



Transforming Partnerships & Creativity on the Web

Electric December 2004 - www.electricdecember.org

An online advent calendar with 24 days of unique digital presents

Electric December, Watershed's widely acclaimed online digital advent calendar, returns in 2004 with another unique selection of gifts - from games to films, animation to music. This year sees contributors interpreting a theme of Transformation in a creative online form, reflecting the redevelopment of Watershed to a three screen cinema, with improved access and bigger Café/Bar.

These digital distractions are a gift from the South West and reflect the digital creativity and talent resident in the region. Every day from Wed 1 Dec you can plug in, boot up and unwrap a totally unique digital present counting down to Christmas. Some will make you laugh, some will make you think, some will get your fingers flying across the keyboard - but all are bespoke gifts created specifically for Electric December.

Contributions for 2004 include; a race against the clock to design and build a new media centre, rude babies spreading their own brand of Christmas joy, the transformation of Shakespeare into mobile phone text-speak and GI Jenny overcoming the dark forces of the Zombie Wombats.

One of the primary objectives of Electric December is the introduction of local community and education groups - many with little or no experience of the potential of digital media - to professional companies, facilitating partnerships to produce new pieces of creative work for the web. These partnerships ensure that skills are pooled and shared and the world of creativity on the internet is revealed, explored and discussed. The connections are made in the real as well as the virtual world - despite the wide geographic spread of the contributors a real network of partnerships has been generated across the region through the work, with the process closely supported by Watershed and Creative Partnerships.

Electric December 2003 involved collaborations between 26 media companies, 8 arts organisations, 28 educational organisations, 25 artists and 11 community groups. The transfer of skills through these collaborations involved over 800 people (around 600 of whom were under 25). Last year also saw Electric December achieve 1million+ page views from over 80 different countries.

Notes to Editors:

Electric December is a Watershed Project in collaboration with Creative Partnerships, supported by The Learning and Skills Council West of England, South West Screen, Arts Council England South West and Bristol Evening Post.

Creative Partnerships works to give school children throughout England the opportunity to develop their potential, ambition, creativity and imagination through sustainable partnerships with creative and cultural organisations, businesses and individuals. Creative Partnerships is currently working in 16 areas and has been given financial investment to roll out to a further 20 areas by 2006.

You can see the last five years of Electric December at electricdecember.org For a full list of 2004 contributors and present details please contact either: Sharon Clark or Claire Causton on (0117) 927 6444 or publicity@watershed.co.uk.

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