

Press Release

ILLUMINATE LIGHT FESTIVAL'S FREE EVENT APP IS NOW LIVE

Illuminate Light Festival has teamed up with Woov, an Amsterdam-based tech company, to create a free festival app to help audiences navigate their way through the event. The festival app, which runs from 28th November to 1st December, will offer a deeper interactive experience to those attending the event.

The interactive app offers several exciting extras to make visitors' Illuminate experience as immersive and interactive as possible. The app, which can be downloaded via the App or Play Store, will include information such as the artist line up, important announcements and extra useful information such as parking.

The most exciting addition to this year's event is a fully interactive 3D map that shows the location of every display for Royal William Yard alongside the additional sites at the Barbican, Sutton Harbour and Mount Edgumbe.

The app has been built with its end user in mind. Woov's passion is creating easy and intuitive apps that look to make the user's experience an unforgettable one - reducing the amount of time visitors spend trying to find their favourite artist enables Illuminate visitors to soak up more of the event.

Claire Honey, Project Manager for the festival, spoke about the new addition to this year's festival: *"We have an impressive number of installations and interactive displays for 2019. Because of this, we wanted as many people as possible to enjoy what's on offer. We're really excited to be working with Woov to create their first ever non-music festival app. This collaboration has allowed us to create a unique experience that hasn't been available to attendees at previous festivals, making it even easier to not only enjoy and interact with the spectacular displays, but to also interact with each other."*

Fons Mans, Design Lead at Woov, spoke about working with Illuminate: *"We are really excited to work together with Illuminate Light Festival, connecting their audience and helping them explore the festival grounds with our interactive map."*

To download the app, follow the link: <http://woov.com/illuminateLightFestival>

Illuminate is a free event, open to families and people of all ages. Now in its third year, Illuminate has firmly secured itself as a must-visit event in the city. For more information about Illuminate visit: www.illuminate-festival.co.uk

###ENDS###

About Illuminate Light Festival

Illuminate Light Festival runs from the 28th November - 1st December at Royal William Yard, Plymouth with additional installations at the Barbican / Sutton Harbour and Mount Edgcumbe.

The event is delivered by the Made in Plymouth CIC – a collaboration between Real Ideas Organisation, Plymouth College of Art, the University of Plymouth and Plymouth Culture – with support from Plymouth City Council, Mayflower 400 and Urban Splash.

Notes to Editors

Real Ideas Organisation

For more information please contact Cat Edwards via email at cat.edwards@realideas.org or call 07487787760

About Real Ideas Organisation

The Real Ideas Organisation is a pioneering social enterprise that brings imaginative and ethical business thinking to schools and education, places and regeneration and creative commercial ventures. Based in the south west but with international reach the Real Ideas Organisation develops and runs its own social enterprises, whilst offering consultancy and strategic programme delivery to a wide variety of clients and funders, from Manchester United Football Club to Arts Council England.

For more information on the Real Ideas Organisation please visit www.realideas.org

About Mayflower 400 UK

1. Mayflower 400 is the four-hundred-year commemoration of the voyage of this historic ship, passengers and crew to America in 1620.
2. Starting with the Illuminate Light Festival between 28 November – 1 December, a year of Mayflower 400 activities will include everything from community events through to major exhibitions, performances and plays with the majority being free for people to attend and enjoy.
3. September 16, 2020 will see a major public commemoration event in Plymouth as part of Mayflower Week and the year will finish with Illuminate 2020.
4. National and International Connections - Prior to the Mayflower's departure from Plymouth, England, Mayflower history was written in many towns and cities - each of them detailed in the Mayflower trail. The trail includes Austerfield, Scrooby & Babworth, Gainsborough, Boston, Immingham, Worcestershire, Chorley, Dorking, Leiden, Holland, Harwich, Rotherhithe, City of London, Southampton, Dartmouth, Plymouth and Plymouth, USA. All these locations play a collective part in the story of the Mayflower and the people involved.
5. With over 30 million people being able to trace their ancestry to the people on the ship, the Mayflower400 year will involve four nations, Netherlands, UK, USA and the Wampanoag nation.
6. Go to www.mayflower400uk.org for the latest information on events and stories around this landmark year for England.

iMayflower and Arts Council England

This event is part of the iMayflower project and has been supported by the Department for Digital, Culture, Media and Sport, which is administered by Arts Council England.