



MEDIA RELEASE

For immediate release

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ARTWORK ON THE MOVE

Monday 14 June 2021: Through June and July buses travelling across Sedgemoor are being transformed into moving art galleries thanks to an exciting new partnership between Seed and Buses of Somerset. During the third lockdown members of the community worked with professional artists to turn Sedgemoor buses into a joyful and thoughtful space for people's journeys. Under the banner Art First, four local artists have been collaborating with members of the public to co-create visual artworks and creative writing pieces to be displayed on 30 Buses of Somerset buses. There will also be an online gallery of all the work created alongside film of the creative sessions that anyone at home could follow along with.

Artist Fiona Campbell created the project *All The Colours* which has produced images which literally move. Members of the community sent in collages and images of one particular colour which Fiona has imported into her chameleons as photo mosaics to be lenticular printed. Fiona explains '*Lenticular prints are holographic, making images almost cinematic. As the bus moves, or viewers move past the image, the chameleon will change colour depending on viewpoint, and the chameleon's eyes will rotate.*'

Jem Dick and Sharon Jacksties are delighted to be amongst the team of artists working with Art First. Jem and Sharon could be seen at Bridgewater bus station informing and entertaining passengers by reciting their poem about the project, and are grateful to the bus company staff for their support. '*we are hoping that artists and writers will enjoy how their work has been collated with each other's as we integrated poems and pictures, each providing an interpretive context for the other.*'

Spoken-word artist Karl Bevis traveled the bus routes to gather ideas of what we find beautiful, as part of his project *The Joy Of Tiny Things*. '*Many of those I spoke to at bus stops gave me a funny look to start with, but we quickly gathered dozens of ideas of the things we find beautiful. The tiny details around us – from smiles on grandchildren to circling seagulls or a spicy curry.*' Karl used countless suggestions from his many conversations to create a series of pieces. Even the bus drivers were involved with their own poem about life on the Somerset bus routes.

Keep your eyes out for the Art First artwork on your local buses - it will be hard to miss! For further information, check the website www.seedsedgemoor.com/artfirst and social media pages.

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media release

LISTING

Event: Art First

Date(s): 14 June - 31 July

Full venue address: First Bus Bridgwater Depot, Boards Rd, Bridgwater TA6 4BB: 30 buses

Opening / performance times: 12am - 12pm

Admission fee: none (bus fares apply for interior artworks)

Venue contact number: 07875 269 561/01278 421604

Website: www.seedsedgemoor.com/artfirst

Up to 30 words about your event: 30 buses across Sedgemoor display artworks and written pieces co-created by Karl Bevis, Fiona Campbell, Jem Dick and Sharon Jacksties and the community. A Seed project.

IMAGES





Full size and further images to accompany this release can be downloaded via:

<https://drive.google.com/drive/folders/1aaAuxr04IACLt1T6bL12SOh5izbrUKY?usp=sharing>

Seed Sedgemoor

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Seed is a Consortium of local organisations comprising:

- Homes in Sedgemoor,
- Community Council for Somerset,
- Bridgwater Senior Citizens Forum,
- Somerset Film,
- Bridgwater Town Council; and
- Young Somerset.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of Arts Council England's **Creative People and Places** programme (**CPP**). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. There are 33 projects, each located in a place where people are least likely to engage with arts and culture. We've committed £108 million to the programme so far, covering 33 Projects, 33 Places, 30 consortia and 45 local authorities. Since 2013, there have been 4.5 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

www.creativepeopleplaces.org.uk

www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects

If you would like further information about Seed, this announcement or to arrange an interview please contact Kirsten Mulcahy via kirsten@seedsedgemoor.com or on ph. 07875 269 561

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