



**PRESS RELEASE:
FOR IMMEDIATE RELEASE**

{ announcing this way:UP }

{ this way:UP } is an exciting community art project culminating in Chorlton Arts Festival 19 - 30 May 2011.

Groups of young people aged 14-18 living in and around South Manchester are creating works of art to be displayed above eye level at sites throughout Chorlton during the festival.

Lead artist David Boulton said:

We're so used to ubiquitous shop fronts, we often forget to look above them and see the fantastic features which lurk just above eye level.

By putting artworks above eye level we will draw peoples' attention upwards. We hope to make them feel optimistic. Looking up is so much more aspirational than staring at your feet.

{ this way:UP } will showcase work from a breadth of disciplines. A number of established and up-and-coming artists are also contributing work as well as mentoring the young people with their art.

Examples include a film collaboration with a dance group, Lowry inspired stencils and a troupe of watchful robots. It is an opportunity for young people in the area to participate in a high quality art event.

To date, there are 10 artists, 5 community groups and 9 sites confirmed with more still to be added. All works will be visible from the street, in-situ for the duration of the festival and, where practical, on display 24 hours a day.

The project was conceived, and is being run, by Manchester based BREAD art collective. It has been commissioned by Chorlton Art Festival and is part funded by Arts Council England.

Young people have been recruited from local schools, community groups and activity groups.

{ this way:UP } and Chorlton Arts Festival will launch on Thursday 19 May at 6pm at the Festival Hub in Chorlton precinct.

We are still encouraging people to get involved. Those interested in taking part should contact BREAD art collective (details below).

{ about BREAD art collective }

BREAD create works which gently ask you to slow down and stop in the hope that you notice something new.

Notable works in 2010 include { flashlight } for Chorlton Arts Festival which invited residents of Chorlton to fold a flyer into a paper lantern, buy a light kit and light up Chorlton's parks and alleyways.

In September 2010 BREAD were commissioned by Rossendale Borough Council and Perspectives of Pennine Lancashire (POPL) to create { skymirror } – a giant representation of the constellation of Pegasus on a hillside above Haslingden constructed from 2000 solar powered garden lights.

In addition to { this Way:UP }, BREAD are currently working with Ridgewood Special School in Burnley and starting { beat:tent:hook }, a project with young people in Rossendale which explores the textile heritage of the area, in conjunction with Helmshore Textile Museum and Horse + Bamboo Theatre.

More information at <http://breadartcollective.co.uk/thiswayup>

{ about Chorlton Arts Festival }

The Chorlton Arts Festival is one of the leading multi arts events in the region, bringing together a programme of international, national and local artists for ten days of energy, excitement and creativity each May.

Last year the festival attracted audiences of over 27000 people. In 2011 the festival has embarked on a new vision of creative risk taking, nurturing new talent and producing groundbreaking work.

{ contact }

David Boulton

e: dboulton@gmail.com m: 0774 884 7029 w: <http://breadartcollective.co.uk>