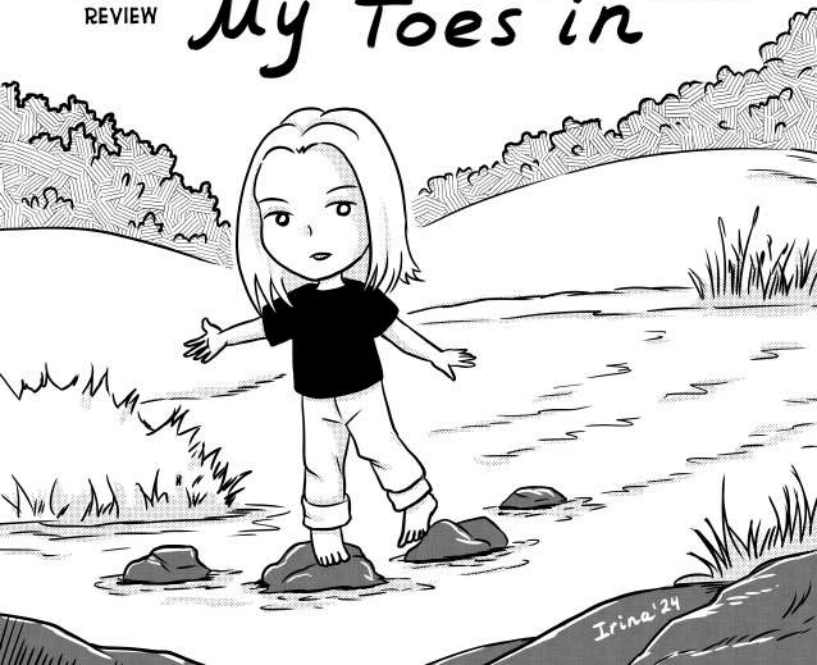


A DYFFRYN
DYFODOL
PROJECT
REVIEW

Dipping My Toes in

BY EIRA
(IRINA)
RICHARDS



Irina '24

S'MAE
EIRA!

I'M IWAN,
AND THIS
IS KATIE.

WOULD
YOU LIKE
TO GO ON AN
ADVENTURE?

UM,
SURE!

FFIWSAR

Irina'24



JUMP
IN THEN!

OUR
COMPANY
IS CALLED
FFIWSAR,
BECAUSE
WE SORT
OF...

FUSE
CREATIVE
PEOPLE
TOGETHER!

Irina '24

COOL,
SO WHERE
ARE WE
GOING?

WE'LL
HAVE A
LOOK AT
DYFFRYN
DYFODOL.

IT'S OUR
RESEARCH
AND
DEVELOPMENT
PROJECT.

WE RAN IT
BETWEEN
2021 AND
2024, IN THE
CONWY VALLEY
IN RURAL
NORTH
WALES.

Irina '24



WE AIMED
TO BRING
ARTISTS,
PARTNERS, AND
COMMUNITIES
TOGETHER –

WITH
CREATIVITY
AS A CATALYST
FOR CREATING
CHANGE!

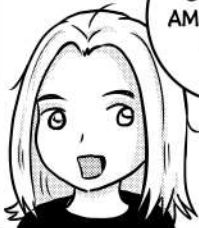


CREATIVITY

Irina'24

SOUNDS
AMBITIOUS,
WOW.

WELL,
WE HAD OUR
QUESTIONS
AND DOUBTS
BEFORE
STARTING THE
PROJECT.



A black and white illustration of a woman with short, wavy hair and glasses. She has a surprised or open-mouthed expression. She is wearing a patterned top. The background is a grey field with scattered white diamond shapes.

IWAN AND I
ARE BOTH
EXPERIENCED
FREELANCERS,
BUT WE'D NEVER
DONE ANYTHING
LIKE THIS
BEFORE.

A black and white illustration of a man wearing a baseball cap. He has a surprised or open-mouthed expression. The background is a grey field with scattered white diamond shapes.

AND I WAS
WONDERING,
MAYBE WE
SHOULD HAVE JUST
GIVEN THE MONEY
TO COMMUNITIES
AND LET THEM
DECIDE WHAT
TO DO WITH IT?

