



Wildago artwork at the

# Doc/Fest

2009

Commission for the Sheffield  
International Documentary Film  
Festival 2009

Wildago  
Artwork  
at the  
Doc/Fest

featuring Pearl and Edmund



The Truth  
is -  
Out  
There  
Doc/Fest

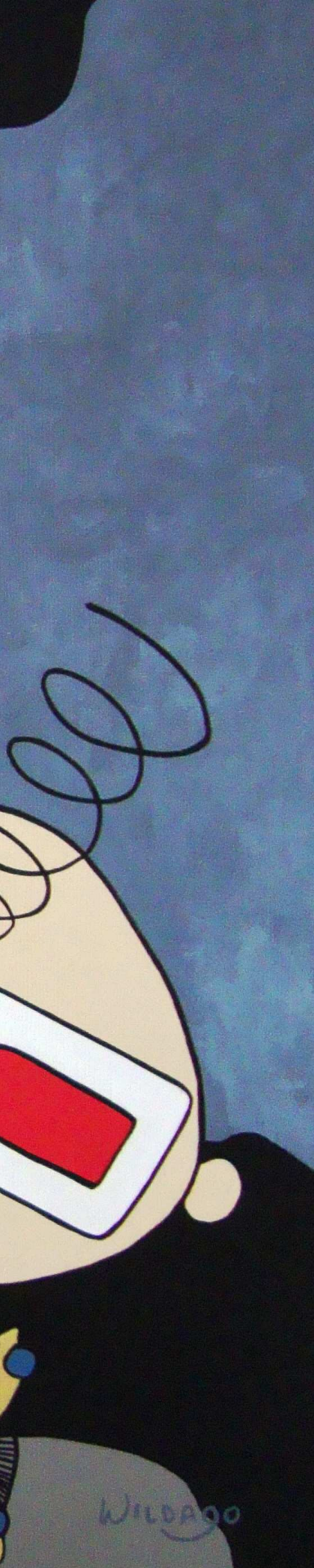
Super

WILDAGO

# Artwork at the Doc/Fest

by Wildago





## Wildago delegates brought a painted view of Doc/Fest

The 16th year of Sheffield's International Doc/Fest saw two unexpected delegates of painted proportions attending the five-day documentary film festival, held 4-8 November 2009.

Sheffield artist Wildago was commissioned to portray the Doc/Fest through her popular characters Pearl and Edmund. With an assumption that the duo were live participants Wildago showed them getting ready for, arriving at, and partaking in festival events. The characters also featured in cartoons for the Festival's daily news bulletin.

The seven signed originals were presented as alternative 'trophies' at the end-of-festival awards ceremony, allowing winners to take away an original Sheffield souvenir to commemorate their success.

This booklet shows the seven paintings and their corresponding award winners. An eighth painting—3D Pearl and Friends—was not part of the commission but was inspired by the Festival and became one of Wildago's most collectible prints.



WILDAGO

# Pearl Packs

Pearl has ten outfits for every occasion so it's hard to imagine how she got her suitcase closed and transported by train to Sheffield.

The Pearl Packs painting was part of the Inspiration Award 2009, which was won by British film director [Adam Curtis](#).

