

PRESS RELEASE

A celebration of creativity in Northampton town centre

12th July 2016 – Paintings, sculptures, photography and more by 24 talented local artists are currently being installed across Northampton town centre, as the 2016 Discover Northampton Town Centre Artists Trail takes shape.

Opening this Saturday, 16th July, the Artists Trail has been organised and funded by the Northampton Town Centre Business Improvement District (BID). It is a celebration both of local creative talent and of the vibrant, diverse businesses within Northampton town centre. 45 businesses and destinations have volunteered to host artwork for the Trail, which will run from this weekend through to Sunday 4th September.

To explore the Trail, visitors simply need to pick up an Artists Trail leaflet from the Tourist Information Centre or a participating business, or download a digital version from the BID website at www.northamptonbid.co.uk. The leaflet includes a map of destinations and a guide to the artists being showcased.

All are also invited to follow @NorthamptonBID on Twitter and look for the #ArtistsTrail hashtag to join in conversations about the participating businesses and artists, and to learn more about the different areas of the town centre being celebrated.

Jessica D'Aulerio, Chair of Northampton Town Centre BID, said: "Two major aims of the Business Improvement District are to encourage more visitors into Northampton town centre and to help share what makes the different areas *within* our town centre special. We hope the Artists Trail will achieve both. We've been delighted by the numbers of artists and businesses who were keen to get involved, and are very excited to share some fabulous local talent and creativity with visitors."

Northampton Town Centre BID is also hosting a Summer Social for town centre businesses on Wednesday 20th July, 5pm to 7pm at the Church Restaurant. This will include an official launch party for the Artists Trail, and will enable businesses to meet some of the participating artists. Attendance is free for town centre businesses, who should RSVP by Monday 18th July by emailing info@northamptonbid.co.uk or calling 01604 837766.

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