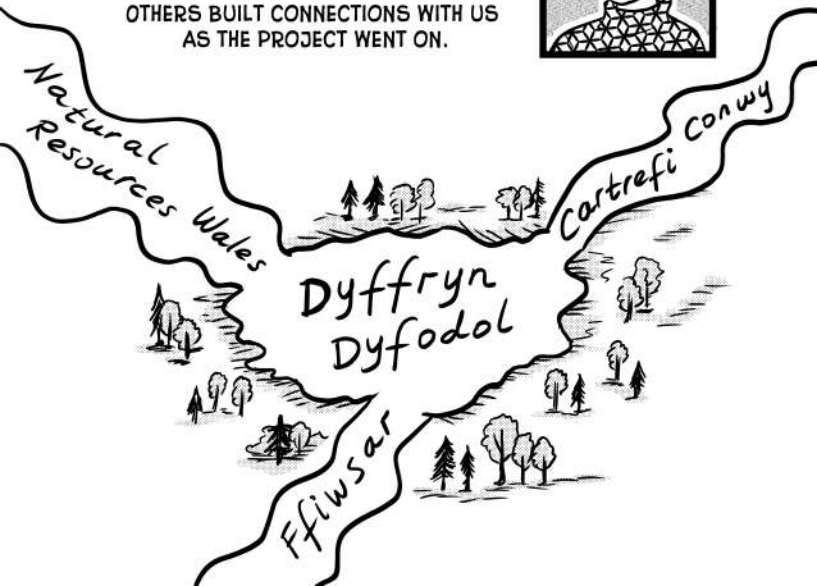
LUCKILY, WE'VE HAD PARTNER
ORGANISATIONS SUPPORTING US!

SOME OF THEM HAVE BEEN PART OF THE
PROJECT FROM THE START.

OTHERS BUILT CONNECTIONS WITH US
AS THE PROJECT WENT ON.



Irina '24



RIGHT FROM THE START, WE DECIDED TO DO THINGS DIFFERENTLY!

HERE ARE OUR PRINCIPLES.

PRINCIPLES:

-IT'S OK TO NOT KNOW ALL THE ANSWERS OR DETAILS AT THE START!

-BE RESPONSIVE AND AGILE

- BE AWARE OF WHO IS MAKING DECISIONS

-BE AWARE OF WHO IS EXCLUDED, AND REDUCE BARRIERS

Irina '24



SO WHY
DID YOU
CHOOSE
CONWY
VALLEY?

WELL,
IT'S A
REALLY
IMPORTANT
AREA, WITH
LOTS GOING
ON!

EUROPEAN
AREA OF
SCIENTIFIC
INTEREST

THE WATER
CONGREGATES
HERE

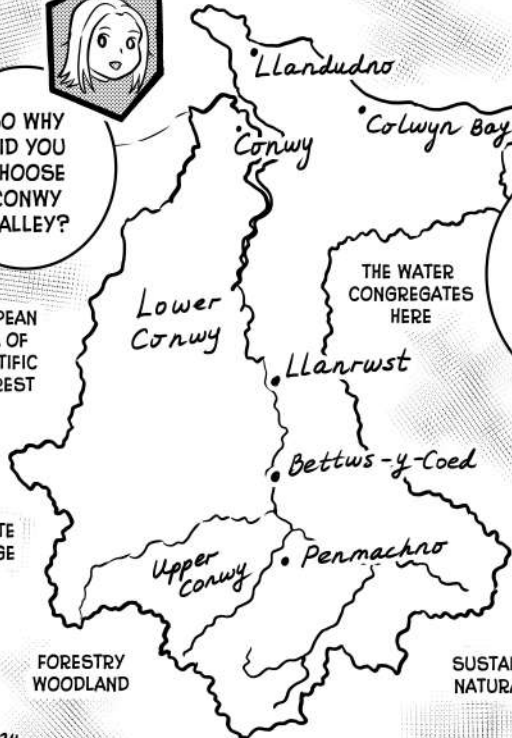
FLOODING

CLIMATE
CHANGE

COMMUNITIES
FLOW ALONG
WITH THE
RIVER

FORESTRY
WOODLAND

SUSTAINABLE USE OF
NATURAL RESOURCES



ONCE WE'D
ESTABLISHED
WHAT WAS
ALREADY
GOING ON
IN THE
AREA...

