

Open Culture Media Information

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Flux Liverpool

17 July – 2 August 2014

Venues across Liverpool

Flux Liverpool - Groundbreaking Youth Arts Festival Launches

Flux Liverpool is a new pioneering arts festival engineered by young people, created for everyone. This 17-day youth arts festival with a difference gets under way this Thursday 17th July 2014. Flux Liverpool plans to lay bare the power and creative talent residing in Liverpool's youth culture via performances, workshops, exhibitions, games, parades, and more.

Everybody can get Flux in the palm of their hand with the [free Flux Liverpool App](#); it includes details of all the events, a schedule-builder, mini-games, and a host of Flux Missions to compete for the coveted FluxBux.

The eye of the Flux storm is **The Hub**, a 4G-enabled, custom-built venue located in Chavasse Park, Liverpool ONE open daily 11am-6pm throughout Flux. The Hub is home to several of the #FluxCommissions, and will have the Flux Ambassadors on hand ready to answer questions and share information about this new festival

Ten #FluxCommission grants have been awarded to creative young people to produce a diverse range of special projects for Flux, which include; **#ProjectGreensleeves** - a clothes-swapping platform in the form of a tree-sculpture at The Hub. Then there's **#FluxTV** which will run as a YouTube channel throughout the festival, and beyond, covering events, interviews, competitions, and capturing the energy behind Flux Liverpool. **Cyber Bullying Awareness Week** will consist of a week of workshops exploring the causes and consequences of Cyberbullying, culminating in a dynamic multimedia performance at Tate Liverpool on 30th July. IdeasTap have funded the Flux Commissions, following short listing from well over 40 applications.

Amanda White, Strategic Partnerships Director for IdeasTap, said: *'We've partnered with Flux Liverpool since its inception at the start of this year. What these young people have created for the people of Liverpool is astonishing, and very exciting! It's the perfect platform for such an innovative and vibrant city, and we're looking forward to seeing how the festival affects the city in terms of youth collaboration in the arts.'*

Another key strand of this new festival for Liverpool is [#FluxSkills](#), which is aimed at enhancing young people's understanding and knowledge of the arts as an industry and an employer, with discussion panels and presentations from some of the UK's leading professionals. One such event is [#FLUXMusic](#) which takes place on Monday 21st July at Camp & Furnace, and includes guest speakers like musician Natalie McCool, Ruby Lounge Promoter Jay Taylor, Liverpool-based label Rebel Soul, and more.

Further Flux highlights include; [Blueprint Festival](#) led by Tate Liverpool's ongoing youth art initiative Tate Collective, is a 3 days festival over the launch weekend of Flux. Young visitors can experience surprise encounters with art installations, music, spoken word, dance, free entry to the

Mondrian exhibition, a parade and a print fair. [FLAG Film Festival](#) presented by Freehand at FACT, a 3-day film festival, which includes special screenings, hands on workshops and challenges - a must for any budding filmmakers in Liverpool. [Heroine Fest](#), a full day of workshops, performances, and industry talks, will centre on the region's Women in the Arts, promising to be both educational and inspirational. [Dog Eat Dog](#) - a Collective Encounters' commissioned play from Liverpool writer Kellie Smith that explores the challenges young people face growing up in poverty.

[Download the free Flux Guide PDF](#) and stay up to date with Flux Liverpool on [Facebook](#) or [Twitter](#).

ENDS

Press and Media Enquiries

>> MEDIA CALL – Wed 16 July 12noon Chavasse Park, Liverpool One

>> PHOTOGRAPHS - can be downloaded via Dropbox

https://www.dropbox.com/sh/szyzo5ywugrezbk/AAAa_sueT_babr87rOuWXs2a

For more information, images and interviews with the Flux Ambassadors please contact Charlotte Corrie from Open Culture 0151 478 4550 / 0753000 3600 / charlotte@culture.org.uk

Open Culture is a Community Interest Company; with the purpose to increase the profile of and engagement with arts and culture on Merseyside. For more information visit www.culture.org.uk

Notes to Editors

Flux Liverpool is a pioneering arts festival engineered by young people, created for everyone. It is a celebration of young peoples creativity and entrepreneurialism and the first edition will be held in Liverpool 17 July - 2 August 2014. Flux Liverpool is developed and led by young people aged 14-25, and isn't just a 17 day festival, it's a new approach to embed young people with, and in the arts of the city region. Flux Liverpool will connect young people with creative industries, highlighting further progression routes and opportunities to get involved and develop experience in their chosen career path.

