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FIRST
LIGHT
FESTIVAL

22 /23 JUNE 2019

Lowestoft
South Beach



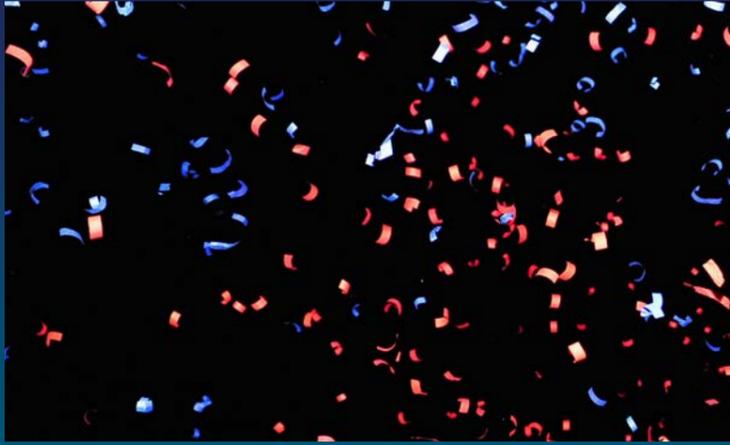
FIRST LIGHT FESTIVAL IS A TRULY UNIQUE,
24 HOUR LONG MULTI-ARTS BEACH & BEACH
FRONT FESTIVAL THAT, AS THE SUN RISES
CELEBRATES THE UK'S 'FIRST LIGHT' OF DAY
AS IT TOUCHES BRITAIN ON THE SEAFRONT OF
ITS MOST EASTERLY TOWN, LOWESTOFT.



