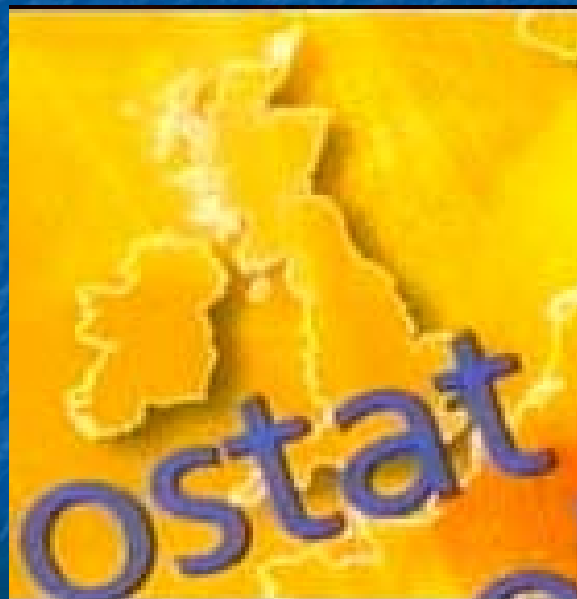
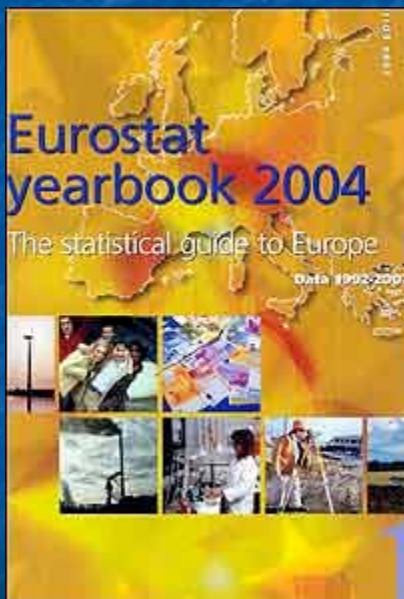


# I'm from Wales...



- Population : 3 Million
- Size : 20,000 sq. km
- Capital City : Cardiff
- Language : Welsh and English
- Economy : Agriculture, Tourism and Manufacturing
- Government : Welsh Assembly Government and Westminster
- Identity : Rugby, Singing and Sheep

# But not everyone knows about us!



# Ynys Môn / Isle of Anglesey



- Population : 65,000
- Size : 676 sq. Km
- Economy : Agriculture and Tourism
- Unemployment : 8 %
- Geography : 125 miles of coastline, AONB, Menai Straits



**Menter Môn**

- Established in 1995 to deliver Leader II
- 60 members of staff and £4.5 million turnover
- Funding from European Union, Welsh Assembly Government, Welsh Development Agency, Welsh Language Board
- Objective : To promote the Ynys Môn economy by working innovatively with geographical, sectoral and thematic communities



# Menter Mon Activities



Environmental  
Conservation



New Food Products



Heritage Interpretation



Business  
Support



Employment Projects



Festival and Events



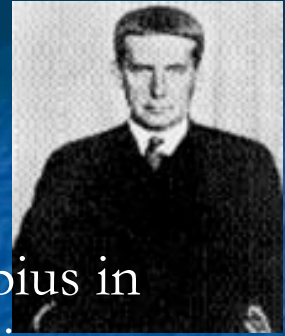
Language Initiative

## The Mona Bauhaus Project

- Why was it needed ?
  - Lack of creativity and innovation
  - Over reliance on small number of large companies
  - Over dependence on inward investment
  - Risk averse
  - Grant dependent culture



# What was Bauhaus?



- An avant-garde art and design school established in Germany by Walter Gropius in 1919. It was closed in 1933 by the Nazis
- Its purpose was to pursue new forms and new solutions to man's basic needs as well as his aesthetic ones. **The Bauhaus' curriculum returned to fundamentals, the basic materials, the basic rules of design...**



# What is Mona Bauhaus?

- The appliance of Bauhaus philosophy and principles to economic development
  - Returning to the fundamentals, the basic materials
  - Produce prototypes for the mass market
  - Bringing together specialists from diverse backgrounds
  - Applying high design values
  - Adopting an innovative approach to new product development

# The Mona Bauhaus Process

- Identify and catalogue resources
  - Natural Resources
  - Local Imagery (history, cultural, environmental)
  - Skills and manufacturing capacity
- Design Workshops
  - Recruit designers, retailers and manufacturers
  - Shortlist product ideas and prepare design briefs
- Develop Product Prototype
  - Commission private sector to develop products

It's like making a meal out of what is  
in the fridge!



What can you make out of...

- Eggs
- Onions
- Cabbage
- Beetroot....

ANGLESEY IS MY FRIDGE!!



# Parys Porcelain

- A range of high quality porcelain homeware
- Designed by Morgen Hall, a celebrated Welsh Ceramist
- Made on Anglesey
- Using pigments from Parys Copper Mine

# The Smoca

- An multi purpose outdoor / gardening garment
- Designed by Jane Davies, a local award winning clothes designer
- Fishing and Horse riding versions in development
- Made by Anglesey based Sewing Manufacturer

# Elements Bathing Range

- A luxurious bathing range based on Anglesey's Druid Heritage
- Made using Halen Mon, an established locally produced Sea Salt

# Parys Sail Chair

- An innovative chair inspired by Anglesey's sea-faring tradition.
- Frame and canvas produced by local manufacturing company



## What lessons have been learnt?

- The things that make us different make us interesting and marketable
- Choose products carefully and research the market
- Involve private sector from the beginning
- Success is measured in sales

## The Future

- To establish Parys Designs as a sustainable and profitable company.
- Sell products across the United Kingdom and beyond and raise awareness of Anglesey and Wales.
- Provide an creative engine to progress new products into the marketplace