic selfie wall angel wings, "Fragments of Time". Columbian contemporary artist Vargas, creates ethereal, lyrical and abstract work inspired by dance, movement and everyday life, revealing layers of emotions and inner energy.

Street artist, designer and Bournemouth resident **Krishna Malla** also paints under the pseudonyms 'Hare' and 'Tech Moon' and has added to his already extensive local outdoor art portfolio at Sandbanks with two stunning murals. Arresting and staggeringly detailed, "The Owl and the Pussy Cat", will delight selfie-taking adults and children alike. Malla has also turned his hand to creating a giant, super delicious ice cream, "The £99 Flake", on the West side of Bournemouth Pier.

Ricky 'Also' is the adopted artist name for Rick Walker, Founder and Lead Creative for Paintshop Studio. Rick's experience as a graphic designer has given him a detailed understanding of how to develop brands and formulate creative concepts. Rick's delightful contribution to the Selfie Wall Trail is "La Playa", a zany, cartoon like piece adorning six arches at Alum Chine.

Another Dorset based artist and photographer, **Miroslav Lucan**, (Lucan Art), creates large scale public art works internationally and locally, including 2017's smash hit Spiderman project. "Take Me to the Stars" is a giant red space rocket, enlivening the façade of Happyland Amusements, to the West of Bournemouth Pier. Meanwhile his second Selfie Wall piece is called "Role Reversal", a black and white depiction of a fish fishing at Fisherman's Walk!

Lewis Sutherland, also known as Smilinlewie, is a Scottish born artist now based in Bournemouth and says that "if you can capture the eyes, you can capture the essence of the subject". His mesmerising "Pick Me", located at Boscombe's Prom Diner, certainly does this, with richly coloured cuddly toys hoping to be chosen by an eager little boy at a seaside funfair.

The creator of two vivid and photogenic murals - the charming "Beach Fox" at Southbourne and "Hungry Shark", set to thrill at Branksome, is Arts University Bournemouth graduate, sculptor, painter and illustrator, **Owain Nicholls**, whose early memories include surfing in the Southbourne waves!



With a fascinating gallery situated on Westover Road, **Ambassadeur Art** brings an exciting collection of both national and international artists to Bournemouth. The Ambassadeur concept is designed to inject the local art scene with a powerful explosion of radical colour and creativity. They sell original works, specialise in commissions and work directly with acclaimed, award-winning and emerging artists to provide pieces for the home, office spaces or commercial interiors.

The gallery features an impressive roster of artists including **Iain Alexander**, **Dairo Vargas**, Dom Pattinson, Darren West, Robin Coleman and Finn Stone along with locals including the talented **Krishna Malla** and Bjorn and Amanda Sjoling. The Selfie Wall Trail collaboration with Bournemouth and Poole Tourism features a blend of Ambassadeur Artists and local associates.



Ambassadeur Art continued...

From fine art to graffiti, graphic design to tattoo art, Ambassadeur talent bring a wealth of experience, flavour and techniques to their pieces creating intricate, bold and edgy, but most of all original urban and pop art. The gallery works closely with the local community by interacting with 'meet and greets', running workshops, hosting events, visiting schools and executing live demonstrations whilst supporting local charities with a percentage of sales donated to a different charity each quarter.

Resident Artist, **Iain Alexander**, says "After working with Bournemouth Tourism to create the town's largest piece of street art in the form of a giant Spiderman on Pier Approach, we wanted to once again contribute to the burgeoning art scene in this fantastic seaside town. The Selfie Wall Trail idea was born and we are delighted to have found so many fantastic sites right along the seafront from Sandbanks to Southbourne, including on the iconic Bournemouth Pier."

Win a grand prize for the best photograph!

In celebration of the Selfie Wall Project, Bournemouth & Poole Tourism are launching the Selfie Wall Competition.

From 26th May – 2nd September, we are encouraging everyone to take amazing selfies in front of one of the eleven walls located along our award-winning seafront. At the end of the summer the best selfie will win a fantastic grand prize that includes:-

- A family stay in Bournemouth Beach Lodges
- Urban Guild hamper on arrival
- Dinner at Vesuvio Restaurant
- Family bike rental from Front Bike Hire
- Entry to Russell-Cotes Art Gallery & Museum
- One year film club membership at the Lighthouse, Poole
- Family Clip and Climb pass and family Pier Zip voucher at Rock Reef

Entering the competition couldn't be easier! Simply take a snap and post it on Facebook, Twitter or Instagram using the hash tag **#loveselfiewalls**, so don't be shy and strike a pose! You could be the lucky winner of a jam-packed family break in Bournemouth!

*T&Cs apply, see website for details
www.bournemouth.co.uk/selfiewalltrail



All information correct at time of going to print, May 2018

The Selfie Wall Trail

Bournemouth and Poole Seafront
from Saturday 26th May 2018



Iain Alexander @Ambassadeur Art



#loveselfiewalls

Welcome to the Selfie Wall Trail

This summer, Bournemouth and Poole's award-winning seafront has been transformed into a work of art!



