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24 days of digital distractions

Press Release

Electric December: Life in the Frame

11 December 2005

Designer babies, mad professors and giant spiders: At-Bristol and the 'Children of the 90s' have created a digital photography exhibition to challenge feelings about scientific research.

Last summer, At-Bristol, a unique visitor attraction bringing science, nature and art to life, staged a hands-on digital photography course for the children who participated in Bristol's 'Children of the 90s' project.

Run as part of At-Bristol's pioneering Citizen Science project, which is supported by the Wellcome Trust, the 30 budding photographers had three days to explore the themes of health and genetics to produce a portfolio of images that showed their views on science.

Working in teams with experts in photography, science and the media: participants debated contemporary bio-medical issues, interviewed professional scientists and even tested their own DNA in At-Bristol's science lab. Exciting, scary, provocative and humorous – this powerful **Electric December** piece invites people to consider their own opinions about contemporary science and email in their own responses.

Electric December is Watershed's widely acclaimed online digital advent calendar, which offers a new and totally unique digital present every day from 1 Dec - counting you down to Christmas.

Notes:

- Find out more about **Electric December**, and download images and press releases at <http://www.electricdecember.org/05/press>
- Find out more about Connecting the UK: The Digital Strategy at www.dti.gov.uk/industries/telecoms/pdf/digital_strategy.pdf
- The Digital Challenge offers a £10m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at www.egovmonitor.com/node/1716
- **Electric December** is a Watershed project supported by Learning & Skills Council West of England, The Campus Bristol, BBC West, Bristol Evening Post and Creative Bristol (an initiative of Bristol Cultural Development Partnership, Arts Council England South West, Bristol City Council and Business West).
- You can see the last six years of **Electric December** now at www.electricdecember.org
- For further press information contact Clare Reddington on 0117 927 6444 or clare.reddington@watershed.co.uk