



# BRIGHTON PHOTO FRINGE

**September 14 2012**

**PRESS RELEASE**

**Brighton Photo Fringe in collaboration with the Biosphere Partnership and Brighton & Hove City Council: present an innovative community photography project to support the 'Here Here' campaign for our area to become an international Biosphere Reserve.**

Brighton Photo Fringe is working with the Brighton & Hove and Lewes Downs Biosphere Partnership through the lead partner Brighton & Hove City Council to produce an innovative online project which engages local residents with their environment.

The project - named Eco Focus - will encourage people to upload photographs to the Brighton Photo Fringe Eco Focus webpage on a wide variety of themes such as: 'my perfect view', 'wild at heart', 'little critters' and 'park life'. These images will be geo-tagged within the proposed Biosphere area, which covers the countryside, coast and urban areas from the River Adur by Shoreham in the west to the River Ouse by Lewes and Newhaven in the east.

Eco Focus links with the ambition to gain international recognition for the Brighton & Hove and Lewes Downs to become a UNESCO 'Biosphere Reserve' that brings people and nature closer together. A successful bid will see our area becoming part of a global family of some 600 sites world-wide across more than 100 countries.

Our Biosphere is our local natural environment: from the city parks out to the South Downs and down to the coast and sea, on which we all depend for our daily existence for our water, food, health and well-being.

Two local schools - Brighton Aldridge Community Academy and Dorothy Stringer High School - have successfully pioneered the web-based project enabling the Fringe to roll Eco Focus out to the wider public. To look at their images or to take part visit [www.photofringe.org.uk/projects/ecofocus](http://www.photofringe.org.uk/projects/ecofocus)

Eco Focus launches just 3 weeks before Brighton Photo Fringe which kicks off on October 6<sup>th</sup> across the city. Around 150 photography exhibitions and events will take place, along with a large selection of participative projects. A full programme of events is listed online: [www.photofringe.org](http://www.photofringe.org) .

Brighton Photo Fringe Director, Claire Lloyd, commented, "This is a perfect way to get involved in a very special project for Sussex and also to try your hand at photography. The website will allow a living photography exhibition to take place, documenting seasonal, emotional and geographical responses to the landscape by our local community. It is an

accessible and easy way for everyone to get involved in photography as there is no printing, framing or transportation costs and it can be done via your mobile.”

She added, “The online exhibition is a living and organic arts project that will create a picture of how residents and visitors see their environment and act as a document in support of the international Biosphere bid.”

Biosphere Project Officer, Rich Howorth, added “We are delighted to be working with the Brighton Photo Fringe’s Eco Focus project to encourage people to get outdoors and capture images of what their Biosphere means to them – all of which will help to support our ‘Here Here’ campaign bid to become world class by nature.”

The Eco Focus project is currently planned to run until the end of the year so there is plenty of time to take some snaps and upload them to be part of a once in a life time online photography project.

In the autumn we are working in partnership with Fotodocument Fringe encouraging members of the public to take photos of positive environmental initiatives. Fotodocument is an innovative social enterprise providing an international public platform for documentary photography to inspire and engage. FotoDocument Fringe will include the best of Eco Focus and the public can also get involved directly by submitting their photographs of positive environmental images. To find out more visit <http://fotodocument.org/fotodocument-fringe>

**For more information on Eco Focus and to participate in this project visit**

**<http://www.photofringe.org/projects/eco-focus>**

**[eco.photofringe.org](http://eco.photofringe.org)**

**ENDS**

**Notes to editors:**

The proposed Brighton & Hove and Lewes Downs Biosphere seeks to bring people and nature closer together to better care for, manage, and enjoy our special environment of countryside, coast and urban areas to become world class by nature. The Biosphere Partnership’s campaign to seek UNESCO Biosphere Reserve status is called ‘Here Here - For Our Biosphere’s Natural Community’. The Biosphere Partnership is a shared initiative of Adur District Council, Brighton & Hove City Council, Community and Voluntary Sector Forum, Dorothy Stringer School, Environment Agency, Friends of the Earth (B&H), Horsham District Council, Lewes District Council, Mid Sussex District Council, National Trust, Natural England, RSPB, South Downs National Park Authority, Sussex Inshore Fisheries and Conservation Authority, Sussex Wildlife Trust, University of Brighton. For more information visit [www.biospherehere.org.uk](http://www.biospherehere.org.uk)

## **About Brighton Photo Fringe:**

### **Brighton Photo Fringe**

Brighton Photo Fringe (BPF) is the largest photographic festival of its kind in the UK. Founded in 2003, BPF was initiated to work in partnership with bpb to enable local artists to become involved with the international festival (bpb). BPF has grown year on year into an all-encompassing event open to all; a rare experimental festival that places the practitioner at its heart and embraces all audiences. BPF supports, advises and provides opportunities for photographic and lens-based artists while providing diverse and accessible exhibitions, events and programming for audiences. With a strong character, attitude, playfulness and freedom, BPF enables its exhibitors to take risks and self-curate a large number and wide variety of lens-based exhibitions that permeate the city.

Alongside BPF the Brighton Photo Biennial (bpb) is the largest and most exciting curated photography festival in the UK. The fifth edition of the Biennial will be curated & delivered by Photoworks, presenting new commissions and working in partnership with national organisations and partners across the city of Brighton & Hove. Photoworks is the UK's leading agency for photography. [www.photoworks.org.uk](http://www.photoworks.org.uk)

Brighton Photo Fringe is supported using public funding by the National Lottery through Arts Council England, by Brighton & Hove City Council and is partnered with the University of Sussex.

For more information or images please contact:

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