Thanks to local gallery, Ambassador Art, a variety of artists have created a series of murals that make fun and colourful backdrops for your selfies. The Selfie Wall Trail stretches from Sandbanks all the way to Southbourne meaning wherever you are on the seafront, the perfect selfie opportunity isn't far away.

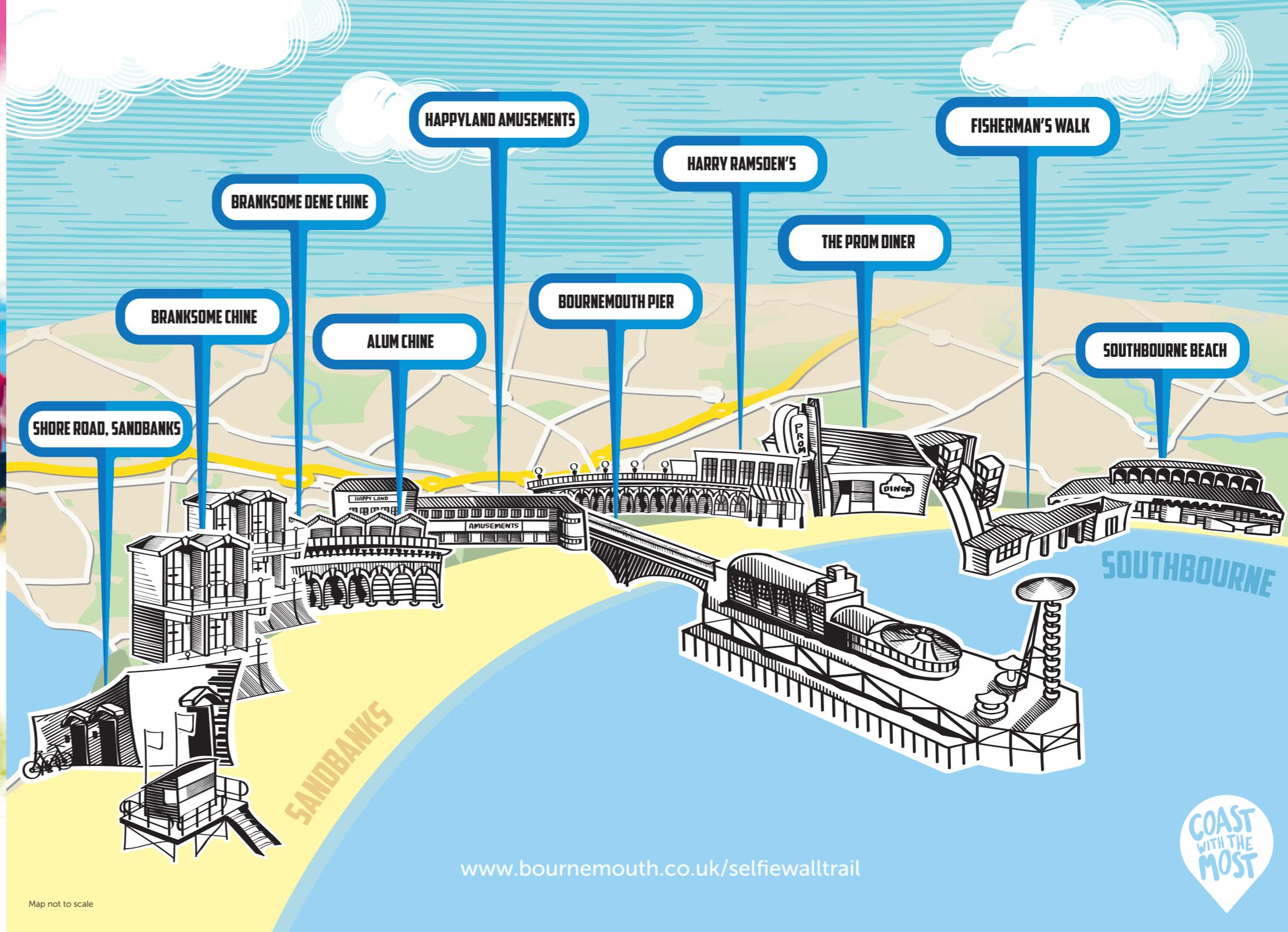
Follow the trail on foot, by bike* or aboard our famous land trains and don't forget to take a pit stop – there are plenty of seafront cafés and restaurants along the way.

To celebrate this exciting project, we're running a competition from **26th May – 2nd September**. All you have to do is take a fun selfie in front of one of the walls and post it on Facebook, Twitter or Instagram using the hashtag **#loveselfiewalls**.

The best image will win a jam-packed family break in Bournemouth, (see back page for details).



*cycling restrictions apply in July and August.



Map not to scale

www.bournemouth.co.uk/selfiewalltrail

