



Zubr
CURIO



MEDIA RELEASE

For immediate release

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Passengers invited to create an augmented reality at Bridgwater Station

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Seed Sedgemoor and Sevenside Community Rail Partnership have commissioned Bristol-based creative team Zubr Curio to create an exciting new Augmented Reality experience at Bridgwater Station in Somerset. Bristol-based artists Jayde Perkin and David McMillan will bring their bright and bold artworks to the venture, and invite station-users to join them to create the stories that the project will illustrate and explore.

Jayde and David will be working with people in Bridgwater to create characters that reveal hidden stories about Bridgwater in an imaginative and playful 3D way using easily accessible technology. Zubr will bring those stories to life using augmented reality that passengers can experience through their phones and other handheld devices.

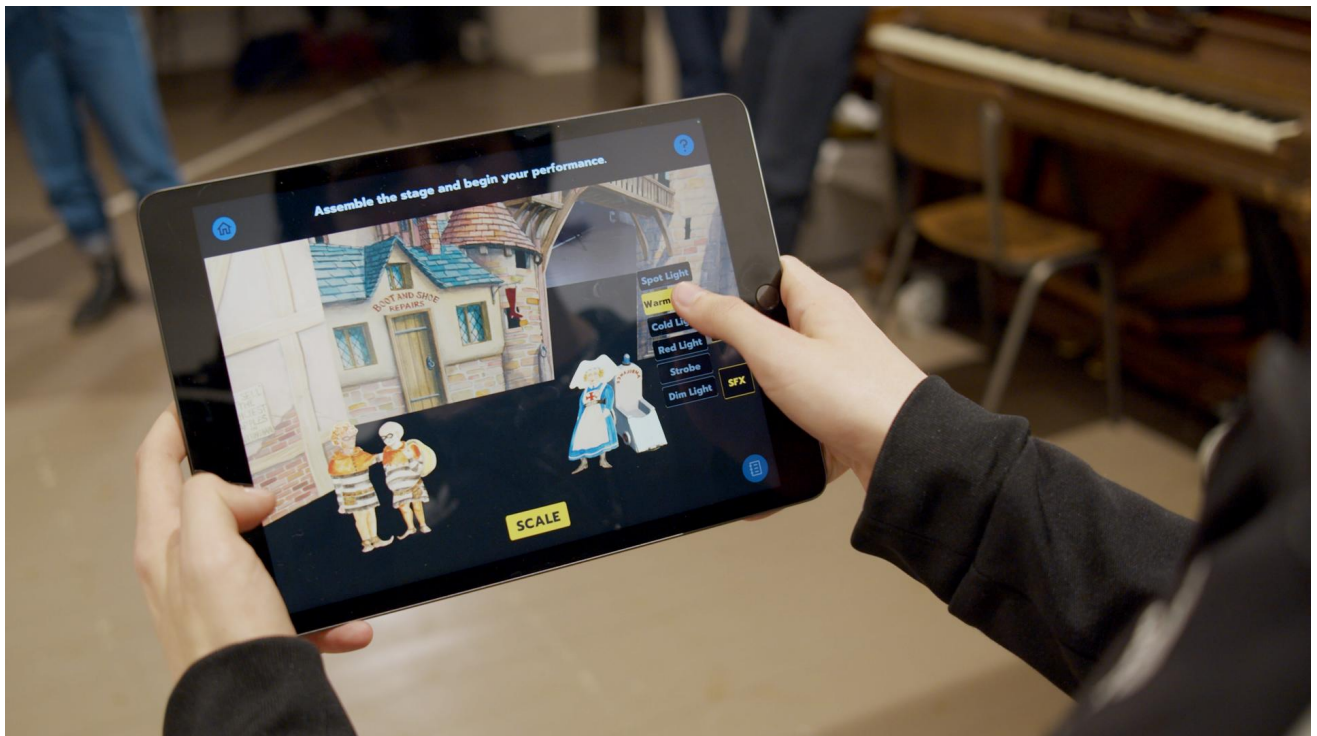
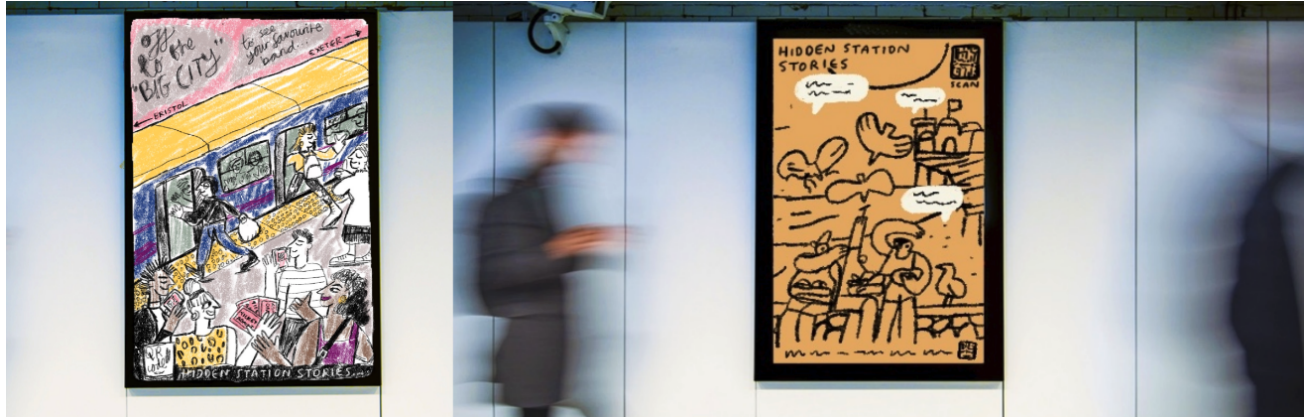
Workshops will take place in March in which Bridgwater residents can share their personal connection to the station: fond family memories, new encounters, or recollections of friends who've worked there in generations gone by. These anecdotes will inspire the creation of vivid visual narratives to be displayed throughout the Railway Station, featuring distinctive 2D characters magically brought to life with interactive augmented reality (AR) filters for social media.

