



this place [of mine] launches with an immersive online world and interactive 3D gallery space

GMCA, GM Arts & FutureEverything, Manchester's leading digital culture organisation, have launched a new online interactive environment created with young people, artists and digital designers Studio Treble, all from Greater Manchester.

High street regeneration has once again become a major point of focus for our Government, but what does the future of our high street actually look like and what do our next generation citizens want to see in theirs?

this place [of mine] provides a platform for young people to share ideas about the future of their high streets. Launching on March 3rd, the interactive online hub enables audiences to immerse themselves in a new digital world (or virtual high street) of artworks created in response to these important themes.

Mayor of Greater Manchester, Andy Burnham said: "We know Greater Manchester's high-streets still face an uncertain time as a result of the pandemic so it's important that we use creative and innovative methods to look at what their future looks like and explore what people want from them. **this place [of mine]** will help to do just this, allowing young people to explore and contribute to a vision for the future of our high streets and I look forward to seeing how it develops and grows."

this place [of mine] is a virtual experience that blurs the boundaries between the physical and digital, presenting the high streets of the future through the artistic lens of ten young producers and five multidisciplinary artists.

The online hub tells the story of a journey undertaken by these inspiring Young Producers and their exploratory mission to rediscover and celebrate their Greater Manchester high streets. Delving into their hopes for the future and discovering what matters most to them through the creation of digital artworks that express their unique viewpoint and ideas for the future of public spaces.

Developed during lockdown by digital designers Studio Treble, in collaboration with FutureEverything and the Young Producers, **this place [of mine]** will immerse participants in an awe-inspiring virtual world of discovery. Set in a futuristic landscape that represents a hopeful high street of tomorrow, the hub is populated by 3D artifacts, questions and an exhibition of digital art presented through a variety of mediums, including audio-visual techniques, 3D models, technical drawings and more.

this place [of mine] delivers a fully interactive experience, uncovering artworks, activities and local stories as participants explore the world, finding fragments and expressing their own opinions and hopes for their high street.

As **this place [of mine]** evolves, more artworks begin to appear alongside the Young Producers' visions of the future, with a series of exciting new digital art commissions by including Jacob Bolton, Izzy Bolt, Joe Whitmore, James Medd and David McFarlane, artists working or living in Greater Manchester. Using a range of digital skills and creative techniques each artist delivers work inspired by conversations with the Young Producers, including a playful high street themed game, a hypertext narrative set in a parallel world and a virtual flag maker. Spring will bring a brand new immersive app '**this place [in colour]**' created by Tine Bech Studio. Audiences are encouraged to return to see new elements fall into place.

This place [of mine] is a space for young audiences from Greater Manchester and beyond to explore and experience the artwork and ideas of the Young Producers and contribute to a collective vision for the future of our high streets.

Come and explore!

**Irini Papadimitriou, FutureEverything Creative Director &
Claire Tymon, FutureEverything Executive Director:**

“One thing that the current pandemic has made evident is that our public spaces, towns and high streets can and should be better, liveable places for all. There is now an urgent need to bring together diverse minds and fresh approaches to how we design, create space, and interact with our environments and fellow citizens. Young, creative minds can help us see the future through a different lens, so **this place [of mine]** is a brilliant opportunity to offer them space to act, co-create, and share their vision”

Vicky Clarke & Michelle Collier, FutureEverything Creative Associates:

"The last 12 months have been a really challenging time for young people, so it has been an honour to work together on such a positive and uplifting project. We really wanted to offer a ray of light through art and digital creativity, and to bring young people together to share their hopes and ideas for the future. We've explored so much territory together, from the history of the high street, to speculative design, to psychogeography - not to mention a whole bunch of digital creative tools.

this place [of mine] really crystalizes the journey we've been on together, and we hope you'll be as inspired as we have been by the ideas, talent and imagination of our Young Producers. Working with Studio Treble and our Citizen Futurist artists to build **this place [of mine]** is also testament to the creative spirit and possibilities of artistic collaboration through networked space."

Peter, this place [of mine] Young Producer from Leigh

"Taking part in this project provided the space for deeper discussions, not only on the appearance of public spaces, but the politics of their rules and use. It's helped me see the high-street as more than a space for shop chains and allowed me the opportunity to meet artist Jacob Bolton who's developed my interest in the power structures of public space. I would encourage more projects of this kind to allow more young people the opportunity for creative and civic participation."

Notes to editor

this place [of mine]

this place [of mine] is a young producer programme, online hub and digital artwork commissioned by Greater Manchester Arts with support from Greater Manchester Combined Authority (GMCA) as part of the GM Great Place Scheme.

Produced, designed and curated by FutureEverything, in partnership with Manchester City Council, One Manchester, Oldham MBC, Link4Life, Tameside MBC, Wigan MBC, and The Turnpike.

The Creative Team

Commissioned Producers

[FutureEverything](#) - Manchester-based culture and arts organisation leading on the design, curation, production and delivery of **this place [of mine]**

10 Young Producers (age 12-20)

A collective of Young Producers from five districts across Greater Manchester (Rochdale, Stalybridge, Leigh, Oldham and Beswick). In collaboration with the creative team, their ideas and creative content have shaped the online hub

Online hub Designers

[Studio Treble](#) - Design studio & web designers creating immersive online experiences, leading on the build of the hub

Citizen Futurists - A group of five GM-based artists who have each created a new online commission for **this place [of mine]**

[Jacob Bolton](#) - artist & writer

[Joe Whitmore](#) - artist & animator

[James Medd](#) - artist, designer, technologist & musician

[David McFarlane](#) - artist & musician

[Izzy Bolt](#) - digital artist

this place [in colour] App Creator

[Tine Bech](#) - Multidisciplinary artist creating **this place [in colour]** interactive app and website launching in Spring 2021

Brand Designer

[Jada Giwa](#) - artist & graphic designer creating the branding for **this place [of mine]**

Greater Manchester has commissioned as part of the Great Place GM programme. Great Place GM is an action research programme led by [Greater Manchester Combined Authority](#) (GMCA) and funded by the Heritage Lottery Fund and Arts Council England with the aim of achieving recognition for the essential role of culture in the lives of Greater Manchester residents. Great Place GM is working across the city region to build evidence through resident engagement, build capacity to support the sustainability of the cultural sector, create new links between culture and other sectors, and test and evaluate new models of local delivery.

Greater Manchester Arts is a network that represents all ten districts of Greater Manchester. Their vision is straightforward: to bring the arts to everyone, and for more people to be more creative, more often. Celebrating and developing the cultural identity of Greater Manchester, the network collaborates to take the arts to the very heart of communities, creating inclusive activities that both represent and appeal to the Greater Manchester people.

FutureEverything

Since 1995, [FutureEverything](#) has been kickstarting conversation and co-designing the future of digital culture with communities around the world. Together with an international community of artists, technologists and industry collaborators, we explore the intersection of art, technology and society through bold new art commissions, living labs, participatory design and public events.

Our mission is to empower citizens, communities and project partners to harness art and technology to create positive change in the world. Through research, participatory design and public art commissioning, we champion the role of grassroots innovation, creating opportunities for community engagement, participation and co-creation.

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