

EVENTS ARCHIVE

Bathing Beauties®

Bathing Beauties® is a project conceived by Lead Artist Michael Trainor to create a series of dramatic and beautiful new beach huts and other seaside architecture for a beautiful and award-winning 10 mile stretch of Lincolnshire coastline, UK. The coastline features blue badge award-winning beaches, linked by footpath and suitable for pedestrians, cyclists and wheelchair users to enjoy uninterrupted views of sand, sea, sky – oh, and beachhuts! There are currently 509 existing traditional beach huts (linking the UK coastal towns of Mablethorpe, Sutton-On-Sea and Anderby Creek). Some of the huts are used and well maintained, many are in disrepair or forgotten and there are a variety of architectural styles from several different decades.

Bathing Beauties® is a 3 year process (2006 - 2009) during which artists, architects, designers and the local community will develop exciting, high quality and innovative bathing huts and other seaside structures which will ultimately form a 'linear gallery' of seaside architecture amongst existing bathing huts and additionally feature an annual **Festival of Bathing Beauties® – the UK's First Annual Beach Hut Festival**. A **Bathing Beauties® Touring Exhibition** of a selection of 1:15 scale models entered into the original international competitions to 'Re-imagine the Beach Hut for the 21st Century' was launched by the Hub: National Centre for Craft & Design, Lincolnshire and is available for hire from 2008 – 2010 – see contact details on first listing below.

Bathing Beauties® curator and director Michael Trainor is available by arrangement to give public talks on the project. Contact him via press@bathingbeauties.org.uk

Bathing Beauties® Calendar of Events 2005 - 2009

2009

March 2009

Bathing Beauties®: A Hub Touring Exhibition in Canada.
A selection of 1:15 scale models entered in the international art and architecture competitions to 'Re-imagine the Beach Hut for the 21st Century'. Featuring full-scale hut *Oyster Pleasance*.
On show at Biennale de Montreal, Montreal, Canada
www.biennalemontreal.org
For more information and a virtual gallery, see the Bathing Beauties® Touring Exhibition page or contact Melanie Kidd:
Telephone +44(0)1529 308710
Email: Melanie.kidd@thehubcentre.info www.thehubcentre.info

2008

Sat 20 & Sun 21 Sept 08

Festival of Bathing Beauties® on the Lincolnshire coast, UK.
The UK's only Beach Hut Festival
www.bathingbeautiesfestival.org

20 June – 20 July 2008 Bathing Beauties®: A Hub Touring Exhibition in England's Northwest. See above listing March 2009 for further information. On show at the Midland Hotel, Morecambe, UK www.midlandmorecambe.co.uk

11 – 18 March 2008 Bathing Beauties®: A Hub Touring Exhibition in France. See above listing for March 2009 for further information. On show at MIPIM, Cannes, France www.mipim.com

EVENTS ARCHIVE: Bathing Beauties®, the process from Sept 2005 - March 2007

2007

**Sat 22 &
Sun 23 Sept
2007**

First Festival of Bathing Beauties® on the Lincolnshire coast, UK.
The UK's only Beach Hut Festival
The official launch of the bold new Bathing Beauties® beach huts on parade.
Beautiful Beach Hut Competition with entries from private owners of existing huts on this coastline for exterior, interior and best dressed for the festival judging and prize-giving.
Other 'open hut' events including temporary installations, live music and live performance interventions.
Over 10,000 additional visitors were attracted to the coast for the Festival of Bathing Beauties® which aims to become an annual event, each September.

**Summer
2007**

Bathing Beauties® Huts on Parade
The first 'Brave New Beach Hut', '*Come Up And See Me*' by lead artist and Bathing Beauties® curator and director Michael Trainor. Construction commenced in artists' workshop in Manchester, UK. A two-storey hut, based upon a gin and tonic is made for permanent installation on the Mablethorpe Promenade, Lincolnshire, UK. Winners of the international competitions for bold new huts by architects, artists and designers begin the construction of their full-scale huts, in workshops all over the UK, before transportation to permanent sites along the Lincolnshire coast from Mablethorpe to Anderby Creek, Lincolnshire, UK. The huts are the property of East Lindsey District Council and available for daily hire directly from them.

**June –
Sept 2007**

Bathing Beauties® : at The Hub: National Centre for Craft & Design, UK. '*Re-imagining the Beach Hut for the 21st Century*'.
Gallery exhibition curated by Michael Trainor from the 240 scale model entries to the original international competitions. Over 100 models designed by artists and architects which re-imagine the British beach hut for the first time in 300 years. The exhibition launched especially for Architecture Week, UK. The exhibition has further tour dates from 2008 – 2010 and is also available for hire. Please see either the Touring Exhibition page of the Bathing Beauties® website or above entry for 2009 for further details.

March 2007 A Festival of Bathing Beauties® is planned; the UK's only Beach Hut Festival. Launch of 'Beautiful Beach Hut' Competitions, for private owners of beach huts between Mablethorpe and Anderby Creek , Lincolnshire, UK. Festival to take place in September 2007 and the local competition entries judged as part of the celebrations.

Jan 2007 The first of the bold new beach hut winning designs start to get built off-site.

2006

Nov 2006 As a result of the overwhelming response and quality of competition entries, the ambition to exhibit selected scale model entries nationally and internationally commences.

Oct 2006 **Commissioning:** The start of the commissioning process with the winning artists, architects and designers. The start of seeking funding to realise the winning design for a second parallel competition to design a Beachfront Restaurant / Boathouse for Chapel St. Leonards, Lincolnshire, UK.

Sept 2006 **Judgement Day:** Closing date and judging for the Bathing Beauties® international competitions. Over 240 scale model beach hut entries received from 15 countries! Four winning designs selected for full-scale build in 2007.

June 2006 International competitions launch for artists and architects to design bold new beach huts. Competition entries by 1:15 scale model only.

March 2006 The Big Idea: **Bathing Beauties®** conceived by Michael Trainor
Re-imagining the Beach Hut for the 21st Century.

Early 2006 Public consultation with the local community.

2005

Sept 2005 Michael Trainor appointed lead artist for the Lincolnshire Coastal Art Project.

www.bathingbeauties.org.uk