



## PRESS RELEASE

Monday, 4 September, 2017

### Art gets people talking about mental health in Hull

A Hull-based movement is using creativity to increase awareness of mental health and get people talking about issues that many still find it difficult to discuss.

During 2017, **Mad Pride** is delivering 40 workshops across the city before taking the art to the street next Saturday (16 September) for a fantastic and colourful carnival.

Ella Dorton, one of the organisers behind the project, said: “We want to talk about how mad our world really is, about all the inequality and injustice, greed and violence, and how all this madness so often makes us unwell.

“We want to challenge the tyranny of normality, and to celebrate diversity and difference.

“We want to bring people together so we can help one another better navigate all this madness and build together a more beautiful world.”

The workshops, which have been running throughout the year and will continue to run until September, include puppetry, zine making, sculpture, costumes, performance, textiles and screen printing.

The creations from these workshops will then be brought together on Saturday 16 September for a colourful carnival.

A parade, starting at 3pm, will make its way from Beverley Road to Pearson Park before a colourful carnival including art, music, performance and food will take place in Hull’s oldest park.

The event is suitable for all the family and tickets, which are free, are available from today.

They can be booked at <https://www.hull2017.co.uk/whatson/events/mad-pride-carnival/>

The carnival will be the finale of a week dedicated to performances and events aiming to increase awareness and discussion about mental health.

**Monday 11 September** - 7pm-9.30pm: Performance and Poetry evening at the New Adelphi Club, De Grey Street

**Tuesday 12 September** - 5pm-7pm: Inside-out (open art space) at Ground, 60 Beverley road, HU3 1YE

7.30pm: Kindful eating workshop at Ground, 60 Beverley road, HU3 1YE

**Wednesday 13 September** - 8pm-10pm: Secular meditation workshop Ground, 60 Beverley road, HU3 1YE

**Thursday 14 September** - Foraging workshop: herbs and plants for brain and body (time and venue tbc)

**Friday 15 September** - Crazywise: film screening with Hull independent cinema (time and venue tbc)

**Saturday 16 September** - 3pm-7pm: Mad Pride parade and carnival at Pearson Park.

For more information, or if you want to attend the workshops prior to the carnival, please go to [www.madpride.tk](http://www.madpride.tk) or contact [madpridehull@gmail.com](mailto:madpridehull@gmail.com)

Mad Pride is part of Hull UK City of Culture 2017's Creative Communities Programme.

It is also being supported by Ground, Timebank, Hull Carnival Arts, Solidarity, The Pennine, Selby Street Mission, The Warren, St Nicholas Primary school and the Goodwin Trust.

Martin Green, Director of Hull 2017, said: "Projects like this are invaluable in terms of health and well-being. Art, culture and creativity gets people talking and brings people together, which can have a tremendous impact on health within our society.

"Mental health is something we need to be more open about and we need more dialogue.

"What Mad Pride is doing this year is outstanding and I am delighted that we can support them as part of our Creative Communities Programme."

**ENDS**

For more information, please contact:

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## **NOTES TO EDITORS**

**Mad Pride** is one of 60 new projects to receive funding through the Hull 2017 Creative Communities Programme, which is being delivered in partnership with the Big Lottery Fund, a Principal Partner of Hull 2017.

A total of £750,000 is being invested in the programme, which was set up to celebrate, nurture and support local talent and develop opportunities for emerging artists.

In addition to cash from Hull 2017 and the Big Lottery Fund, the projects will receive staff support to build capacity in the arts sector, helping to create a legacy. The Creative Communities Programme is also being supported by Hull and East Riding Charitable Trust.

The projects - which range from photography exhibitions to music and food festivals and choral and orchestral concerts to audio-visual installations - will see local artists, community groups, cultural and other organisations in the city working with local people of all ages to create new artistic work, events, installations and other activity throughout 2017.

For a full list of projects visit: <https://www.hull2017.co.uk/discover/article/sixty-community-projects-inspire-creativity-across-hull-2/>

**About Hull UK City of Culture**

**Hull UK City of Culture 2017** is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

**Divided into four seasons**, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 60 partners supporting the project, including public bodies, lottery distributors, trusts and foundations and local and national businesses. Key contributions are coming from: **Host City** - Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** - Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017's International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

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### **About Big Lottery Fund**

- The Big Lottery Fund is the largest funder of community activity in the UK. It puts people in the lead to improve their lives and communities, often through small, local projects.
- It is responsible for giving out 40% of the money raised by National Lottery players for good causes. Every year it invests over £650 million and awards around 12,000 grants across the UK for health, education, environment and charitable purposes.
- Since June 2004 it has awarded over £8 billion to projects that change the lives of millions of people. Since the National Lottery began in 1994, £34 billion has been raised and more than 450,000 grants awarded.

### **About Hull & East Riding Charitable Trust**

The Hollingbery Family founded the business in 1933 with the first Comet superstore opened in Hull in 1968. The business was subsequently sold to Kingfisher and in 1985 the charity was established with the defined purpose of donating funds to help and support charities, both national and local, and other deserving causes, provided that direct benefit was forthcoming for people who live in Hull or the East Riding of Yorkshire.

For more information, including on how to apply for funds, see <http://hullandeastridingtrust.org.uk/>