

I love Durham because...

Rhiannon Hiles, deputy director, Beamish Museum: We're here today to launch a wonderful campaign which is about why we love Durham. And Beamish, the Witham at Barnard Castle, Millennium Place in Durham, Dalton Park are all going to have these wonderful, wonderful walls where people can come along and tell artists, why they love Durham.

Now that might be people who are local, it might be people who are coming into the county to visit. This is a wonderful county and it's one which we can explore - it's got so many hidden gems. And so this artwork will be presented on the walls and people will be able to say I love Durham because and then that will be depicted, written or painted onto these walls.

Engager, Beamish Museum: I love Durham because of our rich heritage and the fantastic people who live here.

Cllr Simon Henig, leader of Durham County Council: So we're asking people to come and tell us what they love about County Durham and those messages will be written up on four message walls on location across County Durham and they will be made into iconic landscapes and buildings from the county with the help of our artists. And then when we're finished at the end of half-term week those message walls will be put together into one gigantic artwork which will go on display showing all the fantastic things about County Durham, which will be there for everybody to come and look at.

Tram team leader, Beamish Museum: I love Durham because it has a fantastic heritage, great people and great scenery.

Kristian Jeffrey, message wall artist: Basically what we're going to do is collate all the messages from the local people and from everybody who loves Durham, the reasons why they love Durham. We're going to take those messages and we're going to add them to the message wall. Each message wall is about three metres wide by two metres high, so it's a really big canvas and what we're going to do is apply those messages across the board and they're all going to be subtly shaded in different colours and that will actually create an iconic piece of artwork based around the local landmarks. And then when we finish that, each one of those walls is going to take about two days and then we finish painting those, we're going to bring them all together to create a great big 12 metre by 2 metre wall for people to enjoy all the reasons why we love Durham.

Engager 2, Beamish Museum: I love Durham because it's a wonderful county, we've got coasts, we've got castles, we've got countryside, we've got moors, we've got birds, we've got mammals – we've got everything to enjoy. It's a wonderful place, it has a wonderful heritage and that's why I love Durham.

SH: So we're asking people to tell us all they love about County Durham and all the fantastic things about the county by tweeting @DurhamCouncil, by going onto the website www.durham.gov.uk/helpdurhamshine or by looking out for one of our post-boxes out on location across the county.

RH: I love Durham because, I am a Durham lass. I also live and I work in Durham but Durham is a wonderful, wonderful place to come to visit and we welcome the thousands of visitors, not just to Beamish but to the county itself. Durham is a fabulous place, it's got so many untold stories, it's got so many hidden gems and for me that's something really, really important. And I mean I love it like a say because I'm from Durham but even if I wasn't from Durham I'd want to head here and I'd want to find out what those hidden gems were.

SH: I love Durham because of its stunning landscapes, history and heritage, its amazing people and its exciting future.