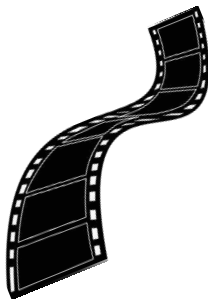




# The Independent Edmund

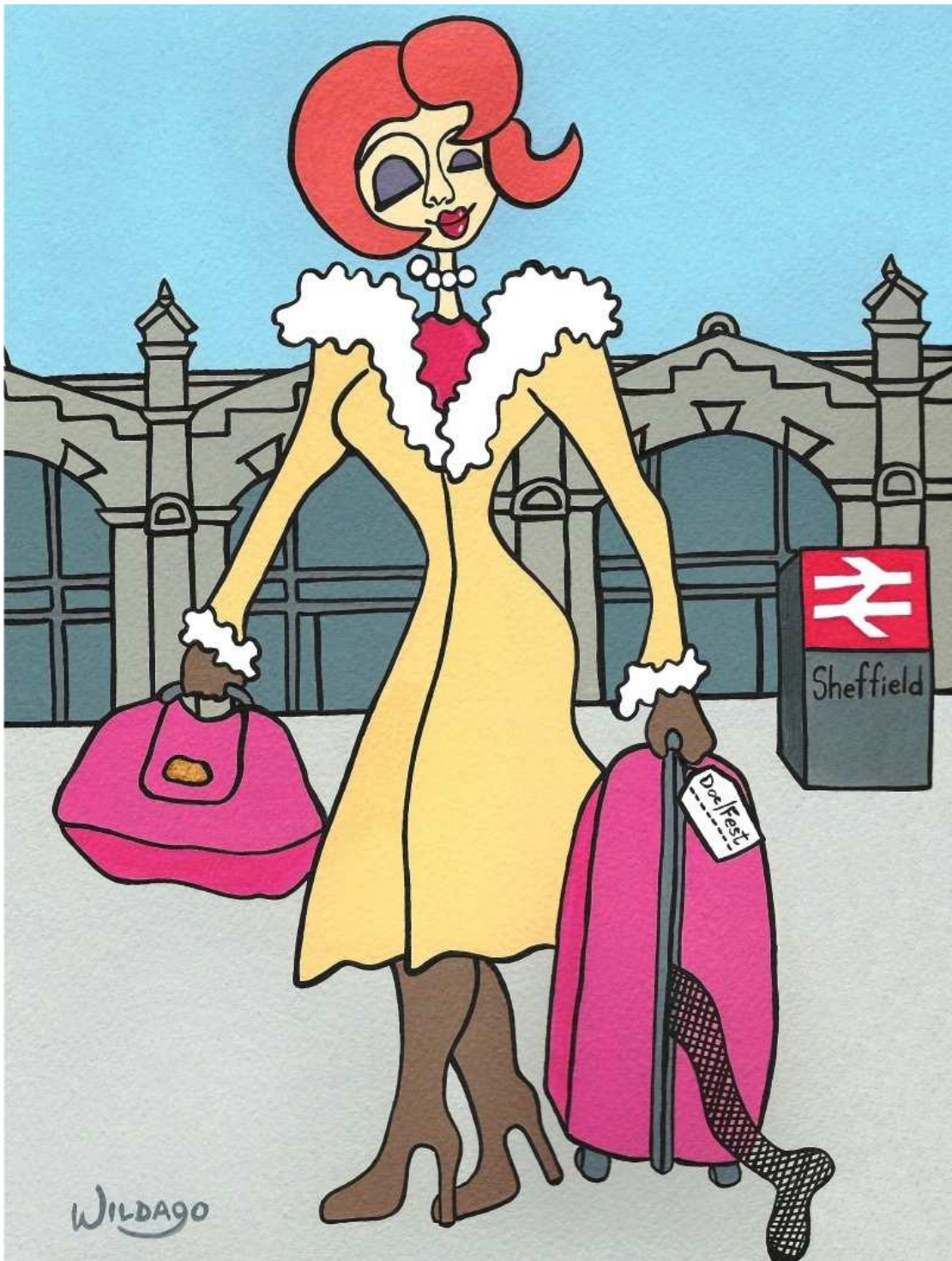
Sorry Todd-the-Dog, no pooches allowed at the film fest! Maybe Edmund will bring back a savoury souvenir.

As part of the Special Jury Award, *The Independent Edmund* painting was won by director [Erik Gandini](#) of Sweden for his film *Videocracy*.



***"I had already been checking your web site as I received your amazing picture but I didn't dare to bother you. It is definitely one of the best awards I have ever received as a film maker!... I'll hang the picture on the best spot in my office."***

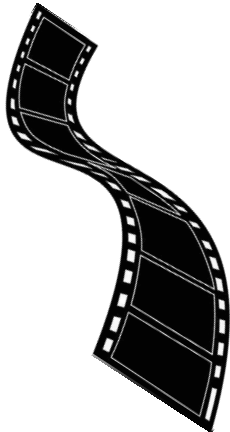
**Erik Gandini**



# Pearl Arrives

The beautiful Sheffield Station was extra glamorous with the presence of a ravishing redhead.

For his film *Blood of the Rose*, British director [Henry Singer](#) took the Sheffield Green Award home along with the *Pearl Arrives* painting.