WE STARTED
THINKING ABOUT
EVENTS TO GET
THE COMMUNITIES
INVOLVED.



SO WE
CAME UP
WITH THIS
IDEA
FOR...

SINEMA
BEICIO!!

"BIKE
CINEMA?"



WE SPENT TIME CHECKING IF THERE WAS INTEREST.

WE KNOCKED
ON PEOPLE'S
DOORS...



DISTRIBUTED
FLYERS...



AND SET UP
A STALL.





I LOVE
THE
FILM!

SPENDING
TIME
TOGETHER
IS EVEN
BETTER THAN
THE FILM!

THE EVENT
ITSELF WAS
BRILLIANT!!



AFTER THAT,
WE STARTED
A CALLOUT TO
TAKE PART
IN THE
PROJECT.

WE
DELIBERATELY
OPENED IT UP TO
"CREATIVES"
RATHER THAN
"ARTISTS"...



TO
ENCOURAGE
CONVERSATIONS
FROM ALL
WALKS OF LIFE.

THAT
GOES WELL
WITH YOUR
PRINCIPLE OF
REDUCING
BARRIERS!





I'M ALISON,
AND THIS IS
TY DECHRAU -
THE HOUSE
AT THE
BEGINNING!

YOU'RE
WELCOME TO
WALK AROUND
LLYN CONWY,
EXPLORE,
AND REST!

THERE ARE ALSO THOUGHT-PROVOKING
OBJECTS IN THE BOX THAT LINK TO
THE PAST OR THE FUTURE.



HI, I'M
LINDSEY –
WELCOME TO
THE PAST,
PRESENT,
AND FUTURE
TREASURE
HUNT!

I'VE BEEN
TALKING TO
THE PEOPLE OF
DOLGARROG
TO FIND OUT
WHAT PLACES
MAKE IT
SPECIAL.

WE'VE
MADE CARDS
SHOWING
THE PAST AND
PRESENT OF
THESE
PLACES.

WE EVEN
HAVE A
"FUTURE
TELLER"
IF YOU ARE
BRAVE
ENOUGH!

OH OH O!

Future
*
Teller
*
D

Irina'24

I'M
KRISTIN.

I TURNED AN
EMPTY SHOP IN
PENMACHNO INTO
A COMMUNITY
GALLERY...

WHERE
PEOPLE
CAN COME
TOGETHER
AND TAKE PART
IN THE ARTS.

WOW -
GREAT USE
OF PUBLIC
SPACE!

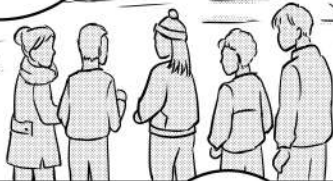
ORIEL MACHNO

Irishish

HI!
GILL
HERE.

I GATHERED
A GROUP OF
VOLUNTEERS
TO WALK ALONG
THE RIVERS ROE
AND HENRYD
...

TO
REMOVE
HIMALAYAN
BALSAM.



IT MAY
LOOK PRETTY,
BUT IT
DAMAGES
RIVER
BANKS...



AND
STOPS
OTHER
PLANTS
GROWING.

Himalayan balsam



Volunteer

TAKING
PART IN
THIS MADE
ME FEEL
REALLY
USEFUL!





I'M
EMRYS.

I WORKED
WITH THE
FARMING
COMMUNITIES
IN UPPER
CONWY
VALLEY.

I THINK
STORYTELLING
IS REALLY
IMPORTANT,
SO WE WERE
EXPLORING
FUTURE
STORIES -

"WHAT WILL
YOU TELL
TOMORROW?"



HI, I'M
JACKIE,
AND THIS IS
GŴYL
GARROG!

IT'S
SO MUCH
MORE THAN
JUST A
VILLAGE
FETE.



GŴYL

GARR

I STARTED A
COMMUNITY
FESTIVAL TO
GET PEOPLE
TOGETHER...

AND
SHOW THAT
WE REALLY
LOVE OUR
VILLAGE!



♥ CARU ♥
♥
DOLGARROG

A FEW HOURS
LATER...

WHEW!
THAT WAS
A REALLY
FUN DAY.

