



PRESS RELEASE

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Bournemouth Borough Council appoints Strawberrysoup as design agency for 2011 “Arts by the Sea” Festival.

After two and a half years of planning, this summer will see a new Arts Festival in popular holiday resort Bournemouth, celebrating the wide variety of the Arts in which the region abounds. The seasonal Arts programme will offer a series of creative events and activities to complement Bournemouth’s main attractions: the outdoors, the sea and the beach.

The new Festival, “Arts by the Sea” will run as an “umbrella” programme from May until September, with a number of key larger events happening in June and September.

A key element of the concept of the Festival is the longer-term aim of creating a stronger presence and profile for the Arts in Bournemouth and to increase the range and engagement of audiences for all forms of artistic expression in the Borough and beyond.

This year, the Festival is to be branded as “Bournemouth Arts by the Sea” but the overall and ongoing concept will continue as “Arts Bournemouth”, which will promote the rich artistic output in the Bournemouth area in the years to come.

Following a 6-way pitch, the Council have appointed Bournemouth creative web and design consultants [Strawberrysoup](#) to develop the Festival’s branding, on-line and off-line promotion, social networking, signage and advertising.

The core element of the design brief was to develop a web site to act as a “What’s On” resource to feature individual events as they are staged from May to September, and which will continue as a “What’s On” information site for Bournemouth beyond 2011.

[Neil Dennis](#) Business Development Director, Strawberrysoup said, *“we are delighted to have been selected for this exciting project, which gives us an opportunity to exploit the full potential of today’s creative, digital and interactive media that not only provide information but also encourage and enable the active involvement of all parties – the Festival, the artists, residents and visitors.”*



“As is to be expected nowadays, all the information, including interactive maps showing what’s on and where, and what’s coming next, will be accessible via mobile phones.”

The first stage of the campaign will be the launch of the web site which will coincide with the start of the summer season.

About Strawberrysoup

Strawberrysoup are creative web & design consultants with offices in Bournemouth, Chichester and London. Established 2005 - <http://www.strawberrysoup.co.uk/>

A day in the life of Strawberrysoup <http://vimeo.com/17186736>

Contact:

Neil Dennis Business Development Director

Bournemouth Studio

The Enterprise Pavilion Fern Barrow Bournemouth Dorset BH12 5HH +44 1202 853 718
bournemouth@strawberrysoup.co.uk

Chichester Studio

The Signal Box Guildford Close Southbourne West Sussex PO10 8LW +44 1243 373 444
chichester@strawberrysoup.co.uk

London Office

Lasenby House 32 Kingly Street Carnaby Street London W1B 5QQ +44 20 7193 5446
london@strawberrysoup.co.uk