

FINDHORN BAY ARTS



FOR IMMEDIATE RELEASE - 16th March 2016

Creative Place Project ARTS Fund Success

Local artists, community groups and businesses are celebrating success as Creative Place Project ARTS funding is announced with £4,923 awarded to local creative collaborations.

The Project ARTS fund totals £20k and is managed and delivered by Findhorn Bay Arts as part of the Creative Place award programme. Awarded to the Forres Area in June 2015 through Creative Scotland, the Forres area programme is unique in making available an open fund for local artists to apply to. Aiming to support closer working practice and lasting partnerships between artists, business, and community groups, Project ARTS will bring about new work and creative collaborations that respond to and connect with the Forres area.

After the first round of applications was received at the end of January, an independent advisory panel with expertise in public and community arts projects, tourism, and community development, announced four successful applications to receive funds and develop new creative projects in the area.

Professional designer and maker Jen Cantwell of Sporrán Nation will be creating the 'Forres Toorie'. Jen plans to develop a fairisle hat knitting pattern using sound that has been recorded in and around Forres. Sound recordings will be turned into a visual pattern using software and then into a fairisle knitting chart. Working together with local knitters and Varis Crafts, the hat will be brought to life and displayed at Varis Crafts in time for World Yarn Shop Day on April 30th. The patterns will also be made available for the public to knit their very own 'Forres Toorie'.

Choreographer Karl Jay-Lewin will develop and deliver '*I'll be Bach*', a public workshop based on his new dance, *Extremely Pedestrian Chorales*, a choreographic response to JS Bach's famous vocal harmonies. Presented as part of The Moray Walking Festival, the workshop pitches together contemporary dance and public participation in a humorous look at walking as dancing.

The Forres in Bloom Wee FIBees Garden will benefit from the installation of a large wooden xylophone handmade by independent artist Caroline Inckle from locally sourced wood. The xylophone will be a lasting piece enhancing the garden and drawing in visitors to enjoy nature and music in the same space.

Chris Lee of Wildbird will be bringing a 'Forres Street Scene' to the town centre. Working with Forres Business Association and High Street shopkeepers, up to thirty short films will be on exhibit in windows along the historic streets of Forres. The exhibition will bring vivid light and colour to the streets and reflect the communities of Forres back to themselves as part of Light Night events during the Findhorn Bay Festival in September of this year.

Commenting on the first round of applications, panel member Bob Kenny said “the quality and variety of projects submitted was fantastic. The panel had a tough time deciding between projects that demonstrated creativity, energy and commitment to the arts sector and the local community. Those that were successful will bring flare and intrigue to our creative area”

The Project ARTS fund is open until January 2017 with the next application deadline of Friday May 20th 2016 at 5pm. For further details and to request guidelines and an application form, please contact Findhorn Bay Arts by calling 01309 673137 or emailing assistant@findhornbayarts.com.

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Contact

For further information, images or interviews please contact:

Samantha Fraser, Marketing Assistant

07843 842890 or 01309 673137

assistant@findhornbayarts.com

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Notes to Editors

1. Findhorn Bay Arts (www.findhornbayarts.com)

Findhorn Bay Arts is a non-profit arts organisation, connecting creativity, people and place by:

- Delivering high quality arts events and projects.
- Nurturing and showcasing the creativity of the people of Moray.
- Celebrating and promoting Moray as a place for outstanding arts.

2. Creative Place Award

The Creative Place Awards is for smaller communities across Scotland, outside of the main cities, to enable them to enhance and promote the creative activities and programmes in their area. The awards recognise the communities’ ambitions in using the arts for the benefit of both local residents and visitors to their area.

Run by Creative Scotland and supported by EventScotland the awards encourage cultural organisations, community groups and/ or local authorities to represent their village, town or other community, and bid for an award to further develop their creative programme and profile.

The Forres area Creative Place award programme supports the following key activities:

- Culture Day 2015 & 2016, £5,000 - Culture Day has previously showcased over 100 organisations with events taking place in town centres and local community hubs. The Creative Place award support will help build on previous work, offering an enhanced programme of activity and enhanced marketing out with Moray to attract greater numbers of visiting audiences to the town
- Project ARTS, £20,000 - Project ARTS aims to support the creation of a wide range of public art and creative work which connects with local businesses, community organisations and local residents to engage new audiences and pave a local creative legacy. Funds will be allocated through an awards process over the course of the Creative Place programme
- Culture Café, £3,000 - Regular Culture Cafés will be hosted by local arts organisations, cultural venues and local food producers. Events will be held at different locations across Moray, focussing on network and development functions in Forres. The Creative Place award supports the costs towards 6 Culture Café events over the course of the programme
- Findhorn Bay Festival 2016, £30,000 - Building on the success of the inaugural Findhorn Bay Arts Festival in 2014, Findhorn Bay Arts will produce a high quality biennial arts festival for 2016 - The Findhorn Bay Festival 2016. The Creative Place award will support some of the costs associated with local artists participating and enhance the core marketing activities of advertising and distribution out with Moray to attract greater numbers of visiting audiences to the area
- Findhorn Bay Arts is also developing a number of local marketing initiatives with partners: contributing to and developing Forres Web to include arts and culture activities; signage at various venues for arts and cultural activities; Creative Place plaques at cultural venues; notice boards for arts and culture activity advertising
- The Creative Place programme also pays for a part-time freelance marketing and programme coordinator, administration, and office costs to develop the above activities

Together the Forres area Creative Place programme activities aim to:

- Increase participation, and widen cultural opportunities for residents, tourists and visitors
- Extend the opportunities for current and new creative practitioners working and living within the Forres area
- Increase the number of social and economic benefits resulting from Cultural activity to the businesses and people of the Forres area
- Highlight the Forres area as a cultural destination for visitors and tourists

3. Creative Scotland (www.creativescotland.com)

Creative Scotland is the national organisation that funds and supports the development of Scotland's arts, screen and creative industries. Creative Scotland has four objectives: to develop and sustain a thriving environment for the arts, screen and creative industries; to support excellence in artistic and creative practice; to improve access to and participation in, arts and creative activity; and to deliver our services efficiently and effectively.