

FOR IMMEDIATE RELEASE

VOID Presents: An Immersive Installation with Seed Sedgemoor A Laboratory of Origins — Where Identity, Creation, and Artifice Blur

7–9 August 2025 | 11:00 AM – 2:00 PM Venue: Seed Pop-Up Store, Angel Place, Bridgwater

This August, the enigmatic Portuguese fashion brand VOID—a name shrouded in deliberate anonymity—collaborates with Seed Sedgemoor, the dynamic arts charity, to unveil a provocative new installation: “A Laboratory of Origins.”

This installation transcends the boundaries of traditional art exhibitions. Step inside a multi-sensory, incubator-like space where VOID’s creative essence pulses in quiet mystery. It is a realm where gravity seems inverted, ideas germinate against natural logic, and the visitor becomes part of an unfolding narrative questioning what it means to create, to exist, and to be “real.”

In “A Laboratory of Origins,” VOID reimagines identity not as something fixed but as an ever-shifting, generative process—a product of human intention, algorithmic artifice, or perhaps both. This immersive environment blurs the lines between fashion and fine art, reality and simulation, authorship and anonymity.

“VOID is not born. VOID is being generated. Or perhaps... simulated.”

This interactive experience encourages visitors to explore their role as both spectators and participants, engaging with questions at the heart of contemporary culture: Who—or what—authors creativity in an age of AI and digital simulation?

Event Details: - Dates: Thursday 7th, Friday 8th, Saturday 9th August 2025 - Time: 11:00 AM – 2:00 PM - Venue: Seed Pop-Up Store, Angel Place, Bridgwater

About VOID VOID is a distinctive emerging Portuguese fashion brand that prioritizes storytelling with each collection, allowing garments and their narratives to take center stage. Intentionally faceless, VOID rejects the cult of personality so that its stories, craftsmanship, and philosophy remain the true voice of the brand. Committed to excellence, all VOID products are made in Portugal using high-quality fabrics and cutting-edge digital printing techniques.

Despite its intentionally anonymous presence, VOID has made a mark on the international fashion scene, participating in La Feria Internacional de la Moda de Tenerife (2024), La Palma Fashion Week (2023), and Moda Madeira (since 2022). This philosophy-driven label continues to push boundaries at the intersection of fashion, art, and philosophy.

About Seed Sedgemoor Seed Sedgemoor is a forward-thinking arts charity fostering creativity and cultural exchange across Somerset. By connecting artists, communities, and audiences, Seed Sedgemoor transforms public spaces into platforms for collaboration, dialogue, and meaningful artistic engagement.