

## PRESS RELEASE

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### The Ram Trail lives on!

<https://www.derbymuseums.org/news/the-ram-trail-lives-on>



*Mondriram outside Vaillant's Customer Experience Centre, Belper © Vaillant*

Following the huge success of the Derby Ram Trail this summer, Derby Museums - the trail's principal organiser - is pleased to share news about 15 of the rams, which have remained in the public realm for people to enjoy.

The Derby Ram Trail was a spectacular free discovery trail, featuring 30 unique ram sculptures that brightened the streets of Derby between 27<sup>th</sup> May and 25<sup>th</sup> August this year. It was brought to the city by Derby Museums, in partnership with Wild in Art, and attracted over tens of thousands of visitors during its three-month run, including Derbyshire locals and international tourists.

The 30 rams comprising the trail were auctioned off in September by Charles Hanson, raising an impressive £300,000 towards Derby Museums' Endowment Fund and helping to secure the future of our heritage.

The rams have now travelled to their new homes across the country - the ram rambling the furthest now overlooks the town of Prestatyn in north Wales! Half are in private ownership, but there are still 15 rams the public can spot:

1. *Ramtastic* and *Poseidon* rambled off to a Lincolnshire Wolds location set in the grounds of Nettleton Park, owned by Don Amott Parks.
2. *Rambo* takes pride in looking after the iconic pepper pot building on the former site of the Derby Royal Infirmary in the Nightingale Quarter, Derby.
3. *Captain Stone* was purchased by the entrepreneurs at Project D and will make guest appearances at some of their pop-up events.



4. *Secret R.A.M.* and *Random Access Memory* welcome visitors to Tioga Limited, helping showcase their expertise in Electronics Assembly at their Head Office on Mansfield Road, Derby.
5. *Ramble* sits on proud display at Custom Paintworks Derby and was bought in memory of Robin Morley who used to ramble in the Peak District with his son Scott Morley, the owner of the company.
6. *For Those About to Rock* warmly welcomes visitors to Brand Outlet on Ascot Drive in Derby, and we are told is already a hit with their visitors.
7. *Pride in Derby* has nestled into its new home at Derby City Council on Corporation Street and proudly shares its space with a sheepdog!
8. *Play* is residing at Cosy HQ, the play factory in Fauld near Tutbury and will playfully come out on tour with Cosy Direct in support of their work with Derby Kids Camp.
9. *Mondriram*, sits proudly outside Vaillant Group's Customer Experience Centre in Belper, Derbyshire. Vaillant was really happy to win the ram and use it to welcome visitors and staff to their award-winning manufacturing plant.
10. *Nurse Nightingale* sits proudly inside the main reception at the Royal Derby Hospital, continuing to support their work connecting art and wellbeing.
11. *Ram Gogh – Starry Night over the Dales* and *Herding Together to RAMP up Quality* take up a temporary position at the Needles Pub in Alvaston, Derby before they move into a new pub garden area next year to welcome families and visitors alike.
12. Keener eyed ram spotters might also see *Derby Industries* outside Motus Commercials when driving past their office in Mackworth.

The legacy of the trail continues, and Derby Museums is pleased to extend this by further developing the Derby Ram Trail app with local company, [Bloc Digital](#). The company has freely donated its expertise and time to design, develop and produce the app, which is available to download for free on mobile devices.

Although the trail has finished, by the end of October when the app has been updated, visitors will still be able to navigate it using the app to locate 3D virtual images of the rams in their original positions.

**Bloc Digital Director, Keith Cox, said:**

*"We are delighted to keep the creativity and community spirit of the Derby Ram Trail alive by harnessing digital and immersive technology in this legacy app. Visitors can continue to experience that sense of quest as they explore the city and interact with the virtual rams along the way. The app also brings the trail close to home – once the rams have been unlocked, visitors can take these Augmented Reality sculptures home to place in their own rooms or gardens."*

**Tony Butler, Executive Director of Derby Museums, said:**

*"It is a fantastic to hear that 15 of the rams will stay on public display as a legacy to the project and we are thrilled that Ram Trail sponsor, Bloc Digital, have continued their support with the development of the app, enabling visitors to continue to enjoy a virtual version of the trail."*



*We would like to thank all of our sponsors, artists and visitors for their commitment to making the trail such a fantastic success after such a difficult time during the pandemic, and for everyone who supported us so generously, helping to raise an incredible sum for Derby Museums' Endowment Fund."*

**-Ends-**

For more information contact Vicky Washington [vicky@derbymuseums.org](mailto:vicky@derbymuseums.org)

## **Notes to editors**

### **Derby Ram Trail**

The Derby Ram Trail a spectacular free art sculpture trail which will be in Derby from Thursday 27<sup>th</sup> May – Wednesday 25<sup>th</sup> August 2021. The ram sculpture is based on the mythical Derby Ram from the 18th Century song, which according to legend was ten yards high with enormous horns and a huge flowing fleece. The story tells how people from all over came to see the huge Derby Ram.,

The Derby Ram Trail was brought to you by Derby Museums, together with Wild in Art and Presenting Partner Cathedral Quarter Business Improvement District (BID). Wild in Art is a leading producer of creative events that transform places into free, family-friendly outdoor art galleries.

The Derby Ram Trail raised over £150,000 for Derby Museums, doubled with match funding from the National Lottery Heritage Fund to over £300,000 helping to secure the future of our free museums for everyone to enjoy.

The trail was supported by Headline Partners Bloc Digital, Derby and Burton Hospitals Charity, Rolls-Royce, St Peters Quarter BID and generously sponsored by Bloc Creative, Essential Print Services, Middlebook Transport Limited, Central Health, Compendium Living, Cosy, Derbion, Derby City Council, Derby County Football Club, Derby Telegraph, East Midlands Railway, Generation Next, Hansons Auctioneers, Marketing Derby, Pektron, SENAD Group, Smith Partnership, Stancliffe Hall, The Flowerpot, Timms Solicitors, Treetops Hospice Care, University of Derby, Vaillant, Van Elle and Wathall's.

### **Wild in Art**

Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

Since 2008 Wild in Art has animated cities across the world including Manchester, Sydney, Auckland, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art events have:

- Enabled over £15m to be raised for charitable causes
- Injected £2.4m into local creative communities
- Engaged over 850,000 young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

[wildinart.co.uk](http://wildinart.co.uk)

### **Derby Museums**

Derby Museums is an independent charitable trust which is responsible for the rich cultural and creative history of Derby. It manages three free access sites across the city, the Museum and Art Gallery, Pickford's House and the Museum of Making at Derby Silk Mill. Derby Museums looks after and curates the city's art and heritage collections, including the world's largest collection of paintings by Joseph Wright of Derby.



As a charitable trust, Derby Museums relies on funding and grants from organisations and donations from businesses and the general public, all of which is gratefully received in order to ensure that admission to the museums remains free for all.

### **Derby Museums' Endowment Campaign**

Derby Museums has been awarded a Heritage Endowment Grant by the National Lottery Heritage Fund. By September 2022 Derby Museums aims to raise £1 million that will be matched pound for pound by the Fund. This will create a £2 million Endowment Fund that will be permanently invested to provide an income to help to support Derby Museums' long-term future.

### **Bloc Digital**

Bloc Digital is an award-winning creative digital visualisation and immersive technology studio, supporting global organisations through applied technology solutions with four core disciplines: 3D modelling, animation, immersive (VR and AR), and development (web and app).

[w. bloc-digital.com](http://w.bloc-digital.com)