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DREAM NAMED AS FACE OF A NEW NATIONAL TOURISM CAMPAIGN

The Dream, the 20m high landmark sculpture of a girl's head designed by Spanish artist Jaume Plensa and manufactured by Derbyshire based Evans Concrete, has been chosen by VisitEngland to launch the national Place of Interest Quality Assurance Scheme (PIQAS) which picks out top attractions across the country.

The sculpture, which is a highly prestigious piece of public art, stands on the former Sutton Manor Colliery in St Helens overlooking the M62, and is a landmark feature for the North West, symbolising regeneration in the region. It was manufactured entirely from precast concrete by Evans and was completed just over 12 months ago. It was commissioned by St. Helens Council as part of The Big Art Project, an ambitious public art initiative from Channel 4.

James Beresford, chief executive of VisitEngland said the organisation was delighted to launch their scheme with Dream as it was an artwork of regional, national and international significance.

It is hoped the launch will encourage other places of interest to sign up to the scheme to help them showcase their attractions.

“We are delighted that Dream has been chosen to launch this new scheme,” said Garry McBride, chairman of Evans Concrete. “It is an iconic sculpture that everyone at Evans is incredibly proud of. It represents one of the key highlights of the company’s achievements as well as of my own professional career.”

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