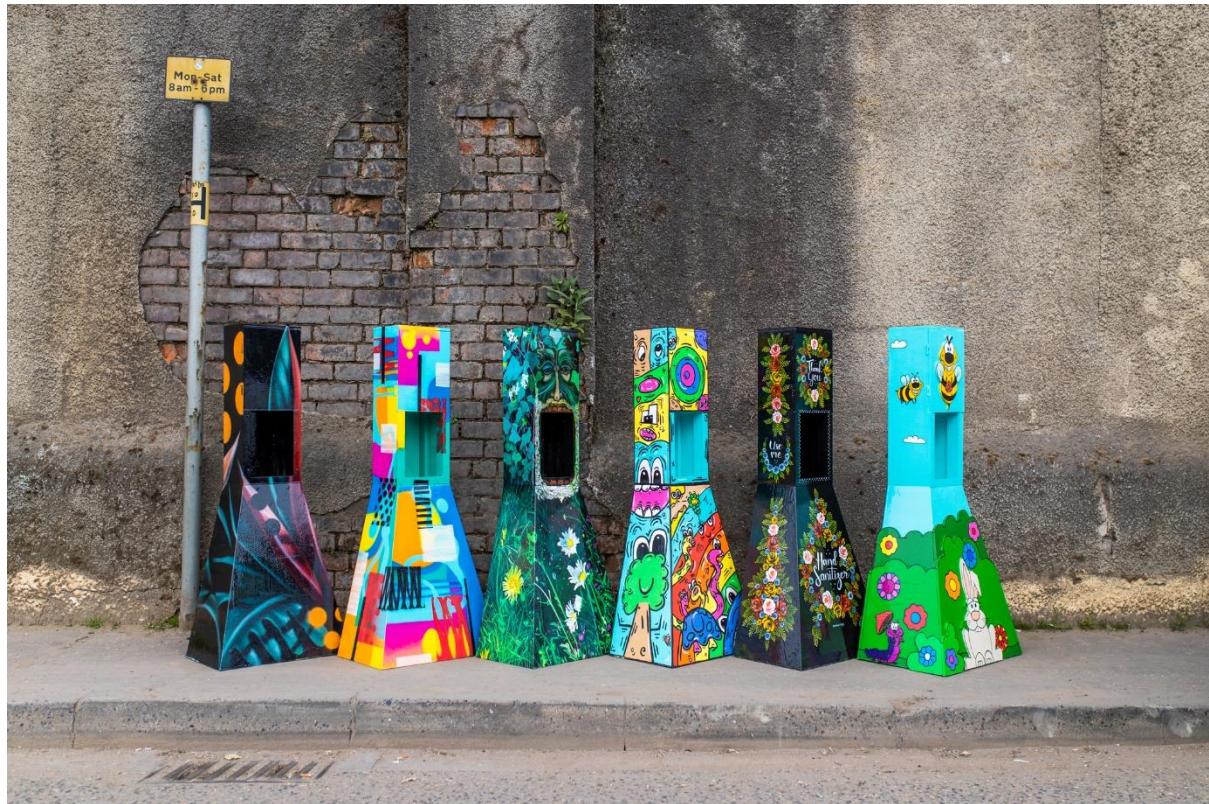


DECORDIA

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Manchester event and venue design agency DECORDIA unveils new hand sanitiser pillars with artwork designed by local artists to be used at the Manchester Flower Show



DECORDIA designs, builds and installs festival and venue architecture for over 20 festivals such as Parklife, Rewind, Tramlines, Truck, Y Not!, Snowbombing, Neighbourhood Weekender, Boardmasters and Bluedot. The small business is also responsible for a lot of the design and props sourced for Junkyard Golf Club and The Crystal Maze Experience.

Since the pandemic has taken away a lot of the work DECORDIA would normally be working on at this time of the year, they turned their attention to ways they could help the local community. This has included hosting online creative workshops for those who are currently unemployed or furloughed and looking at their environmental impact as a business.

DECORDIA then pivoted to creating more impactful and interesting hand sanitiser pillars for businesses and the community to use in areas of high footfall traffic. Most hand sanitisers seen around businesses and in public places are quite clinical and can look out of place and detract from the business' brand upon entry. DECORDIA wanted to create a more appealing way of keeping people safe and have produced a hand sanitiser pillar that is purpose built for busy environments and looks brilliant.

