

Press release: Tuesday 13 October 2020



(L-R): David Squire, Managing Director, Yellow Buses; Chris Saunders, Director of the Destination Awards; Kate Wood, Artistic and Executive Director, Activate Performing Arts; Simon Lee Dicker, Dorset Moon Producer, b-side; Andrea Francis, Festival Director, Bournemouth Arts by the Sea; Sarah James, Chief Executive, The Arts Development Company.

Dorset Moon Wins Gold at Destination Awards

After stunning visitors in 2019 with an out of this world experience, Dorset Moon has been awarded the prestigious Gold Award in Bournemouth Christchurch and Poole's Destination Awards.

The award is for any event, festival, exhibition or performance that has drawn visitors to the area and enriched the cultural diversity of the area.

Over three summer weekends at three stunning locations - St. Peter's Church, Bournemouth; Sherborne Abbey and the Nothe Fort in Weymouth - more than 41,000 visits were made to explore Luke Jerram's monumental *Museum of the Moon*; an astounding seven metre diameter spherical sculpture of the moon. It features a detailed NASA image of the lunar surface and each centimetre of the internally lit sculpture represents 5km of the moon's surface.

A full programme of lunar-inspired events orbited the sculpture, including a silent disco under the moonlight, and seven brand-new artworks were created for the event.

Businesses were given free resources to help create their own moon-related packages and offers. Over 50 businesses across Dorset got behind the campaign and used the Dorset Moon assets to get involved in the celebrations. A survey of Sherborne businesses evidenced that 60% said they were busier and profit had increased on the weekend of Dorset Moon compared to a normal July weekend - and 100% of the businesses said arts festivals were vital for bringing in new visitors from outside of the county to a town.

This stellar event was commissioned by the Arts Development Company and produced by the Dorset Festivals Consortium, made up of Dorset's three popular arts festivals: Inside Out Dorset (produced by Activate Performing Arts), b-side and Bournemouth Arts by the Sea. It was funded by the European Regional Development Fund and Arts Council England.

Sarah James, Chief Executive of the Arts Development Company remarked: "Dorset Moon transformed the three locations it appeared at, attracting huge numbers of audiences, including new visitors to Dorset and boosting each of the local economies; many local businesses recording record sales for that time of year".

Dorset Moon attracted nearly 12,000 cultural tourists from outside of Dorset to visit and experience both the event and the surrounding attractions and businesses - 14% of these visitors stayed overnight in Dorset.

END

Notes to Editors

- The **Destination Awards** have been created by the Destination Management Board to celebrate true excellence in businesses that help to make Bournemouth, Christchurch and Poole a great place to visit, live and work.
- Dorset Moon featured: 'Museum of the Moon' by Luke Jerram, 'A Small Dream' by R&D Studio, 'Earth Module' by Matilda Skelton Mace, 'This Then is the Moon' by George Roberts, 'Pledge' by Carrie Mason, 'Call of the Wild' by Ra Zamora.
- Dorset Moon was produced by Activate Performing Arts, Bournemouth Arts By The Sea and b-side CIC. Commissioned by The Arts Development Company with funding from the European Regional Development Fund and Arts Council England.

ACTIVATE AND INSIDE OUT DORSET

Inside Out Dorset is recognised across Europe for producing high quality international outdoor arts and specialising in siting work in the landscape as well as in its more urban locations in the programme. Produced by Dorset-based Activate Performing Arts, the festival seeks out and commissions extraordinary events in extraordinary places, transforming some of the county's most remarkable landscapes with exceptional experiences.

BOURNEMOUTH ARTS BY THE SEA FESTIVAL

The Arts by the Sea Festival is Bournemouth's annual celebration of culture, bringing an intriguing, exciting and carnivalesque mix of the arts to Bournemouth's unique and beautiful locations. Diverse music, art and dance, site-specific installations and large-scale spectacles are all key to this festival.

B-SIDE

b-side is an internationally recognised and locally loved arts organisation, producing unique, innovative and pioneering projects that connect artists with people and place. There is a b-

side festival every two years on Portland bringing new, unique art to audiences from Dorset and beyond and sharing incredible stories about the Isle of Portland with the rest of the world.

THE ARTS DEVELOPMENT COMPANY

The Arts Development Company is a social enterprise that delivers creative projects with cross-sector partners, lobbying and influencing policy and strategy in the arts and supporting and developing the cultural infrastructure.

For further information please contact Verity Shallaker, Marketing and Communications Manager, Activate Performing Arts on 07970 893392 or verity@activateperformingarts.org.uk



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

