

Mapping Potential Territories

Site Proposal

The Old Post House – Billboard/Letter Slots

My proposed exhibition site, is The Old Post House building; more specifically the front of its roof.

This recognisable, yet unassuming building holds a valuable insight into Swansea's history. The Post House based on the edge of Swansea's Maritime Quarter, on Adelaide Street, was home of the South Wales Evening Post from 1968 to 2013.

As this building is not in high demand, utilising this rather unique space would not interrupt any routine work or any of the workings of the companies within the building. There are also details readily available with which we may contact the owners.

I believe this site to be valuable due to its historical significance within Swansea; especially as it is often overlooked. There

Whilst the building is now serving as the base of various businesses, some prominent features of its time as 'The Post House' still remain. Most notably probably, are the now vacant signboard slots, previously displaying the relevant title 'Evening post'.





Images of the Post House construction



Sign reading
“New Premises for The Evening Post”

The (old) Old Post House

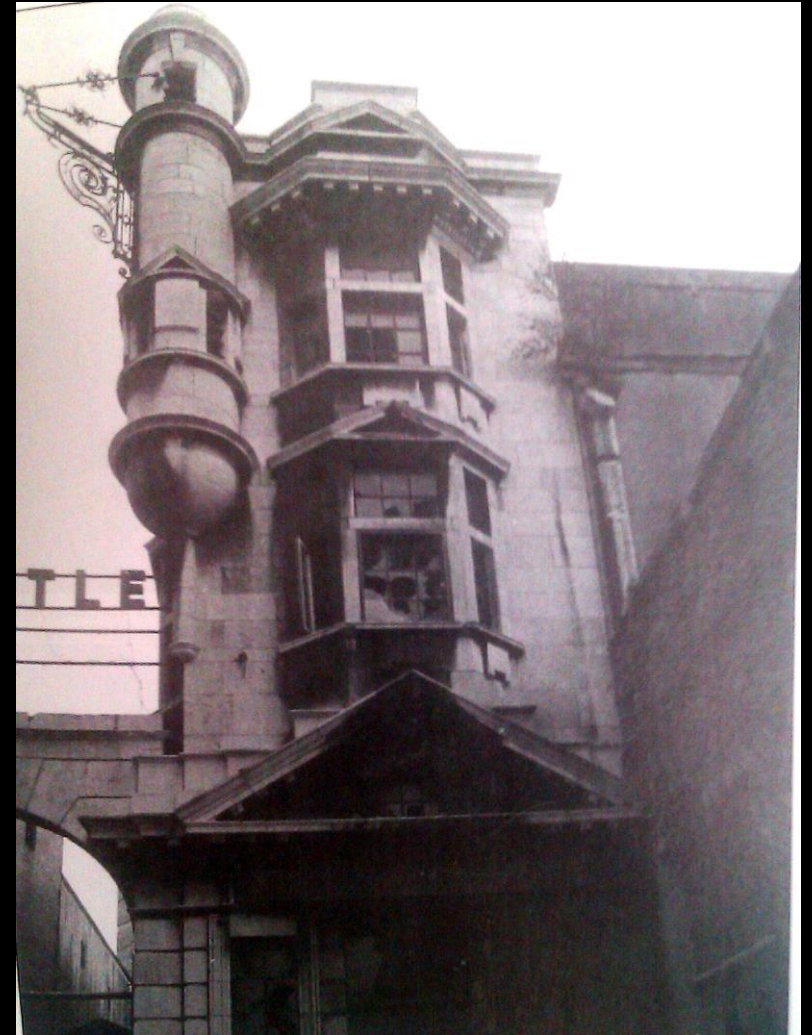
To understand the significance that the Old Post House holds within Swansea's history, one must learn of its origins.

In 1861, people witnessed the birth of the first newspaper in Wales – The Cambrian Daily leader (after four issues renamed as The Cambria Daily Leader). A Liberal standpoint newspaper, the Cambria ran up to 1930 when it merged with the South Wales Daily post (a conservative paper itself), and continued under the title of 'South Wales Daily Post'.

In 1932, the newspaper received its new title, South Wales Evening Post, a name with which most of us are familiar with today.

Before its relocation to Adelaide Street, the newspaper was based in a now demolished building next to Swansea Castle on Castle Street.

Whilst this briefly outlines the history of the South Wales Evening Post and The Old Post House, there is much more to its origins to be researched.





Images of the Post House construction

Dylan Thomas worked for the Newspaper at age 16, before leaving to pursue his career as a freelance poet.



The site, specifically the now vacant letter slots (that used to read 'Evening Post'), hold great potential for use of poetic licence. With space for 23 characters or images, this site offers a chance to directly address the people of Swansea from a prominent position.

This only makes the task of utilising the space all the more delicate, as there would have to be careful consideration as to what message (either text or images) we would want to share with the city.

Whilst there may be doubt as to the obviousness of this site, one may consider it to be part of the appeal, as 'you never find signs when you're looking for them'.

Despite its plain appearance, I feel that this site holds great potential, and that this could open the doors to an interesting historical, artistic and meaningful project.

