



ZEPA PROJECT Press Release

GIANT MOBILE CAMERA WILL CAPTURE SPIRIT OF NEWHAVEN

Something amazing is coming to Newhaven this Spring. Imagine the biggest camera you've ever seen. Imagine it bigger. Now imagine it on wheels, rolling through the streets of the town, photographing people and scenery as it goes.

Photo Communale is a free street art project presented by Brighton-based arts charity Zap Art and renowned French street arts company Generik Vapeur.

Generik Vapeur will bring their incredible roaming camera to Newhaven on March 12 2011 to capture the character and the many faces of the town.

It's a marvellous family event that children will love. People can follow the camera on its path through the streets, step into one of the frames to be photographed and interact with the team of street artists who travel with the camera hunting for the best shots.

The roaming camera is a spectacle in itself, but it's only part of a much bigger project by Zap Art and Generik Vapeur. The images taken on March 12 will be used as a backdrop to 'Newhaven Cormorant', a brand-new site-specific show by Generik Vapeur in Newhaven Harbour on July 16. Featuring a musical procession, aerial feats and pyrotechnics, it will transform the harbour with an explosion of sights, sounds and colour.

The project will involve working with local artists, community groups and educational organisations and will include a programme of free activities and workshops in March.

For further information, press images or interviews please contact:

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NOTES FOR EDITORS

This transnational project is the result of a partnership of **ZEPA***, Newhaven Town Council, Lewes district council, East Sussex County Council, the Arts Council, and Zap Art. It also has support from the Newhaven Strategic Network, Newhaven Fort, Newhaven Port Authority and the ferry company LD Lines. Both events are family friendly, free and accessible to all !.

The full collaboration between Zap Arts and Generik Vapeur in Newhaven will continue into 2012, with the final ZEPA commission 'Waterlitz' taking place in 2012.

ZAP ART

Zap Art is a creative producer, internationally renowned for introducing powerful arts experiences to new audiences. Empowering artists to push the boundaries of artistic forms; breaking the boundaries of the way art is perceived and experienced by individuals. We create cultural exchanges with big impact, commissioning crowd-pulling, avant-garde street theatre, which bring alive unusual spaces. Previous Brighton-based events include Transe Express - The Lazy Kings (Streets of Brighton 2004), Wildworks - Souterrain (Streets of Brighton 2006) and Light Players - Groupe F (Streets of Brighton 2006)

As an independent charity, we work with a wide range of partners and funders to provide a unique channel for cultural innovation and an inspiring legacy of re-vitalised communities. Zap Art is a unique organisation with an unrivalled track record of producing large-scale outdoor events. During its 27 year history the organisation has worked on highly commercial events as well as the most ambitious artistic projects. In recent years, Zap Art has revised its mission, shedding its commercial operation and concentrating on its role as creative producer. Go to www.zapart.co.uk for more details

GENERIK VAPEUR

French company Generik Vapeur is one of the world's leading street art organisations. Founded 26 years ago, the Marseille-based company has worked at 120 international festivals, collaborating with local artists wherever it presents a show. Go to www.generikvapeur.com for more details.

***ZEPA** (European Zone of Artistic Projects) is a network of 9 English and French organisations dedicated to developing and creating street arts for everyone, throughout the European region covering Southern England and Northern France. It is supported by the European Union as part of the INTERREG IV A France (Channel) . England programme. The partners in the UK are Zap Art, Southampton City Council with the Nuffield Theatre, Hat Fair in Winchester, Brighton Festival, SeaChange Arts in Great Yarmouth, and in France: Atelier 231 (Sotteville-les-Rouen), Le Hangar (Amiens), Culture Commune (Loos-en-Gohelle) and le Foumeau (Brest). Go to www.zepa9.eu for more details.



Thanks to: The Hillcrest Centre, Brighton Festival, Newhaven Marina, West Register Property, RBS, Newhaven Community Development Association, Sussex Police, Inroads Productions, Christian Funnell (Cormorant sculpture artist).