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Originally fifteen acres of factory buildings and employing a thousand people, the Custard Factory in Digbeth is a visual backdrop to the surrounding district.

A. Close up of Alfred Bird & Sons Limited, Gibb Street. Specialising in eggless custard invented by Alfred Bird in 1837, it was one of the most successful and widely recognised food brands in Britain at the turn of the twentieth century.

B. More of the Devonshire Works Alfred Bird & Sons Ltd, including a poster about its present day use, plus a glimpse of the modern section behind.

C. Custard production relocated to Banbury in 1964/6 and the building was redeveloped from January 1992. Its Birmingham context is confirmed by iconic Rotunda and Selfridge's in the background. Current use is hinted by the large painting in the lower corner, combined with enigmatic words on the building exterior. Redeveloped by Bennie Gray and his son Lucan, it combines work spaces for creative and digital businesses including: artists, designers, communicators, media companies, small creative enterprises, studio workshops, meeting rooms, dance studios, gallery space, musicians, independent shops, cafés and bars.

D. Custard Factory signage linking it with the vicinity.

E. Brutal murals and razor wire contrasting with words atop The Custard Factory reading: NO BORDERS JUST HORIZONS ONLY FREEDOM.

F. Custard Factory as backdrop to anthropomorphic chimney, plus graffiti murals in Wayland car park.

G Zigzag wires, bridge, roof, wall and Ball Park mural, with Custard Factory beyond.

H & I. Two commissioned Custard Factory sculptures by Tawny Gray (born Toin Adams). The falling figures called 'Deluge' are situated in the Devonshire House building. 'The Green Man', tantalisingly partially concealed by scaffolding when photographed, is Birmingham's largest sculpture at 12 m high.

J. Custard Factory entrance, betwixt courtyard independent shops etc.
