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Press Release

Electric December: Bart Spices and Omni Productions shake up December...

4 December 2005

Independent Food Company Bart Spices have teamed up with award-winning Omni productions to produce a special Organic Smoothie for Bristol. Commissioned as part of 90 Second Challenge, Watershed's contribution to Creative Bristol, this flash guide offers a step-by-step recipe for an exotic organic drink – a perfect antidote to the excess of the Christmas period.

Throughout 2005, 90 Second Challenge has sought to encourage people from across the city to make digital media. As part of this project, 40 grants to businesses have been made to make 90 Second pieces, administered by Arts & Business South West and funded as part of Creative Bristol by Bristol Cultural Development Programme, Arts Council South West Bristol City Council and Business West. These grants brought together Bart Spices and Omni productions to make a promotional film for the Bart Spices website www.bartdelicatessen.co.uk

Established in Bristol during the 1960's, Bart Spices continues to be a growing independent food company, whose heart and soul is in supplying the very finest quality food ingredients from around the globe. 'Through an evolving relationship with Arts and Business we embarked on the creation of this film. The choice of video clip came from a wish to use a contemporary style which reflects Bristol - the home of Bart Spices and hub of animation'. Edward Shaw, Bart Spices.

Formed in 2002 and based in Bristol, Omni Productions has fast grown into a well respected, award winning design & production company specialising in design for web, print, film and video. 'The 90 Second Challenge has helped to stimulate new creativity and networking opportunities in Bristol. The Arts & Business funding has opened up many opportunities that would have otherwise been hard to create, encouraging business to take creative risks and allowing them to explore options that they may not have thought about otherwise. We have enjoyed the whole process and are proud that it is part of Electric December.' Sam Hearn, Omni Productions.

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 the companies involved by visiting: www.omniproductions.com
www.bartdelicatessen.co.uk
- 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
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