

PRESS RELEASE



For immediate release: Monday 16th August

Derby Ram Trail extended until 25 August before Ram-union brings them all together for one last time

Don't miss your chance to grab a ticket and even make a bid at auction to own your own!

It has been a ram-tastic summer of art in Derby with an amazing array of wonderfully decorated rams animating the city as people started to get out and about again. The Derby Ram Trail has been embraced by the people of Derby and visitors alike and now everyone will have an extra few days to enjoy them as the trail has been extended until the end of Wednesday 25 August.



'Ramtastic' ram designed by Mr A Singh, outside the Museum and Art Gallery (the Trail's 'herd quarters') in Derby. Credit Derby Museums. [High res, and other images, are available.]

After that there will then be one last chance to see them all together as the Ram-union Weekend that is being held from the 3-5 September at the Museum and Art Gallery. This will be a chance to celebrate the end of the Ram Trail and say goodbye to all the rams before they ram-pede to auction to raise funds for Derby Museums. This is an excellent opportunity to see them all in one place, take snapshots or selfies and share your stories with the rest of the with us using #DerbyRamTrail.

Tickets for the RamUnion Weekend are available at www.derbymuseums.org/event/the-ramunion-weekend and as numbers are limited tickets are expected to sell out fast. Each day will also have a slot specially designated as a quiet session for those with autism or who need some additional space and quiet to enjoy this event. Thanks to Rolls-Royce and SENAD Group for making the Quiet Hours possible. Details can be found at www.derbymuseums.org/event/the-ramunion-weekend-quiet-hour

Following the Ram-union, there will then be the opportunity to give a ram a forever home by buying one at the Auction on Thursday 9 September. As well as having your own Ram you will also be helping to care for Derby's important heritage to inspire our future generations, as proceeds from the Auction will be donated to Derby Museums' Endowment.

Hosted at the new Museum of Making at Derby Silk Mill, this exciting evening will begin with a prosecco and canapé reception in the impressive surroundings of the Civic Hall, before guests are

invited through to the Italian Mill to enjoy what is set to be a thrilling night. Renowned auctioneer Charles Hanson will then begin form proceedings, auctioning off the 30 large rams, be prepared for some competitive bidding!



In addition to offering a live event we are pleased to offer the opportunity for bidders and spectators to join online for a live-stream of the event and the option to register your interest to bid by proxy / telephone.

For more information and to register interest visit: derbyramtrail.org/auction

Tony Butler, Executive Director, Derby Museums says: *“The public reaction to the Derby Ram Trail has just blown us away. We knew it offered something unique and was a great way to showcase the artistic talent we have in this region but it really seems to have captured people’s hearts.*

“It had been a tough time for some many people so it was a real delight to see everyone out and about following the trail and we are really grateful to all of the local businesses who got behind this project and sponsored a ram, we couldn’t have done it without them.

“We are delighted to give everyone an extra few days to enjoy the Rams ahead of the Ram-union and them being eventually auctioned off to support the future work of Derby Museums. Don’t miss your chance to see them all gathered together and perhaps even own your own special artwork!”

Charlie Langhorne, Co-founder and Managing Director of Wild in Art says: *“We have been delighted with the public’s reaction and enthusiasm for the rams. After some really challenging times for us all, it is great to see people out and about enjoying the magnificent rams and stunning artwork. We hope that they have helped put a smile on the faces of the people of Derby and for the many visitors who have come to walk the trail.”*

The Derby Ram Trail Auction is kindly supported by Penguin PR.

Simon Burch, Director of Penguin PR, says *“It’s brilliant to know that the rams have been so popular that people want more time to visit them before they are rounded up. Their popularity means that there will doubtless be huge interest and big bids from buyers at the auction next month. We’re thrilled to be the auction sponsors and can’t wait to enjoy the atmosphere when Derby’s colourful street rams go under the hammer.”*

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For high-res images, interview requests or for more information, please contact the Culture Communications Collective:

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Notes to editors

Derby Ram Trail

Is a spectacular free art sculpture trail which will be in Derby from Thursday 27th May – Wednesday 25th August 2021. A flock of fabulously colourful and unique rams will take you on a trail around the beautiful city of Derby. 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, and we are excited that people will once again flock to Derby.

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



The Derby Ram Trail is raising money for Derby Museums, helping to secure the future of our free museums for everyone to enjoy. Every pound raised will be doubled by a grant from the National Lottery Heritage Fund.

www.derbyramtrail.org

@derbyramtrail | #DerbyRamTrail

Ram Union Weekend information

Public opening

Friday 3 September 3pm-7.15pm (last admission 6.15pm)

Saturday 4 September 11.20am-5.15pm (last admission 4.15pm)

Sunday 5 September 12.20pm-4.15pm (last admission 3.40pm)

<https://www.derbymuseums.org/event/the-ramunion-weekend>

The quiet hour sessions are:

Friday 3 September 1.30pm-2.30pm

Saturday 4 September 10am-11am

Sunday 5 September 11am-12pm

<https://www.derbymuseums.org/event/the-ramunion-weekend>

Ticket prices: Adult £5.00; 5-16 year olds £3.00; Family (2 adults and up to 3 children) £14.00; Under 3s FREE (but still require a ticket). Carers FREE (but still require a ticket)

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

The Wild in Art apps are available to download from the App Store and Google Play.

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. Over the next four years 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.