

# MEDIA RELEASE



Sevenside  
Community Rail  
Partnership

**Embargoed until 14 July 2023**

Media welcome at launch event

10am-12noon Friday 14 July

Bridgwater Railway Station TA6 5HB

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## **Hidden Stories come to life at Bridgwater Railway Station**

**From 14<sup>th</sup> July a unique augmented reality exhibition will be on display at the station**

### **10 July 2023**

**Hidden Station** is an exciting new free exhibition on Platform 2 of Bridgwater Railway Station.

*"Railway stations have a long history of being more than just places to catch a train, they are also places where people meet and connect into the lives of local communities too."* Said Paul Webster, Support and Development Manager with Community Rail Network.

After working together last year on Seed's 'What if?' project that saw community co-created images and poetry displayed in public advertising spaces, Seed and Sevenside Community Rail Partnership talked to Bridgwater Railway Station users about what kind of arts project they might like to see at the station.

*"People generally said the same thing" explains Seed Director Scott O'Hara "while they liked the idea of there being some creative element at the station, their usual way of spending the time at the station was on their phones. We saw an opportunity to bring those two ideas together and create something that could be enjoyed via a smart phone or other device."*

The project started by commissioning artists David McMillan and Jayde Perkin to meet with users of Bridgwater Railway station to create a series of stories celebrating and people's connection to the station. The artists have illustrated these stories, and Bristol based Zubr Curio have created augmented reality filters that will enable visitors to the station to bring them to life using their own smart devices.

*"This is our first venture using Augmented Reality" adds Faye Keane Sevenside Community Rail Partnership's Community Development Officer. "and we are so impressed with the playful way it allows people to engage with Bridgwater station. This ambitious exhibition creatively shares stories from the community to other local residents and passengers, creating a deeper connection to the station and enhancing the value it has for everyone passing through."*

GWR station manager Debbie Ferris said: "This is a fabulous new addition to Bridgwater station and we're sure our customers are going to enjoy seeing how Hidden Station has helped to bring community stories to life. This is another brilliant example of the work Sevenside Community Rail Partnership does in the local community through working with organisations like Seed. GWR has 10 Community Rail Partnerships on our network and we are incredibly proud of the work they do.

They have great local knowledge and I know that they all work incredibly hard, as volunteers, inspiring sustainable improvements to their community and the local economy."

With the support of a range of funders including Arts Council England, the National Lottery and the Community Rail Network, the exhibition will be launched by the Mayor of Bridgwater on Friday 14 July, and run through to the end of March next year. "We are pleased and excited to have been able to contribute funding towards this creative and innovative art project which has worked with that community to tell and share their hidden stories about Bridgwater's elegant station with a much wider audience, connecting the present with the past and the community with its railway." added Paul Webster.

### Hidden Station – augmented reality exhibition

Available during station opening hours

Bridgwater Railway Station

14 July 2023 – 31 March 2024

**FREE!**

The illustrations will be visible to all visitors, while augmented reality elements will require a smart device and access to the internet.

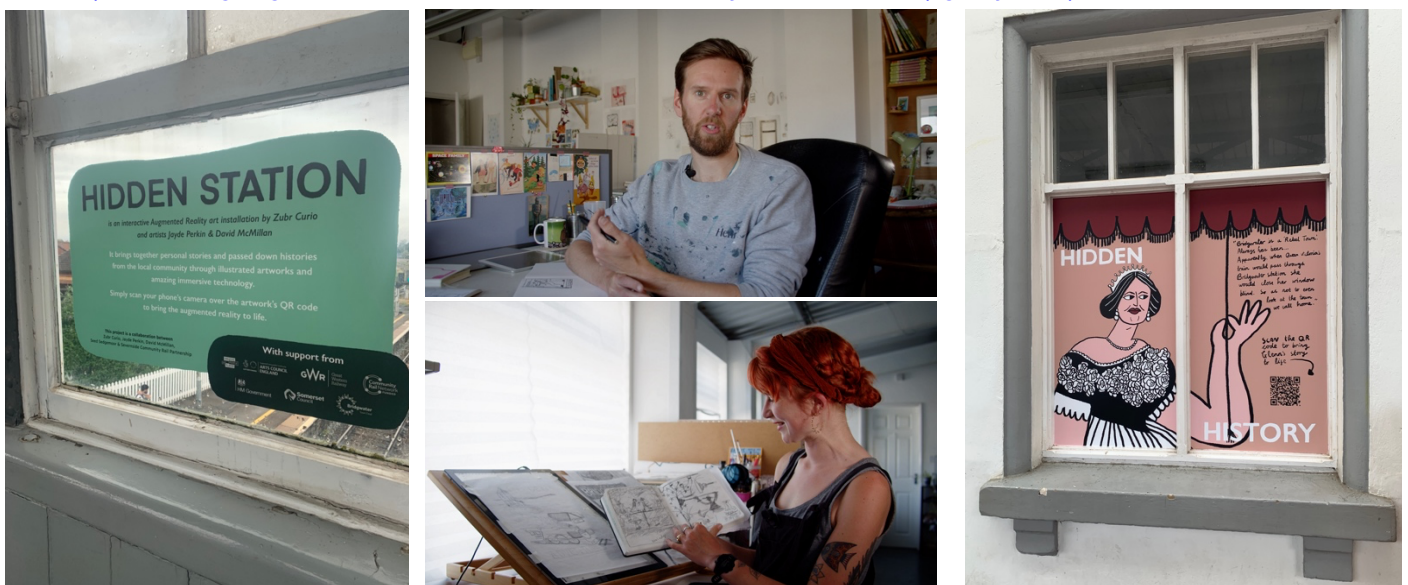
### IMAGES

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

[https://drive.google.com/drive/folders/1z65n4wCMNj9x8lJDGYVSDfviM4b\\_Cb?usp=share\\_link](https://drive.google.com/drive/folders/1z65n4wCMNj9x8lJDGYVSDfviM4b_Cb?usp=share_link)

2 short promo videos featuring the artists can be downloaded here:

[https://drive.google.com/drive/folders/1TXNCb8PuhlojxEalh9oVK\\_mUpg-uTjJr?usp=share\\_link](https://drive.google.com/drive/folders/1TXNCb8PuhlojxEalh9oVK_mUpg-uTjJr?usp=share_link)



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## **About Seed Sedgemoor**

The Engine Room | 52 High St. Bridgwater Somerset TA6 3BL  
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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. 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](http://www.creativepeopleplaces.org.uk)

[www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects](http://www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects)

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**If you would like further information about Seed, this announcement or to arrange an interview please contact Scott O'Hara via [scott@seedsedgemoor.com](mailto:scott@seedsedgemoor.com) or on ph. 07484 820672**

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