Flux Liverpool is a partnership project between young people, Liverpool Arts Regeneration Consortium (LARC), National Museums Liverpool (NML), Creative Organisations of Liverpool (COoL) and Open Culture. It is supported by Liverpool ONE, IdeasTap and Curious Minds. Flux Liverpool is funded by Arts Council England and the 2014 festival is intended to be the first in a series of biennial International Youth Arts and Cultural Festivals in Liverpool and Merseyside. For more information visit www.fluxliverpool.com.

The young people behind Flux Liverpool are the **Young Ambassadors** – The organisational ambassadors team behind Flux Liverpool is made up of young professionals aged between 17 and 24, their interests and work span a variety of fields within the arts, they have worked closely with all the partners to ensure the programme is as diverse as possible and remains true to the simple ethos behind Flux Liverpool; to provide a platform for creativity, collaboration, and engagement for

the city's youth, that is to be enjoyed by all. and to find out what the Flux Ambassadors have been working on behind the scenes visit <http://fluxambassadorsonline.wordpress.com/>

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2011 and 2015, Arts Council England will invest £1.4 billion of public money from government and an estimated £1 billion from the National Lottery to help create these experiences for as many people as possible across the country. <http://www.artscouncil.org.uk>

LARC (Liverpool Arts Regeneration Consortium), comprises seven of the major cultural organisations in Liverpool: the Bluecoat, FACT, Liverpool Biennial, Liverpool Everyman and Playhouse theatres, Royal Liverpool Philharmonic, Tate Liverpool and Unity Theatre. Merseyside Dance Initiative (MDI) and DaDa Fest are associate members of the Consortium. The aim of LARC is to ensure that the cultural sector contributes more effectively to the social and economic renewal of the city region. <http://www.larc.uk.com>

National Museums Liverpool comprises eight venues. Our collections are among the most important and varied in Europe and contain everything from Impressionist paintings and rare beetles to a lifejacket from the Titanic. We attract more than 2.7 million visitors every year. Our venues are the International Slavery Museum, Lady Lever Art Gallery, Merseyside Maritime Museum, Museum of Liverpool, Sudley House, Border Force National Museum (Seized! The Border and Customs Uncovered), Walker Art Gallery and World Museum. www.liverpoolmuseums.org.uk

COoL (Creative Organisations of Liverpool) is a collective comprising of over 30 small to medium arts organisations based in Liverpool. Originally set up in 2007 by Hope Street Limited to strengthen Liverpool's European Capital of Culture in 2008. The collective all believe strongly in: the arts, innovation, participation, delivering quality work and services and in the importance of partnership, dialogue and communication in driving forward effective cultural strategies and practises. www.cool-collective.co.uk

IdeasTap is an arts charity that supports creative people through opportunities, funding, jobs and career development. Since launching in December 2008, IdeasTap has awarded more than £1.8 million worth of direct funding and accompanying expert mentoring to emerging artists. Its membership currently stands at 145,000+ and its partners include the Barbican, BFI, Magnum Photos, Mother London, The National Theatre, Royal Exchange Theatre and Sky Academy. www.ideastap.com

Liverpool ONE

Liverpool ONE is one of Europe's leading retail and leisure destinations, set in the heart of Liverpool city centre. Built around the existing streets of Liverpool, the 1.65million sq ft contemporary open-air complex is a stylish must-see destination for those who love to shop, eat, drink and relax.

Liverpool ONE includes over 160 stores, bars and restaurants, a fantastic 14 screen cinema, an indoor adventure golf course and a five-acre park. Stores include high street favourites such as Topshop, John Lewis and Debenhams. Liverpool ONE has recently welcomed Liverpool's first T.G.I Friday's to its leisure terrace.

Peter's Lane, Liverpool ONE's designer fashion hub, is the home of big brand style. It plays host to stores including Whistles, Radley, Reiss, Hobbs, Ted Baker, Karen Millen and Flannels. You'll also find the first Beauty Bazaar, Harvey Nichols in the UK, it's the ultimate luxury beauty experience and one-stop destination for all things beauty. The boutique arcade is nestled perfectly within Liverpool ONE, neighbouring other big high street brands.

Liverpool ONE has been awarded Green Flag Status for its popular Chavasse Park. The prestigious Green Flag Award Scheme is judged by Keep Britain Tidy. Liverpool ONE is the only new city centre commercial development in the country to include a park that has Green Flag status.

For more information on Liverpool ONE please visit: www.liverpool-one.com. Please use the below social media channels to tag Liverpool ONE:

Facebook: www.facebook.com/LiverpoolONEOfficialPage

Twitter: @Liverpool_ONE

Instagram: LIVERPOOL_ONEOFFICIAL

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