***"I was thrilled to receive 'Pearl Arrives' for winning the green award at Sheffield. Trophies are a waste of space; original art is a wonderful thing to own. At the moment, your work is on our mantelpiece in our living room in west London."***

**Henry Singer**



The Truth is -  
out There

WELCOME

Doc/Fest  
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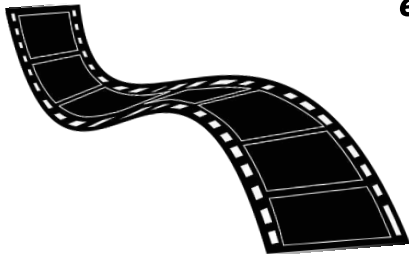
WILDAGO

# Duck Fest Edmund

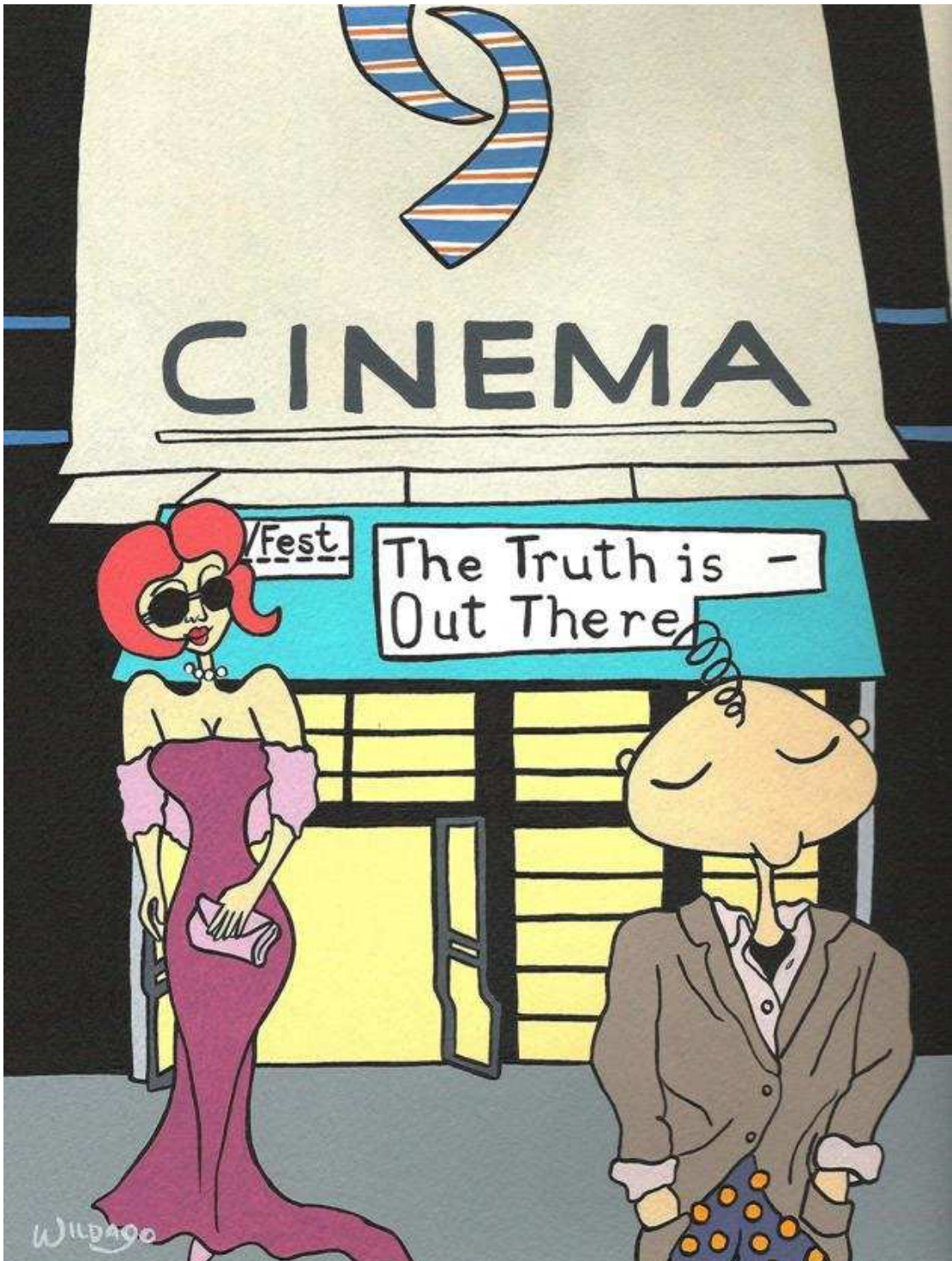
There's a lot going on in Edmund's busy life and sometimes he gets wires crossed.

*Duck Fest Edmund* was part of the Wallflower Press Student Doc Award. It went to [Miro Remo](#) of Slovakia for his film *Arsey Versey*.

***"Your painting has many fans here - including the director - as it is in the School being exhibited with other awards for the entertainment of the passers-by."***



Elena Brtáňová  
Foreign Relations Senior Official  
Foreign Affairs Dept.  
Academy of Performing Arts (VSMU)  
Slovakia



# Pearl Notices Edmund

They do appear in the same painting sometimes but Pearl and Edmund haven't met. In keeping with a cinematic theme, there are fans who predict a future romance. Here they are stood outside the Showroom Cinema in Sheffield.