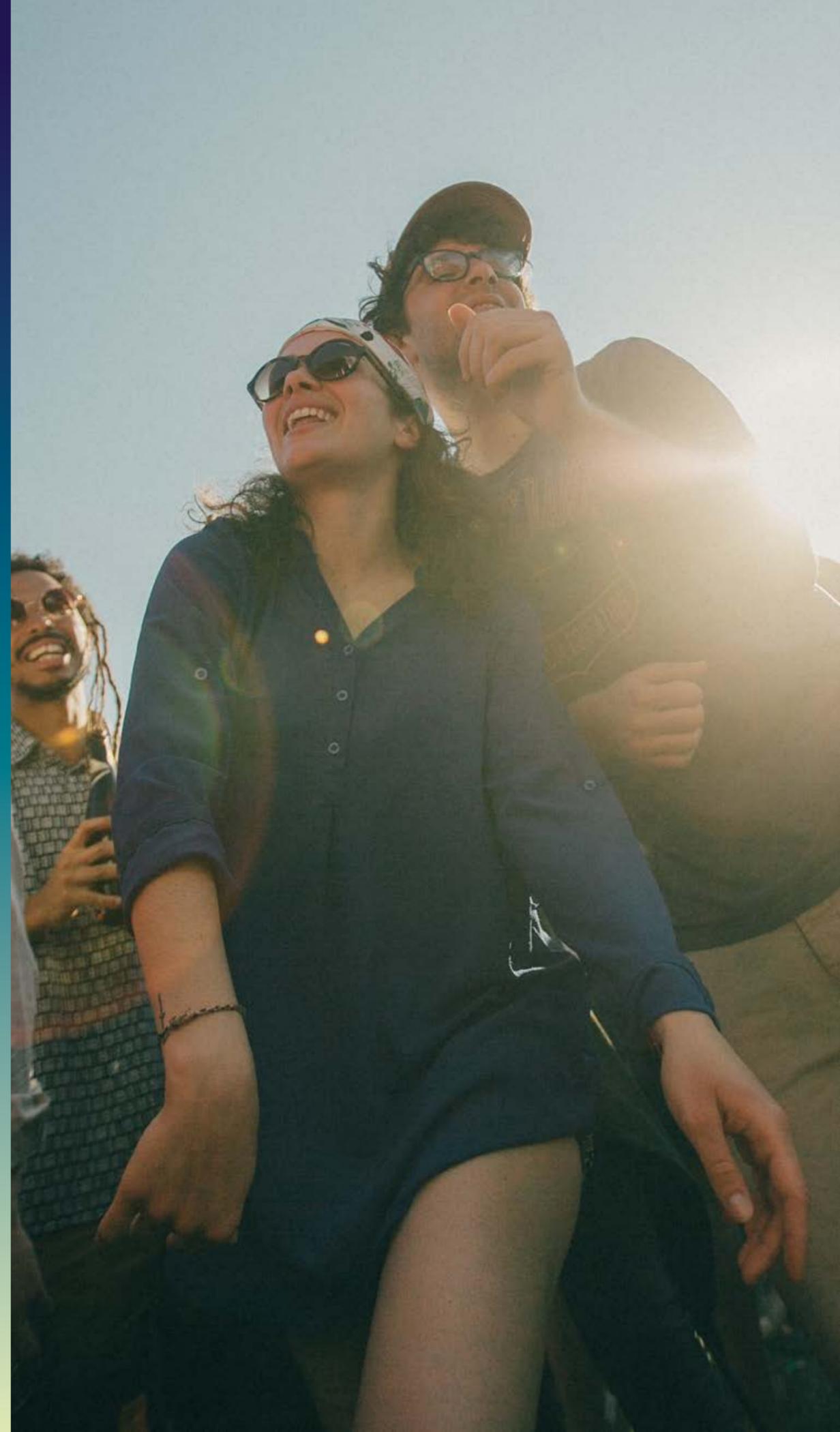


Flipside and HemingwayDesign are working together with Waveney District Council and Suffolk County Council to champion First Light as an outstanding, original arts event that plays a major role in making Lowestoft a 'must visit' destination.





Taking place Saturday to Sunday around the longest day of the year in June, First Light Festival runs from noon to noon and into the day beyond, with an artistic vision inspired by the 24 hours theme and the tidal cycle: a countdown of significant moments of Sunset, Midnight and Sunrise that are marked with compelling programming!



DESCRIPTION

Programme Highlights



Running from noon Saturday to noon Sunday the artistic vision of the festival will be marked by a countdown of compelling programming - Sunset, Midnight and Sunrise!

Dance & Music



There will be no shortage of live music or dance worthy DJ sets at First Light. The legendary Gilles Peterson is on board and lending his full support! More news to come soon.

What To See



Engaging the community and wider region First Light will play host to a raft of dance, visual art, music, film, talks, night walks, sun and star gazing events to feed the body and soul.

Shop With Us



Drawing on the rich tapestry of makers and designers up-and-coming in the UK, First Light will celebrate great design and quality goods.

Food & Drinks



The festival will be awash with local, sustainable produce. Stock up or grab a bite at the First Light Market or sit down to the communal feast.

Workshops



Attendees will learn, design and make at First Light working with local designers, artisans and craftsmen and women.

Art

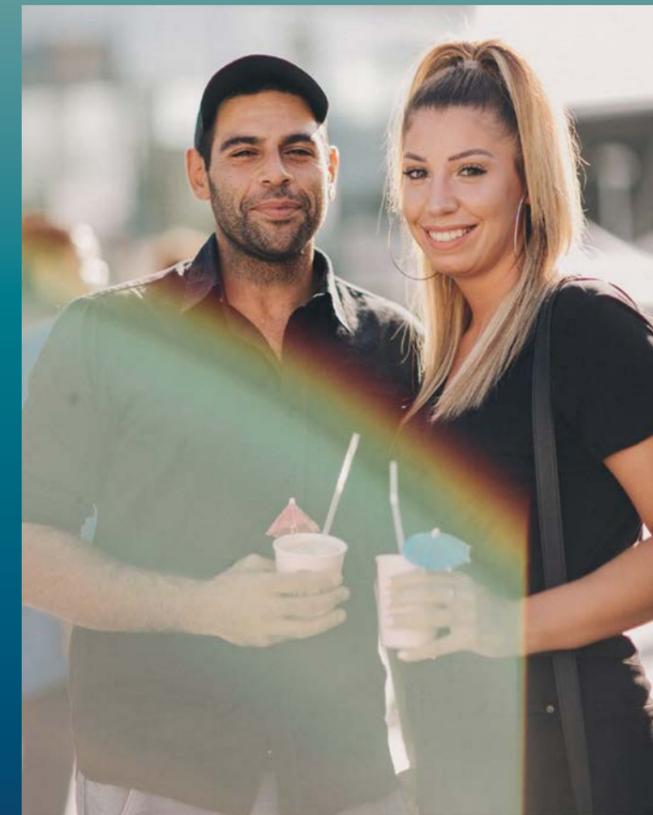


Focused on Lowestoft's Easterly location its relationship with the ocean, wind and sun inspires the festival's visual art residencies, architecture and participatory projects.

Children



Exploration, interaction, creativity and learning – the shore will be a hive of activity for the whole family.



PARTNERSHIP BENEFITS

BRAND BENEFITS

WE WOULD LOVE TO DISCUSS THE CREATION OF TAILOR-MADE PACKAGES TO MEET AND EXCEED YOUR BRAND EXPECTATIONS OF YOUR ASSOCIATION WITH THIS OPPORTUNITY BY WORKING WITH YOUR BRAND TO DISCUSS BRAND ACTIVITY ON SITE DURING THE EVENT.

