



staffordshire
HOUSING ASSOCIATION

NEWS RELEASE

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Artist Rob redraws history at housing village



Artist Rob Pointon re-created a long lost canal scene with a unique three dimensional piece of permanent pavement art. The Stoke-on-Trent artist was commissioned by Staffordshire Housing Association to complete a work of art at the new £18 million West End retirement village, Stoke.

The stunning art depicts the former Newcastle-under-Lyme branch canal which ran through the grounds of the housing village, off London Road and Foden Street.

Rob said: "I have created an anamorphic painting. It only makes sense when it is viewed from one particular angle as it takes on the look of a three dimensional piece.

"When viewed from Corporation Street, it gives the illusion of a narrow boat coming towards you on the Newcastle branch canal which ran through the West End site. When viewed from the village grounds off Foden street, you see the canal reappear under the bridge.

"I have never worked on anything as large and detailed as this in that form of art before," said Rob who grew up in Draycott in the Moors, Staffordshire, and has a studio in Burslem.

The artwork was officially unveiled by Rob at the West End village on 26 April.

Diane Lea, SHA Chief Exec, said: "Rob has created a fascinating work which has proved to be a major talking point for residents and visitors to West End Village.

"It gives residents an insight to the history of the site and the town of Stoke.

"Communal areas at the new village are open to the public from Mondays to Fridays and I would recommend that local residents come along to see Rob's work."

ENDS

For further information contact Sandra Barber on 01782 744533.

Notes to Editors:

SHA is a housing association committed to building a better future for local communities. Established in 1984, SHA provide a huge range of tenant services including maintenance, tenancy support, estate management and gardening, as well as essential guidance on income management, money advice and benefits assessments. They are committed to improving live in Staffordshire through regeneration, supported housing, older people's villages, key worker homes and a rolling programme of home improvements. Their subsidiary company, Blue Mountain Housing Association, also work closely with refugee and local BME communities to provide essential support with healthcare, education, training and employment as well as access to quality housing.