Chris Price – Creative Director, Zubr Curio says *“We are excited to embark on this project to hear and understand some of the stories and vibrant character of the local Bridgwater community. The station is a fantastic focal point and a blank canvas for us to share our creativity and technical skills to bring these stories to life. Working closely with the community, we hope Jayde and Dave’s beautiful illustrations combined with Zubr Curio’s augmented reality motifs can breathe colour and fun and intrigue into the space.”*

Scott O'Hara CEO at Seed says *“our team will create a very accessible Augmented Reality environment, so if you don't normally do art or have little prior experience of AR you can join in the fun. The best part is the finished work will be co-created from the ideas station users bring to the workshops in March and April, and they will then see them come to life at the Station in June.”*

Find out more about Hidden Station and come and join us to make it a reality!
<https://seedsedgemoor.com/activities/hidden-station>

IMAGES



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

https://drive.google.com/drive/folders/1z65n4wCMNJjp9x8lJJDGYVSDfviM4b_Cb?usp=sharing

SEED SEDGEMOOR

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Seed Sedgemoor 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. It is an intervention by Arts Council England to inspire new ways of thinking about cultural engagement in local authority areas where the official statistics showed historically low levels of engagement. There are 39 projects across the country, each located in a place where people are least likely to engage with arts and culture. The Arts Council is committing £38 million to the programme between 2022-2025. Between 2012 and 2019 it created 7.4 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

#createyourplace

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 or this project please contact Scott O'Hara via scott@seedsedgemoor.com or on ph. 07484 820672

ZUBR

Bristol-based Zubr Curio are a leading augmented and virtual reality studio specialising in digital interpretation for museums, galleries, libraries, heritage sites, academics and creative practitioners.

We're passionate about working with enthusiastic storytellers with exciting ideas to develop and deliver innovative AR and VR, high quality, audience-centred digital content and unique immersive experiences.

Website: <https://curio.zubr.co/>

Instagram: <https://www.instagram.com/zubr.curio/>

ARTISTS

Jayde Perkin

Jayde Perkin is a freelance illustrator, comics artist, and lecturer, based in Bristol. She creates hand painted illustrations for a wide range of clients, charities, and community projects. Jayde is probably most known for her critically acclaimed self-published comics, of which she has won several awards.

<https://www.jaydeperkin.com>

David McMillan

David is a Northern Irish illustrator and mural artist. Originally from Co. Down, Northern Ireland, David now lives and works in Bristol, creating illustrations and large scale artworks for a wide range of clients from Jameson Irish Whiskey to the Bristol Zoo. His work focuses on the interactions between bold, silly, and colourful characters, with loose energetic mark-making.

<https://www.davidjcmillan.co.uk>

FURTHER INFORMATION

For Further information about the project and interviews please contact Liz Fox
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