

# 2nd October 2007

## PRESS RELEASE

### Liberate Your Avatar

**What:** An interactive public video art installation incorporating Second Life users in a real life environment.

**Where:** All Saints Park, Oxford Road, Manchester  
[www.letsoglobal.tv](http://www.letsoglobal.tv)

**When:** 12<sup>th</sup> October 5pm - 6pm 2007

Lets Go Global, Manchester's only live streaming internet TV broadcaster, are collaborating with artist Paul Sermon to create a live interactive public video art installation, incorporating Second Life users in a real life environment. This cutting-edge experiment will form part of the Arts and Events program as part of the Manchester Urban Screens 07 conference, and will be broadcast live over the internet on a **large scale public screen** situated in All Saints Gardens on Oxford Road, Manchester.

This completely unique project brings together fifteen years of telepresence research by artist and Professor of Creative Technology at Salford University, Paul Sermon, with his current experiments and experiences in the online three-dimensional world of Second Life.

In this new project, Paul Sermon will recreate the actual All Saints Gardens on Oxford Road within Second Life, allowing both members of the public and virtual inhabitants ('avatars') of Second Life to coexist and share the same park bench in a live interactive installation.

"This installation will transform the 'Urban Screen' situated in All Saints Gardens into a portal between these two parallel worlds. The installation will also investigate demonstration and how it has changed from real into virtual environments. By positioning the 'Urban Screen' as the mediator of change, the installation will examine the history of 'All Saints Gardens'; relocating Mancunian Suffragette Emmeline Pankhurst as an avatar within Second Life. Here she will she remain locked to the railings of the park, reminding us of the need to continually evaluate our role in this new online digital society. 'Liberate Your Avatar' examines this new crisis whilst drawing upon the history of the site, creating a rich, provoking and entirely innovative, interactive experience," said Paul.

Lets Go Global are facilitating this installation and will be broadcasting the happenings live to the Urban Screen in All Saints Park, and live over the internet from [www.letsoglobal.tv](http://www.letsoglobal.tv). This will also be the first live open air broadcast from Manchester into Second Life.

Anyone who would like to participate in this experiment should come down to All Saints Park Oxford Road, Manchester on **Friday 12<sup>th</sup> October from 5pm 'til 6pm** where they will be able to interact and delve into this merging of realities.

To take part virtually online or for more information visit [www.letszoglobal.tv](http://www.letszoglobal.tv) and follow the links.

Urban Screens Manchester 07 is both an international conference and an enthralling four-day programme of art and events in Manchester city centre. See <http://www.manchesterurbanscreens.org.uk/> for more information.

Ends

### **Notes to editors**

Lets Go Global is managed by Karen Shannon in the Arts & Cultural Development Section of Trafford Metropolitan Borough Council, Lets Go Global has attracted funding from a number of agencies and works with a number of strategic partners. LGG is the first internet TV channel to be lead by a local authority.

If you would like more information on Lets Go Global, please visit our website [www.letszoglobal.tv](http://www.letszoglobal.tv), Tel: 0161 850 5555 or email [info@letszoglobal.tv](mailto:info@letszoglobal.tv)

All press enquires should be directed to Kim May contact Mob: 07990575629, email [kim@letszoglobal.tv](mailto:kim@letszoglobal.tv) Tel: 0161 850 5555

For more information on Paul Sermon, Professor of Creative Technology See [www.paulsermon.org](http://www.paulsermon.org) or email [p.sermon@salford.ac.uk](mailto:p.sermon@salford.ac.uk)

