

A NEW HAND-CRAFTED, LOW-BUDGET, FEEL-GOOD  
PUBLIC ARTWORK BY UNITED CREATIVES

***DID YOU  
KNOW  
THAT?***



United Creatives have just installed their first wayfinding intervention in Walsall town centre, a hand painted wall mural. The new artwork aims to engender civic pride via a series of positive local facts and adorns a 22m long, previously dull stretch of concrete and directs pedestrians to some of the towns' hidden gems.



**1** IS THE NUMBER OF  
**NIGHTS SPENT BY  
QUEEN ELIZABETH 1<sup>ST</sup>  
IN CALDMORE**  
AND  
**ROYAL WARRANTS  
IN WALSALL TO MAKE THE  
QUEEN'S HANDBAGS**

*Artwork for Stencil No. 1*

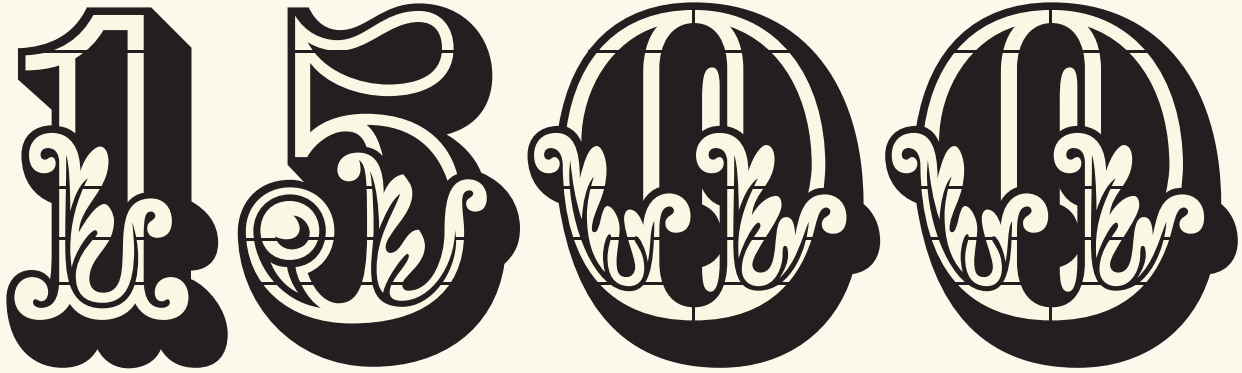
The first in a series of positive facts about Walsall town centre designed by United Creatives.

**320**

**THOUSAND SQUARE METRES OF LAKES, TREES & GARDENS  
IN THE ARBORETUM**

*Artwork for Stencil No. 2*

The Arboretum - a hidden gem.



**PERMANENT ARTWORKS HOUSED AT THE  
NEW ART GALLERY**

*Artwork for Stencil No. 6*

Liaising with local organisations allowed United Creatives to garner their set of positive facts.



*Artwork for Stencil No. 3*

Rather than use distance-based signage the walks to the towns' assets were measured in minutes.



**FAGS A DAY**

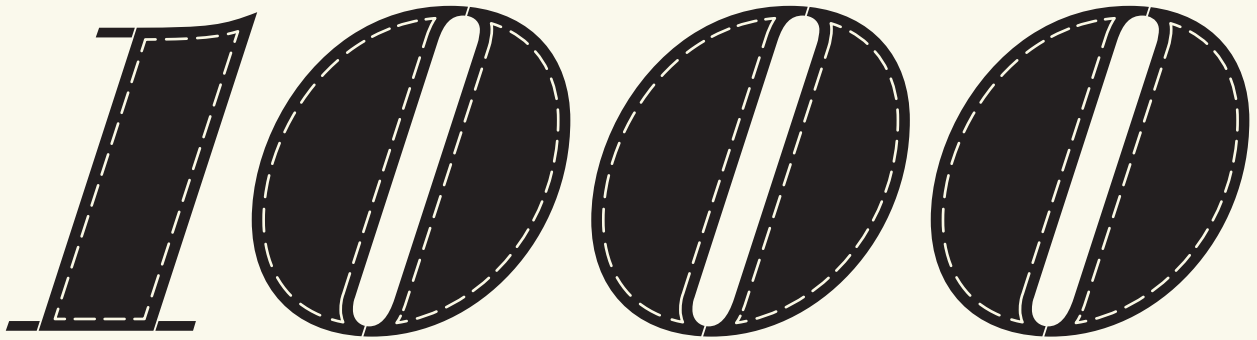
WAS WRITTEN BY WALSALL-BORN



**JOHN PETTY**

*Artwork for Stencil No. 9*

The birthplace of world famous writers Jerome K Jerome and John Petty, Walsall has a unique history.



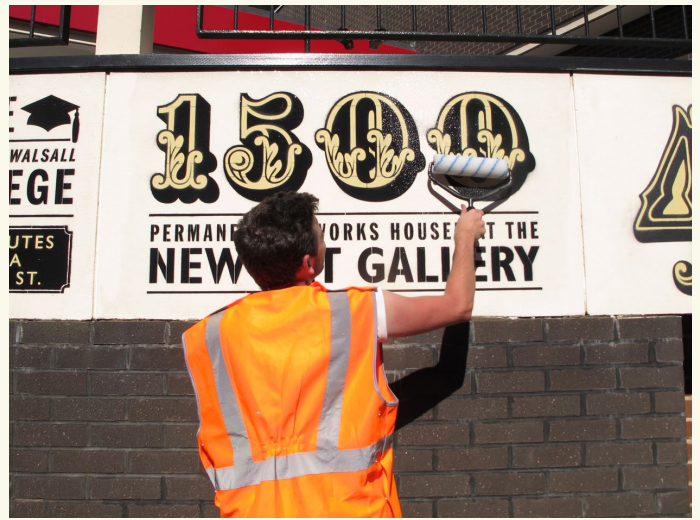
PEOPLE WORKING IN THE LOCAL  
**LEATHER INDUSTRY**

*Artwork for Stencil No. 10*

Our mural celebrates the many local and historical businesses of Walsall.



Utilising a limited budget, we used laser-cut stencils and micro-porous paints to create a cost effective and durable artwork which serves as a test bed to a larger, more permanent ceramic mural. The mural has received some fantastic feedback and support from both council members and the local public alike.







*Making it Happen*

United Creatives worked closely with partners Urbed and the regeneration team at Walsall Council to ensure that the required permissions, public liability, insurance and health and safety factors in relation to the artwork were dealt with in the correct manner.

FOR MORE INFORMATION OR FOR HIGHER RESOLUTION IMAGES PLEASE CONTACT [CHRIS@UNITEDCREATIVES.COM](mailto:CHRIS@UNITEDCREATIVES.COM)