



## Press Release

### Electric December: Mutant Supertoy 23 December

On Day 23 see a new breed of toys come to life, which have been designed by the children for the children...

A group of students from Headley Primary School joined forces with teachers, designers and artists to address issues surrounding the desire for new toys at Christmas. Do you wish for a toy with the head of a rabbit and the body of an action man? – Well look no further...

Project Supertoy, explores the culture of toys and play, following a series of workshops as part of an innovative, integrated curriculum at Headley Park School a different kind of toy was designed which reuses toys from Christmas past to create a new generation of toys.

Remember treat your toy like a friend, don't chuck it in the bin; take it apart and put it together again; toys are not just for Christmas, they are for life.

**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 to editors

- Find out about the Mutant Supertoy project by visiting [www.supertoy.org](http://www.supertoy.org)
- Mutant Supertoy is a contribution to 'Electric December' based on a larger body of work undertaken during 2006 by children from Headley Park Primary School <http://www.headleypark.bristol.sch.uk>, and Kahve-Society <http://www.kahve-house.com/society>, commissioned by Arnolfini <http://www.arnolfini.org.uk> and Creative Partnerships Bristol. It was produced by Max Davids, Sarah Olpin, Billy Rees, Amy Ward (Headley park Primary School) with help from Martha Patricia Nino and Justin Roberts (I-DAT) <http://www.i-dat.org>.
- Electric December is an example of the work contributing to Bristol's bid to The Digital Challenge, which offers a £7m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at <http://www.egovmonitor.com/node/1716>
- Find out more about Electric December, and download images and press releases at <http://www.electricdecember.org/06/press>
- Electric December is a Watershed project supported by Bristol City Council and Bristol Evening Post.
- You can see the last seven years of Electric December now at [www.electricdecember.org](http://www.electricdecember.org)
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