

For immediate release

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What if you could create the answer to the biggest questions?

Thursday 12 May: At various sites around Sedgemoor advertising is being replaced by a message from Seed asking various questions big questions, all starting with the words 'What If?'

Director of Seed, Scott O'Hara explains *"What if our world was more creative? What if we could create the future? What if **we** asked the questions? What if adults never stopped imagining?"*. These are the sorts of questions that the worlds artists and the worlds' greatest problem solvers tend to ask. We are inviting everyone to join in the process of asking these big questions and working creatively to find some answers"

Alongside four local artists, members of the community in Bridgwater, Highbridge and the local areas will have the opportunity to create artwork that poses and reflects on big issues and will be displayed in places usually used for advertising around Bridgwater and Highbridge as well as on the buses of Somerset.

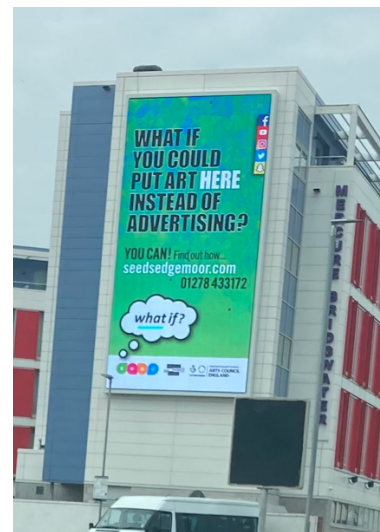
Through a series of workshops and sessions, members of the public will work with Karl Bevis, Jem Dick, Sharon Jacksties and Rich Tomlinson to challenge your imagination and ideas to create something wonderful for the whole community to see and share. The artists will also be popping up in various Sedgemoor locations to ask What If questions and offer creative ways to tackle them.

Your creative response to these questions could be through poetry and words, visual art or photography and there are several ways to get involved. If you would like to take part in this project, visit www.seedsedgemoor.com/activites/what-if to register your interest.

IMAGES



Above: Artists Rich Tomlinson, Jem Dick, Karl Bevis and Sharon Jacksties
Below: Campaign images around Bridgwater



Full size Images to accompany this release can be downloaded via:

https://drive.google.com/drive/folders/1-D2icA-L7JyIBsrfN1OFISqufzg_rhc?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;
Young Somerset and
Bridgwater Town Council.

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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