Director [Jenna Rosher](#) of the USA took the Doc/Fest Audience Award for her film *Junior*. She received the painting *Pearl Notices Edmund* as part of the Award.





# Roller Edmund

Roller skating was one of many enjoyable activities at Doc/Fest, giving Edmund a chance to show off his moves as well as impeccable dress sense.

Andrew Lang of the USA won the Youth Jury Award for his film *Sons of Cuba*. He took home the Roller Edmund painting.



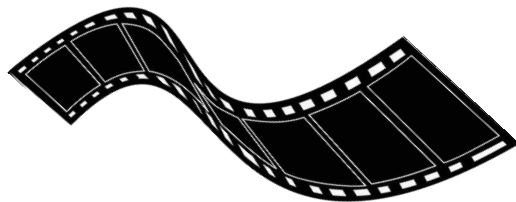
# Super 8

It wasn't all roller skating and watching films, there were intensive workshops for the hard-working delegates.

For his film *Loop Loop*, [Patrick Bergeron](#) of Canada was the recipient of the Innovation Award and took home *Super 8*.

***"I like it a lot! I think I received the most beautiful that you did for the awards. It will be installed, at home, in my office."***

**Patrick Bergeron**



# INTERVIEW WILDA GOYETCHE

If you were one of the many people who paid a visit to Sheffield's recent international documentary film festival - Doc/Fest - you may have come across two rather quirky characters.

Pearl and Edmund, as they are affectionately known, are the brainchild of city-based artist Wilda Goyetche who was commissioned to paint this year's festival depicting the vibrant and creative atmosphere through the eyes of her characters.

Self-taught artist Wilda, who divides her time between her art and a job as a personal trainer,

**Words:**  
**Richard**  
**Abbey**

Painted seven colourful scenarios of festival life which were presented to the award winners as 'alternative' trophies. She also did a daily cartoon for the Doc/Fest newsletter.

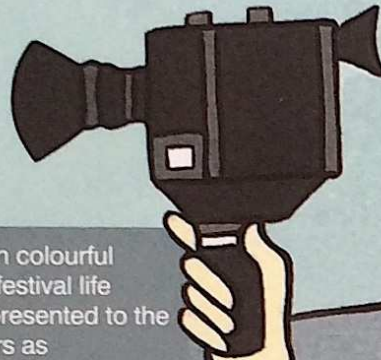
It is high profile commissions such as this that has seen Wilda become one of the city's must-have artists. And she has ambitions to take Pearl and Edmund to a national scale and beyond. Not bad for someone who has only been painting for a little over 18 months.

Not that the unveiling of her 'inner artist' is completely brand new. Wilda, who was born in Nova Scotia, Canada, had been emerged in art from a young age but travel, love, life and work meant that she only came back to it later in life.

"I used to sketch a lot. I found I enjoyed sketching women more as I could use bolder colours, felt I could be more colourful with them. Pearl evolved from there," she said.

After a chance meeting she decided to broaden her perspective.

"I was at a gallery and





and found Edmund, with a rugby ball-shaped bald head and a squiggle of hair.”

And so the series began – and it looks set to run and run.

Glamorous Pearl has a nonchalant attitude and plenty of joie de vivre. Often living it up with mischievous friends, Pearl and her cat – Irene – seem worry free.

Edmund appears to be her polar opposite. A quiet man having no visible mouth, he is sometimes seen with his faithful canine companion, Todd, whilst enjoying his single but incredibly varied life.

The paintings show aspects of human nature such as the tenderness, comedy, high jinks, ambition and diligence we might sometimes overlook in the haste of daily life. These are, at times, poignant and quirky and ultimately give a thoughtful perspective. Imagination has been brought into painted reality.

The fact that the characters have never met, although they've shared the same painting, opens up an endless list of possibilities and adds to the collectability factor. In which painting will Pearl and Edmund actually meet? And will they like each other?

“I'm really enjoying myself and I want to play around with them [Pearl and Edmund] for a while and see how far I can go with it,” added Wilda.

Such is the popularity of Pearl and Edmund, and

really sticks in her mind.

“I was cycling round Redmires reservoir when I had a really bad accident,” explains Wilda. “This lovely couple stopped and helped me and my husband and rather than wait for a taxi or phone an ambulance, they drove me home while my husband brought the two bicycles so that I could then go on to the hospital.