"After the second lockdown I was aware of how plain and serious everything in the city had become. Bright engaging shop signage was instead, remnants of Christmas displays. The usual spring painted chalk boards were missing, and fun illustrative posters promoting festivals and UV club night posters were replaced with clinical looking signage about wearing masks and keeping our distance from each-other. We couldn't visit art galleries or see set designs at the theatre. I missed engaging with all different types of art, and instead realised most my daily interaction was with hand sanitiser units as I pumped yet another dollop of alcohol gel onto my hands.

It occurred to me that if this was what everyone was interacting with each day, then this didn't need to be a purely clinical engagement, but instead it could be a moment of colour, a creative boost, and a chance to brighten up an action we associate with darker days.

We are so delighted that we have been invited to display these for use at the Manchester Flower Show where they will have their hand sanitising debuts!" – DECORDIA Managing Director Cordelia Ashwell

At the moment there are 6 pillars each with their own different style and personality, designed by 6 local artists from Manchester – [Olli Ryder](#), [Becki Miller](#), [Luke Passey](#), [Qubek](#), Salvatore Pagano & Philip Horrocks.



Olli Ryder, who is Creative Director of Animal Crossing Music and Head of Marketing for The Warehouse Project and Parklife Festival says the inspiration behind his vibrant design comes from the doodles going on inside his head which he thinks reflect his colourful and weird personality. It's the first time he has ever designed artwork for a physical product before, as he normally posts his designs online only but

thinks this project might be the beginning of more physical art for him.

"It's such a great release (art) for me, I find it puts me in quite a meditative state. The inspiration comes from when I was younger and I'd lay in bed while my gran would read and I'd just doodle away and that's just never left me. Now that I've got older, we all live such hectic lives so to have that little bit of a release is great."

Salvatore Pagano and **Philip Horrocks** became involved in the project via [START](#) which ‘exists to nurture talents and bring about a newfound confidence in those who feel isolated or excluded.’ Philip volunteers for START where he teaches drawing and painting and says his ‘Green Man’ design is a nod to the icon which dates back thousands of years and can be seen in many medieval churches and cathedrals. It’s also just a bit of fun for the kids to have to put their hands into a mouth to use it.

Salvatore, a Salford University graduate specialises in pop art designs and recently did some work experience with DECORDIA which is how he then got involved in this project. He hopes his 3D cartoon character design will bring some happiness to those that see it and it encourages children to use hand sanitiser in a fun way.



Becki Miller’s design was inspired by the floral patterns found on canal boats, jugs and coal scuttles. The history behind these designs was appealing not just because she lives on a boat but because she finds Manchester’s canal history so interesting. Becki has also just finished a mural in Seymour Park for the Old Trafford Art Trail with another artist and has a few more murals in the pipeline now that everything is opening back up again.

Luke Passey is known for his murals, traditional print making and canvases but has also painted skateboards, chests of drawers, vehicles and can now add hand sanitiser pillars to his eclectic list. He has an exhibition on at Common at the moment and has also been dabbling in rug making more recently. His pillar design is another doodle from his collection and showcases his love for bright, contrasting colours with an overload of layering.

Qubek’s pillar is immediately recognisable from his previous work which you can see throughout Manchester. He didn’t use any brushes or marker pens, only spray paint. He really enjoys painting floral, organic imagery so his pillar is bright and colourful but also dark so that there is an obvious contrast with the colours. Although he’s never painted a

hand sanitiser before he has previously painted a 6ft sculpture of a bee for the Wild in Art trail last year.

DECORDIA is looking forward to officially unveiling the first 6 pillars for use at the Manchester Flower Show from the 29th May-6th June. You will be able to use them in the following locations- New Cathedral Street, King Street and St Ann's Square.

Businesses and venues can get in contact with DECORDIA to commission their own hand sanitiser pillars which in turn will be supporting local creatives in the Manchester community. A different local artist will design each one making them all completely unique to each other. Get in touch with DECORDIA if you would like to purchase one for your business.

For more information:

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