

Barnsley debuts major exhibition about the history of hairdressing

Thursday 25 January, 2018

A new exhibition charting the history of hairdressing and hairstyle design, *Beehives, Bobs & Blow-dries*, makes its national debut at The Civic, Barnsley, this February.

The multimedia exhibition features archival material to celebrate iconic hairstyles, and the role of the salon as the pillar of the community, alongside exploring the advancement of design and technology.

The unique collaboration between celebrity hairdresser, Andrew Barton, The Civic curator, Donna Bevan, and the curator of visual arts for the Hull UK City of Culture, David Sinclair, has attracted national interest. L'Oréal Professionnel is headline sponsor of *Beehives, Bobs & Blow-dries*.

Monica Teodoro, General Manager of L'Oréal Professionnel said: "Over the course of its first century, L'Oréal established itself as the leader in the hair-care market, not just through the development of new products, but also through its knowledge of the hair-care sector and its support of hair-stylists around the world. This ongoing commitment to education and training of hair-care professionals reflects the legacy of L'Oréal's founder, Eugène Schueller, who prioritised the notion of service to his industry. Because of this heritage, L'Oréal Professionnel, the leading manufacturer of professional colour, hair-care and styling products, is proud to support this exhibition. Hair has always been a hugely important fashion statement, as can be seen in *Beehives, Bobs and Blow-dries*."

Andrew Barton, best known for his TV appearances on hit shows such as 10 Years Younger, said: "I'm passionate about supporting my hometown of Barnsley, which is why we chose The Civic to debut the exhibition. Barnsley has produced some of the most amazing talent and it's where I started my hairdressing career. I'm very proud of Barnsley and thrilled that we have secured such a major exhibition for the town."

Andrew Barton is a Champion of The Civic's fundraising appeal to raise £5m to complete building renovations and return The Civic to its full glory, creating a world-class destination for The Arts by 2023. Barnsley born broadcasters, Sir Michael Parkinson and Dame Jenni Murray, are also champions of The Civic's campaign.

Helen Ball, Chief Executive of The Civic said: "We are really proud to launch *Beehives, Bobs and Blow-dries* with support from such an iconic brand as L'Oréal Professionnel. Hair is such a statement of fashion, individuality and culture, this exhibition will no doubt capture so many imaginations and bring new audiences to The Civic."

Andrew Barton will also co-host a charity ball with TV celebrity fashion stylist and broadcaster Mark Heyes at The Civic to raise funds for The Civic #connect appeal and The Prince's Trust charity on Friday 23 February.

Beehives, Bobs and Blow-Dries will be at The Civic from 17 February - 7 April 2018; Entry is free.

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