I'M
TIRED NOW
THOUGH!

TIRED?
SHE'S NOT
THE ONE
ROWING...

FFIWSAR

SO WHAT
ELSE DID
YOU DO IN
DYFFRYN
DYFODOL?

I'M
GLAD YOU
ASKED!

DELLANIVY STORE

WE ALSO DID "SMALL INTERVENTIONS".

WE OFFERED £200 FOR IDEAS THAT COULD MAKE COMMUNITIES BETTER.



£200
AM EICH
SYNIAD!

OOH, I MIGHT HAVE A GOOD IDEA.

ME TOO!



I BET YOU JUST **LOVED** HOLDING THAT SIGN!



Trina '24



IT DID
YIELD
SOME
GOOD
IDEAS...

"PANED AND CHAT"
FOR PARENTS AND CARERS
OF NEURODIVERGENT CHILDREN

LLANRWST LIBRARY
CRAFT SESSION

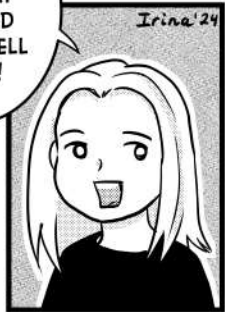


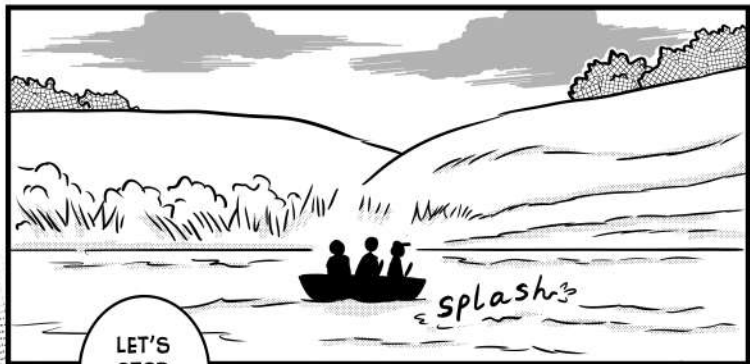
I SEE.
SO THIS
FORMAT
WORKED
QUITE WELL
THEN!

FURTHER FUNDING
TO SUPPORT DISABILITIES
IN RURAL AREAS



Irina '24





LET'S
STOP
HERE...

FOR
A BIT OF
FOOD AND
A REST!

Irina '24

SO,
HERE WE
ARE...

AS A
PROJECT
REVIEWER,
WHAT DO
YOU
THINK?

WELL,
I -

JUST GO
FOR IT...

LET GO
OF ANY
EXPECTATIONS,
AND SPEAK
YOUR MIND!



Irina'24



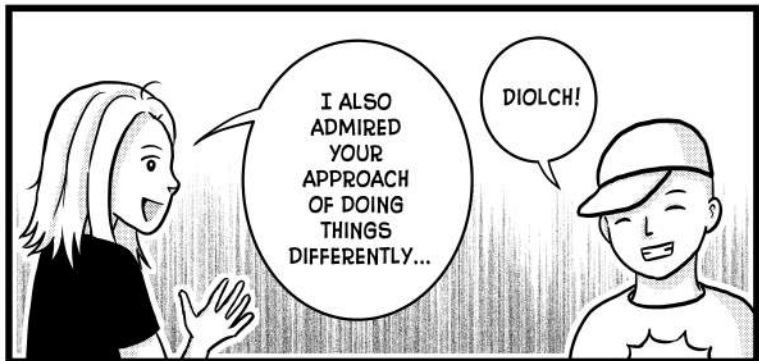
WELL,
THE WHOLE
PROJECT
IS VERY
"GRASSROOTS".

I LOVED
SEEING HOW
COMMUNITIES
WERE INVOLVED
AT ALL
STAGES.



YOU HAVE
DONE A LOT OF
CREATIVE
"FEELING
AROUND"
AT THE START!

IT'S GREAT
THAT EVEN
THE IDEAS THAT
DIDN'T WORK
OUT BECAME
PART OF YOUR
LEARNING.





WHICH
CREATIVE
ACTIVITY
RESONATED
WITH YOU THE
MOST?

