



MEDIA RELEASE

For immediate release

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Immersive experience brings the essence of nature to shopping centre

Wednesday July 23

Seed's creative popup shop in Bridgwater has attracted over 10,000 people to take part in creative activities over the past year launches a new immersive installation created by a renowned artist and designer, who has dressed the likes of Rihanna and Lady Gaga.

Nathan Slate, whose work spans high fashion and conceptual art, has announced his new interactive installation – ***What Lingers; A Memory of Nature*** – which will appear in the town over two coming weekends.

The 'immersive experience' will run from July 24 to 26 and from July 31 to August 2 at Seed's Creative pop-up in the Angel Place shopping centre in central Bridgwater.

Nathan says the installation "imagines a future world where nature no longer exists — only the traces of its memory remain".

Seed's producer Laura Hylton explains "Visitors will encounter elements Nathan has assembled that recall the textures and moods of forest, flora, and earth. That ranges from textiles, ephemeral objects and even a scent the artist has created, that creates the sensation that rain has just fallen."

"The installation invites guests to reflect on what we remember, what we lose, and what continues to haunt us when nature is no longer present. You don't need to be an expert in conceptual art to be touched and moved by visiting this space, as it evokes memories and reflections drawn from everyone's experience."

What Lingers is not a literal representation of nature, but a dreamlike recollection or a poetic archive of a lost natural world — fragmented, abstracted, and deeply human.

Nathan says "What Lingers is about grief, beauty, and the fragments we hold onto when something vital slips away. It's a love letter and a warning — a space where memory stands in for reality. "

Entry to the installation will be free, with all ages welcome.

Seed's aim is to enable more people in Sedgemoor to actively engage in the creative arts, particularly those who don't usually do so. The projects and events are supported by the Arts Council England via the Creative People and Places project.

ENDS

LISTING

Free exhibition

Title: What Lingers; A Memory of Nature by Nathan Slate

Venue: Seed pop-up, Shop 8, Angel Place Shopping Centre, Bridgwater TA6 3TQ

Opening Dates/Times: 24-26 July and 31 July- August 2, 11am-2pm

Brief Description: Art installation by Nathan Slate, commissioned by Seed Sedgemoor. The work invites visitors to visit an immersive experience, consider environmental issues, and the beauty and fragility of nature and the threat of losing it.

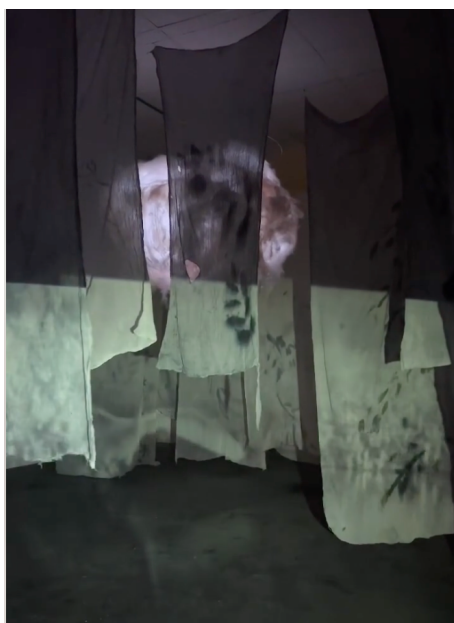
Website: <https://seedsedgemoor.com/activities/what-lingers/>

Further Information:

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Elliott Morgan laura@seedsedgemoor.com or tel: 07742885477 Images attached: All images copyright of artist, and accredited where appropriate. Please credit photographers where mentioned in file names.

Images



Lead artist Nathan Slate

More and full size images available – please request via email.

Seed Sedgemoor

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Seed is a Consortium of local organizations comprising:

- Homes in Sedgemoor
- Young Somerset
- Thrive Somerset
- Our Highbridge
- Somerset Film
- 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 partnership 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 the Creative People and Places programme, supported using public funding by the National Lottery through Arts Council England. Thanks to National Lottery players, Creative People and Places is about more people taking the lead in choosing, creating, and taking part in creative and cultural experiences in the places where they live.

Since 2012, there have been over 15 million engagements with the CPP programme, and 90% of people who participate in CPP weren't previously engaging regularly with creativity and culture. Find out more about each project, the difference the programme has made, and our learning:

#createyourplace

www.creativepeopleplaces.org.uk

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

If you would like further information about Seed, this announcement, or to arrange an interview, please contact Laura Hylton via laura@seedsedgemoor.com or on phone 07742885477

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