

PRESS RELEASE

Businesses urged to celebrate local creativity with Discover Northampton Artists Trail

13th May 2016 – Northampton town centre will brim with creative talent this summer, with the Discover Northampton Artists Trail inviting visitors to explore the area like never before.

Planned and funded by the Northampton Town Centre Business Improvement District (BID), the Trail will take visitors on an interactive tour of town centre businesses. In these businesses, Artists Trail participants will explore paintings, photography, sculpture, digital installations and much, much more – all created by talented local artists.

The Trail is set to be a vibrant celebration of Northamptonshire creativity – and the BID is encouraging as many business owners as possible to take part. Participating shops, cafés, bars, restaurants and other businesses will each host a piece of artwork for six weeks from mid-July. They will also be featured in a dedicated Artists Trail leaflet and a special section of the BID's glossy summer magazine, and will be promoted on social media in the run-up to and throughout the duration of the Trail.

Jessica D'Aulerio, Chair of Northampton Town Centre BID said: "The Discover Northampton Artists Trail will bring more visitors into participating businesses during the school summer holidays, and will encourage them to spend more time in each business too. The Trail is set to be a really fun, interactive way of exploring the diverse areas within our town centre – for all the family. It's so easy for businesses to participate and so we'd encourage anybody who's thinking about it to sign up now."

Jo Burns-Russell, managing director of Amplitude PR, which is curating the Trail on behalf of the BID, said: "We have a fantastic line-up of local artists signed up to display their work as part of the Discover Northampton Artists Trail. We're sure that visitors will love exploring this eclectic selection of creative talent – as well as some businesses they may not have stepped inside before. We're keen to continue signing up artists, so anyone interested in showcasing their work should get in touch as soon as possible."

Businesses and venues will need to host a piece of artwork for six weeks from 16th July – 4th September. Interested parties should contact the BID team with the space they have available, whether it is floor space or wall mounted, and whether they need the artist to bring an easel. They should email info@northamptonbid.co.uk by Friday 27th May.

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Artists will need to supply a piece of artwork for six weeks from 16th July – 4th September. They will be required to arrange their own display in accordance with the space offered, and arrange insurance. Interested parties should email hannah@amplitudepr.com or telephone 01604 624622.

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