OH,
THEY WERE
ALL
BRILLIANT!



BUT I
ESPECIALLY
LIKED
LINDSEY'S
TREASURE
HUNT.

I COULD
USE SOME OF
HER APPROACHES
FOR IDEAS
GENERATION
IN MY COMICS
WORKSHOPS!

I ALSO LOVED EMRYS' IDEA OF BEING A "CREATIVE FRIEND" TO THE PEOPLE HE INTERACTED WITH!

THE ACTIVITIES CAN ALSO BE REPLICATED IN OTHER LOCATIONS, AS THEY ADAPT TO THE NEEDS OF THE COMMUNITIES.



Irina '24



YOU KNOW,
I SOMETIMES
WONDER...

WHAT THE
FUTURE
WILL BE LIKE
FOR MY
CHILDREN.



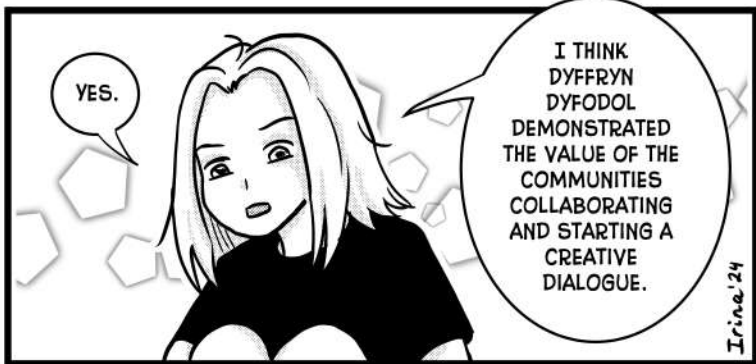
WILL PEOPLE
BECOME MORE
DISCONNECTED,
EXISTING IN THE
SAFETY OF THEIR
ARTIFICIAL
WORLDS...

WHILE THE
PHYSICAL
WORLD
CRUMBLES
AROUND
THEM?



I HOPE NOT –
AS LONG AS
PEOPLE
CAN GET
TOGETHER...

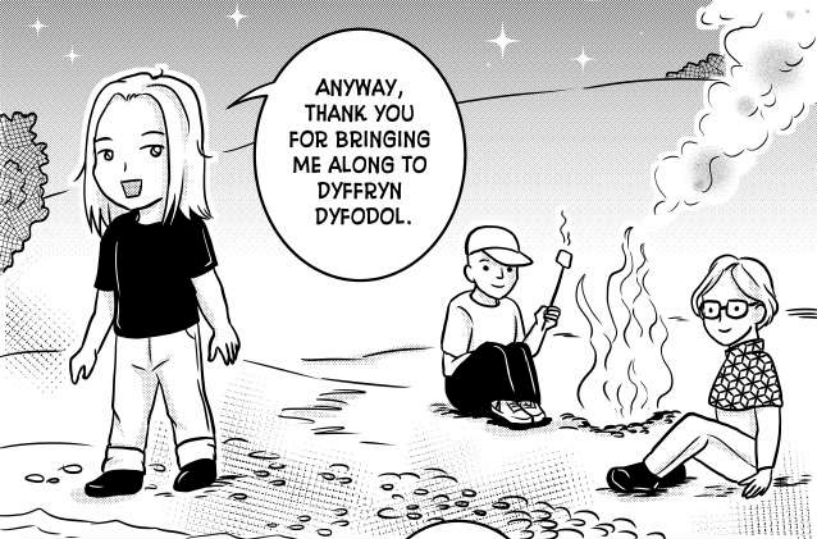
AND
TAKE PART IN
SOMETHING
THAT MAKES
A **REAL**
CHANGE.



YES.

I THINK
DYFFRYN
DYFODOL
DEMONSTRATED
THE VALUE OF THE
COMMUNITIES
COLLABORATING
AND STARTING A
CREATIVE
DIALOGUE.

Irina '24



ANYWAY,
THANK YOU
FOR BRINGING
ME ALONG TO
DYFFRYN
DYFODOL.



I'VE
LEARNT
SO MUCH -

EVEN
THOUGH
I FEEL I'VE
BARELY
DIPPED MY
TOES IN!

Time 24

THE END