Logo endorsement on a range of fixed advertising points on location during/ prior to the event.

Logo endorsement in magazines produced in association with the event.

Logo endorsement on front cover of the printed leaflet distributed in the surrounding area prior to the event.

Logo to be featured on the event website.

Brand exposure.

Logo-endorsement prior to and post event on newsletters sent to a database of 75,000 followers of the Hemingway Design events.

Endorsement on social media channels including Facebook, Instagram and Twitter

Direct brand association with a community of prominent creative, lifestyle brands.

Direct brand alignment with the community of the events.



Mace construction group sponsorship involved a fort-building art installation led by an artist using the Mace Brand Colours at Urban Village Fete (curated by HemingwayDesign in London).



Juice company Cawston Press are a regular supporter of Hemingway Design Events.



Services contractor ESG supported Urban Village fete and showed off their latest Health and Safety Ap through comical performance.



Canon joined The Classic Car Boot Sale to create 9 originally illustrated life sized peep-board Classic Cars which have delighted audiences event after event.

TEAM FIRST LIGHT FESTIVAL



HEMINGWAY DESIGN

AS A MULTI-DISCIPLINARY TEAM, OUR DIVERSE AND HIGH-PROFILE CLIENT LIST REFLECTS THE STRENGTH OF TALENT BEHIND THE YOUNG CREATIVE TEAM OF URBAN DESIGNERS, PLANNERS, PRODUCT, GRAPHIC, SERVICE DESIGNERS AND EVENT PRODUCERS. HEMINGWAYDESIGN HAVE BEEN VISIONARIES FOR OVER 35 YEARS, AND THROUGHOUT IT ALL, OUR FEET WERE – AND WILL CONTINUE TO BE – FIRMLY PLANTED IN SOCIETAL NEEDS.

HEMINGWAY DESIGN IS BEHIND A string of award-winning regional and national events, from the official party for [The Queen's Diamond Jubilee Pageant](#) in Battersea Park (a 60,000 sell-out) to the game-changing [Vintage Festival](#) in 2010. This led us to the setting up of our own events arm within The House of Hemingway and producing the likes of The [Classic Car Boot Sale](#), an innovative new spin on our nation's pastime; Greenwich's [Urban Village Fete](#), the contemporary answer to a traditional community fair; [The Festival of Thrift](#), which smashed all attendee expectations by 17,000 in the first year, 40,000 in the second and 45,000 in the third; [The National Festival of Making](#) a unique celebration of UK making, from the factory floor to the kitchen table and the Guinness World Record-breaking The People's Catwalk in Liverpool, as part of our work for [175 Transatlantic](#). Overall, we've masterminded over 20 large-scale events, five of these annually, adding to a combined total of one million visitors that we have delighted, entertained and educated over the course of six years over a huge breadth of different interests and briefs.



FLIPSIDE

FLIPSIDE PROGRAMMES FESTIVAL, OUTREACH AND EDUCATION PROJECTS THAT STIMULATE, INSPIRE AND HELP TRANSFORM PEOPLE'S VIEW OF THE WORLD, PROVIDING A UNIQUE OPPORTUNITY FOR EAST OF ENGLAND AND NATIONAL AUDIENCES TO EXPERIENCE HIGH QUALITY, LIFE-ENHANCING LITERATURE, MUSIC AND ARTS EVENTS, WITH A DISTINCTIVE, INTERNATIONAL DIMENSION.

FlipSide is the sister festival of FLIP in Brazil, South America's first and largest international literary festival and has welcomed artistes from all around the world both at Snape Maltings where it has held four festivals and in other venues across East Anglia.

FlipSide works in parts of the Eastern region where participation in the arts is low, working with schools, community groups and local councils to create cultural events that connect people to their locality and diverse communities. FlipSide's ethos mirrors the informal and vibrant way the arts are enjoyed in Latin culture, with activities that focus on the potential and talents of the community, and are inclusive, hands on, and encourage making, performing and creating.

A registered charity, the FlipSide team and board of trustees comprises award winning publishers, artists, film-makers and entrepreneurs who all believe in the power of culture to enrich lives and increase cultural diversity.





COME AND JOIN US!

**MEDIA INTEREST IS ALREADY
SIGNIFICANT WITH THE PROMISE
OF SIGNIFICANT MAIN CHANNEL
BROADCAST SUPPORT.**



BBC OPENING PIECE

To find out more or to register
your interest email:

info@firstlightlowestoft.com