

***Light Waves to go red for the British Heart Foundations 'National Wear Red Day'***

Creatmosfera's acclaimed installation Light Waves is to transform Ipswich Waterfront into the beating heart of the city as it prepares to go red for the British Heart Foundations 'National Heart Month'.

Coinciding with 'National Wear Red Day' on Friday 24<sup>th</sup> February, Light Waves will follow in the footsteps of a number of landmarks and buildings across the country, including the London Eye and Hadrian's Wall, by representing Suffolk's support for the campaign by going red for three nights.

As Alex Mayer, Fundraising Manager at the British Heart Foundation states "all across Suffolk people are dressing up red for the British Heart Foundation's 'National Wear Red Day' to help raise awareness and vital funds to tackle heart disease. Thanks to generous hearted Creatmosphere Ipswich also has Light Waves wearing red for the day and the rest of the weekend."

Pulsating from the Jerwood DanceHouse, Creatmosphere feel "very privileged to be able to support British Heart Foundation and help with such a vital fundraising campaign" (Laurent Louyer, Creatmosphere).

As Alex Mayer highlights, "heart disease can affect anyone, old or young. Over 22,000 people in Suffolk are registered with their GP as having heart disease and the cash we raise on National Wear Red Day will fund life saving research and equipment."

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**Notes to the editor**

**Light Waves**

Light Waves is a semi-permanent light, video and sound installation at Ipswich waterfront that was launched in September 2012.

The energy efficient Light Waves aims to put the Jerwood DanceHouse at the centre of a new, vibrant creative district by lighting-up the familiar space that spans from Stoke Bridge to The Mill. Emanating from the DanceHouse itself, Light Waves shines a new light on the area, by drawing on the latest digital technologies to offer the public a chance to choreograph their own lighting show.

Light Waves runs every night from dusk to midnight until September 2013.

Light Waves has been shortlisted for the prestigious Lighting Design Award 2012.

Light Waves was commissioned by, Suffolk County Council and Ipswich Borough Council in partnership with DanceEast and funded by Arts Council England and Smartest Energy.

High resolution images available on request. Please contact Denice Dever, [denice@creatmosphere.com](mailto:denice@creatmosphere.com).

### **British Heart Foundation**

The British Heart Foundation is the nation's heart charity, dedicated to saving lives through pioneering research, patient care, campaigning for change and by providing vital information.

For further information on 'National Wear Red Day' please contact Alex Mayer on 07834 456 743, email: [mayera@bhf.org.uk](mailto:mayera@bhf.org.uk), or visit [www.bhf.org.uk/media/red-for-heart-media-hub.aspx](http://www.bhf.org.uk/media/red-for-heart-media-hub.aspx)

### **Creatmosphere**

Creatmosphere is a cross-genre artistic studio that focuses on the exploration of light and its interplay with art, architecture and space. The work encompasses all aspects of light art, including permanent installations, temporary interventions, interactive projects and bespoke fabrications. Whether the aim is to entertain, inform, communicate, guide or even to simply encourage play, our work revolves entirely around the people who use the spaces we work on, and how their experiences can be enhanced through the use of light, interactivity and technology.

Visit [www.creatmosphere.com](http://www.creatmosphere.com) for more information about the studio and its past and current projects.

### ***Issued by Creatmosphere***

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