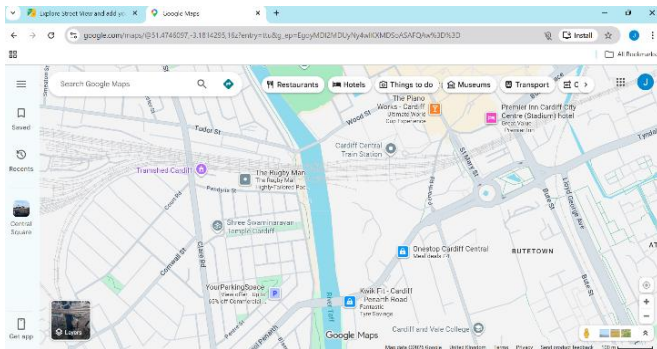


## Geohumanities Platform day

Tuesday June 23<sup>rd</sup> 11-1. Meet outside Cardiff Central Train Station.

If you are in or around Cardiff, and interested in the Geohumanities, then you are very welcome to participate in the second *Geohumanities Platform* event on Tuesday 23<sup>rd</sup> June, 11am-1pm.

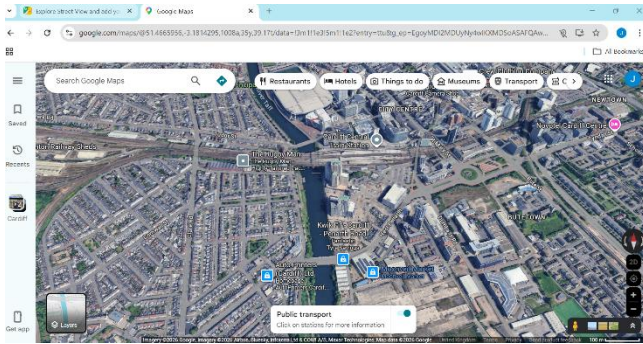
Meet us in Central Square, Cardiff (outside Cardiff Central Station) to go on a short walk to the old Brains Brewery site in central Cardiff (now named Central Quay, see <https://www.rioarchitects.com/project/central-quay-masterplan/> ).



*The 'Beyond the Silo' walk seeks to explore interdisciplinary working through a research walk to the Brains Brewery redevelopment site in Cardiff (where the brewery silos now remain as a relic of past-praxis in a new city landscape). Following the 'talking whilst walking' method, the research 'walk-shop' will harness the external environment as a critical cue for dialogue, with collaborators coming together to capture ideas, reflections, and provocations on their own praxis of interdisciplinarity.*

As we walk, we invite participants to attend not only to the visual landscape but to the full multisensory environment — the sounds, textures, atmospheres, and even the unexpected sensory cues that shape how we encounter the city. These sensory impressions can act as prompts for literary, cultural, historical, and artistic reflection, helping us consider how different disciplines 'read' the same space in distinct ways.

*We encourage you to capture the research data generated from this walking workshop in any media of your choosing (spoken and written words, cartography, and image). These data can then be translated into new geo-graphic insights which can be communicated through the Geohumanities Platform (see [www.geohumanitiesplatform.com](http://www.geohumanitiesplatform.com) ).*



**REAL CARDIFF**

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campus. The former industrial area between the road itself and Ikea's river has been jointly acquired by Cardiff Council and Ikea's property development arm, Vastint. The 30-acre site, a considerable slab of river-facing land, will include the building of a large number of affordable homes. Just further north land occupied by Brains Brewery and surrounding tenements is soon to become Central Quay, a mix of apartments, offices, bars, restaurants, shops and hotels. Brains' brick chimney stack will be preserved as a link with what used to be. It's another new quay in a city that only ever really had one original and is being marketed as a place with a Covent Garden vibe targeted at creative craft traders, bars and restaurant operators. At 16 acres and with easy walking access from the to-be-redeveloped Cardiff Central Station, Central Quay will considerably enlarge Cardiff's inner-core.

## When I think of Brains.....

**Rhodri Morgan, First Minister, Welsh Assembly Government:**  
 'Cardiff, the former coal-mining valleys of South Wales and the whole of Wales have changed hugely over the past quarter century. So much of what everyone took for granted over the previous century in terms of jobs, social habits and the environment has altered out of all recognition since the 1980s.  
 Cardiff was full of dockers and steel workers who drank Brains, usually Dark. The Valleys were full of coal miners who didn't. They drank plenty, but not Brains.  
 North of Merthyr was another country, where people rarely went to Cardiff let alone into Cardiff pubs. However often they might see 'It's Brains 'You Want' on railway viaducts, they wouldn't order a pint of Brains to save their lives. Brains was for the denizens of Cardiff and no-one else. You can't give away a pint of Brains in Newport was the mantra. That was the measuring rod of how parochial we in Wales were.  
 Personally I absorbed Brains through my skin in the 1940s by attending the Sunday School at the Hayes Tabernacl Welsh Baptist Chapel, which backed onto The Old Brewery. As the mash was fermenting next door, its heady odour would drift over the gravestones through the windows into the vestry and the chapel.  
 No wonder I took to it like a duck to water, when I reached drinking age. But then I am Cardiff born and bred.  
 The big question for Brains was how you convert a local product into a Welsh brand? If Welsh products stay parochial, they go nowhere. If they can spread the message from 300,000 people to 3 million people you can stay in business and grow the business.  
 That is what Brains have achieved. When you think of all the missed opportunities to promote high quality Welsh food and drink products to a wider audience, you have to give credit to those companies like Brains who decided to front up, face the challenge and step up to the plate.  
 Hey why am I using American baseball slang like 'step up to the plate' when I'm talking about Brains beer? I should use the proper Cardiff expression 'bos the pegs' - or is that being parochial again?'

**Lord Kinlock of Bedwelty, Head of the British Council, former European Commissioner**  
 'If Rioja is liquid sunshine, Brains Beer - SA, Bitter or Dark - is liquid Wales. It is like slipping silk.'

**Peter Hain, Secretary of State for Wales**  
 'As a real ale lover, a pint of legendary Brains SA really does evoke the pride and passion of Wales for me. It is the ideal accompaniment to the Bread of Heaven My wife Elizabeth, meanwhile, will always order a glass of velvety-smooth Brains Dark, whenever it is available at the bar.'



Explore:

<https://www.rioarchitects.com/project/central-quay-masterplan/>