“It was a really nice thing to do so I painted them and presented it to them at their home.”

So what about the future? “I didn't set out to do this so I just want to keep it going and have fun with it,” said Wilda.

It's a simple enough statement but makes perfect sense.

There'll be more exhibitions and when, or if, Pearl and Edmund ever run their course, Wilda has plenty of other characters waiting in the wings, including the Seven Deadlies and Dumbell, but you'll just have to wait to see what kind of adventures they get up to.

In the meantime, keep enjoying Pearl and Edmund and who knows, they might actually meet one day.

**Art is available as original paintings or limited edition prints. Visit [www.wildago.com](http://www.wildago.com) for further details.**



## Sheffield Doc/Fest's pick of the pics

A sterling year has wrapped with a raft of new trophies - the finest of the winners amply demonstrate what documentaries can do better than anything else



📷 The usual suspects? ... (left to right) Doc/Fest programmer Hussain Currimbhoy, *The Blood of the Rose* director Henry Singer, *Adam Curtis, Sons of Cuba* director Andrew Lang, Doc/Fest director Heather Croall, film-maker Roger Graef and Channel 4 Pitch winner Lucy Bennett. Photograph: Jacqui Bellamy





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## Sheffield Doc/Fest 2009

By Owen Anthony

BBC Sheffield & South Yorkshire contributor

**Sheffield's international festival celebrating documentary film-making returned to the city in November 2009. BBC Sheffield & South Yorkshire's film reviewer Owen Anthony spent the weekend there:**

The international documentary world descended on Sheffield in their droves to celebrate the world of documentary film making, broker deals, share their expertise and imbibe the occasional glass of wine.

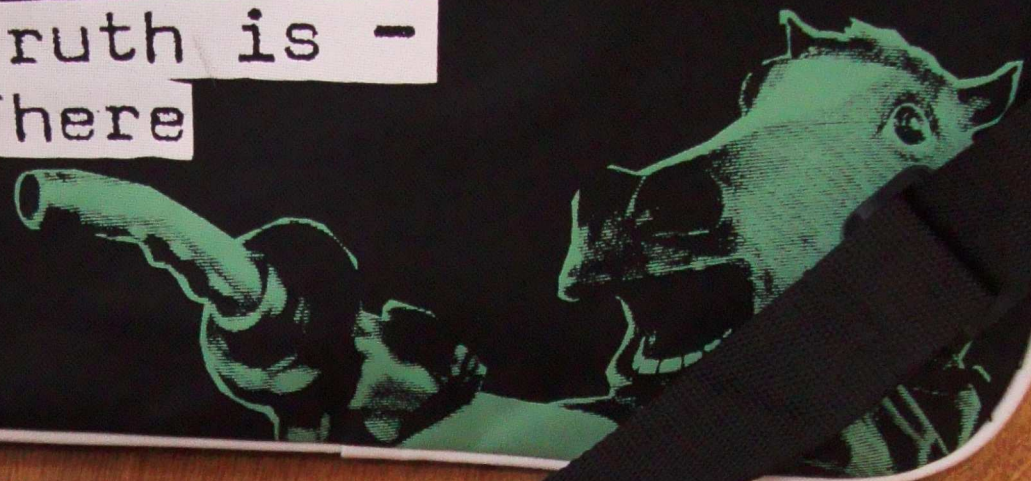


Sheffield Doc/Fest award winners for 2009



Doc/Fest

The Truth is -  
Out There





**Wilda Goyetche** is creator and curator of the painted world of Wildago that features Pearl and Edmund as two lead characters. Channelling Wilda's impish sense of fun, Wildago paintings share a vibrant and captivating story told through distinct personalities, behaviours and cohorts.

Interactions of the characters with their friends (both two and four legged) show aspects of human nature such as the tenderness, comedy, high jinks, ambition and diligence we might sometimes overlook in the haste of daily life. These are both poignant and quirky and ultimately give a thoughtful perspective.

An admirer of figurative abstracts Wilda has taken influences from this genre, toning down or exaggerating certain anatomical features. Pearl and Edmund are no exception and their distinct looks have won the hearts of collectors and elevated Wildago to emerge as Sheffield's current 'must-have' artist.

A growing audience are commissioning their own scenarios. Personal collections are widespread as fans of Wildago enjoy the playful yet purposeful and easy to recognise situations of their own creation.

More Pearl and Edmund at  
[WILDAGO.COM](http://WILDAGO.COM)

[Wildago.com](http://Wildago.com)



[SheffDocFest.com](http://SheffDocFest.com)