



PRESS RELEASE

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Date confirmed and a taster of headline acts and delights announced for new First Light Festival

It is now confirmed that First Light Festival will take place over the summer solstice weekend 2019. The location will be Lowestoft's glorious sandy South Beach, with its backdrop of colourful, traditional beach huts and Victorian gardens. Events at this brand new, free, non-stop 24 hour long, multi-arts festival celebrating Lowestoft's position as the first place that sun rises in the UK, will begin at noon on Saturday 22nd June and will run continuously through changing tides, light and darkness, sun and stars until noon on Sunday 23rd June.

The festival is the brain child of a team with extensive experience in creating and delivering exceptional events, including the acclaimed designer and urban regeneration specialist Wayne Hemingway. The full programme will be announced in March and will deliver a truly unique shared experience of music, dance, film, art, science, talks, walks, fire, sports and workshops - as well as the best regional food, drinks and produce. Partnerships include Cefas, Canon Europe, Snape Maltings, High Tide Theatre and Dance East.

A taster of the headline acts that the programme will feature is now announced.

Mercury prize-winning musician **Talvin Singh**, who re-introduced the concept of Indian classical music to western pop, dance and jazz genres will open the festival and also perform at sunrise, welcoming dawn with a performance of his renowned and evocative work 'Light'.

Gilles Peterson, BBC 6Music presenter and international club DJ will bring the best world-wide vibes to the beach for a sundown session. After dark, he will move the party to the Aquarium at Claremont Pier and, along with a host of stellar DJs, play into the night.

It is also now announced that the festival will include a wild beach zone for little ones, a beach-based dance party curated by partners Dance East to include swing, ceilidh and a tea dance, a night market, 24 hours of film, a word and science zone and a beach-based well-being zone to unwind and relax in. The full 24 hours will be packed with wonders and delights to suit many tastes and to encourage participation and immersion. The festival will be a fantastic addition to the 2019 Suffolk Day celebrations.

There will be the option for wild camping in a designated area of the beach, and the festival site is just a short stroll from the train station and the seafront and town centre full of hotels, B&Bs and restaurants.

For further information visit the festival website, which is also now launched, at www.firstlightlowestoft.com.

Wayne Hemingway, First Light Director, says: *“HemingwayDesign instigate, curate and produce events all around the UK, but First Light is one of the easiest “sells“. People love and “get” the concept of a 24-hour multi-arts event on mid summers weekend in Britain’s most easterly town. We now just need a small army of positive folk to help us deliver this free festival.”*

Genevieve Christie, First Light Festival Director, says: *“Having developed a raft of community and education projects in the town, I am so excited to now be working with partners to make this exciting new festival. Lowestoft is a landmark town and First Light Festival will celebrate and pay tribute to that.”*

Michael Ladd, Cabinet Member for Economic Development and Tourism at Waveney District Council, says: *“We are delighted to be working with Wayne Hemingway and FlipSide to deliver this incredible event and the announcement of headline acts brings it all a little closer. We are committed to putting Lowestoft on the map as a fantastic place to visit and experience, and this festival is a brilliant way to show the town at its very best.”*

Councillor **Paul West**, Suffolk County Council, says: *“First Light will give everyone an opportunity to celebrate Lowestoft – its unique geography, its cultural assets and warm welcome. It will generate huge opportunities for local businesses and entrepreneurs. One of our key commitments to Suffolk people is to promote inclusive growth in the area. We are proud to have worked closely with East Suffolk Council, Hemingway Designs and FlipSide on this development.”*

The Mayor of Lowestoft, Councillor **Ian Graham**, says: *“This is an exciting event that the Town Council is supporting and looks forward to. The people of Lowestoft and visitors to Lowestoft will thoroughly enjoy this and it will help build the deserved local tourist economy.”*



For further information and interview requests please contact Lucy Henson on 07990 978609 / 01728 684450 or at lucy@yellowbelly.co.uk

Notes to Editors:

First Light Festival was incorporated as a community interest company in 2018. First Light Festival delivery partners are arts charity FlipSide and HemingwayDesign. First Light Festival C.I.C is a new social enterprise formed by Wayne Hemingway MBE (HemingwayDesign), Genevieve Christie (FlipSide) and Clare Matterson CBE.

Wayne Hemingway and HemingwayDesign are originators and key partners in a raft of inventive and vibrant festivals including the National Festival of Making and Festival of Thrift. Wayne's experience spans design and regeneration expertise in the built environment and linked arts activities and he is a key driver in coastal regeneration.

Genevieve Christie has been director of FlipSide and FlipSide Festival since 2013, is founder-director of Full Circle Editions, the award-winning East Anglian publishing house. For more than 20 years she worked in television for the BBC, LWT and independents, including producing commissions for her own production company.

Clare Matterson is Director of Engagement at the Natural History Museum. For 18 years she was a part of Wellcome Trust's senior management, notably as Director of Culture and Society and Director of Strategy, leading many of Wellcome's transformative initiatives such as Wellcome Collection and the National Learning Centre.