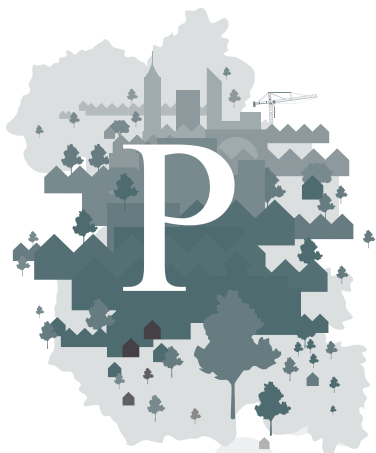


Liverpool Air Project and VENT! Liverpool Air Quality Festival Report

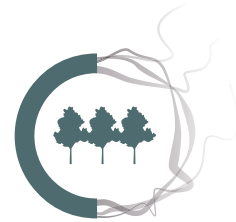




PARKS, STREET TREES & GREEN SPACES



Planting vegetation in 'street canyons' can reduce on-street levels of nitrogen dioxide by as much as 40%¹



Screening roadside houses with a 'wall' of silver birch trees can reduce indoor levels of particulate matter by up to 50%²



LOW EMISSION ZONES



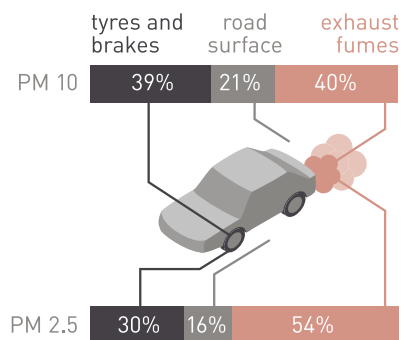
London, Paris and Berlin all have Low Emission Zones, charging drivers to enter the city at peak times.



The "polluter pays" principle makes the drivers of polluting vehicles pay more than pedestrians, cyclists and people on public transport.



AMBIENT STREETS: SLOW, SHARED SPACES



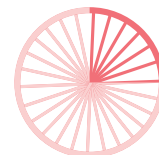
Particulate matter in the air comes from wear and tear on tyres, brakes and the road. Lower speed limits and well-maintained road surfaces demonstrably improve the air that we breathe.



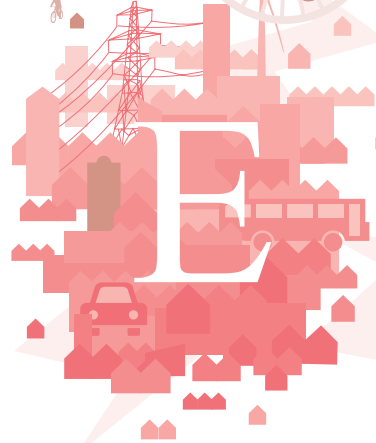
CYCLING INFRASTRUCTURE



Protected cycle lanes make cycling feel safer, encouraging more people to cycle, which reduces traffic pollution and congestion.



Cycling is growing in popularity in UK cities, but still lags behind other European cities, where as many as 25% of all trips are by bike.



ELECTRIC VEHICLES



Nottingham has the UK's first all-electric Park and Ride buses



A fleet of electric black cabs is planned for London in 2017



The Scottish government is now offering loans to buy electric cars

Electric vehicles, which emit no exhaust gases, are the future

Introduction

Gerry Proctor, Chair of Engage Liverpool CIC

Poor air quality is a serious public health issue that other cities are facing up to.

Around the world and at home in the UK, urban air quality is declining dramatically. According to the World Health Organisation (WHO), air pollution has grown 8% globally in the past five years, with billions of people around the world now exposed to dangerous air.

40 UK towns and cities, including Liverpool, are failing to meet WHO standards for the smallest, most harmful pollution particles.

Pollutants such as Nitrogen Dioxide, ground-level Ozone and fine particulate matter cause respiratory illnesses and cancer, and are linked to cognitive decline and mental illness.

The latest data set reveals that Nitrogen Dioxide concentrations exceeded EU guidelines at 86% of monitoring locations in Liverpool in 2011. Public Health England has also attributed the deaths of 239 people aged 25+ in Liverpool in 2010 to fine particulate matter, with an estimated 2,440 years of life lost.

In order to try tackle high levels of nitrogen dioxide emissions, Liverpool City Council has declared a single city-wide Air Quality Management Area covering the whole of the city of Liverpool.

As a social enterprise that runs projects that make a positive contribution to the liveability of the City Centre and Waterfront, **Engage Liverpool CIC** recognised that this serious issue does not receive an adequate level of the city. It was felt that the very real issue of poor air quality had not yet captured the attention of the people of Liverpool.

In response to this, Matt Fox initiated and managed the **Liverpool Air Project**, with the aim of investigating the true level of awareness of the issue, and to raise that level to a point that would lead to positive change in how we live and also how we organise our city.

◀ As part of Liverpool Air Project, Engage Liverpool CIC worked with designer Will Stahl-Timmins to develop a simple infographical system to explain what can be done to improve air quality.



Liverpool Air Quality Project

In a bid to engage the public with the need for a collective and sustained effort to improve the city's air quality, Engage Liverpool CIC embarked upon the Liverpool Air Project in 2015.

The project was set up to investigate the idea of the air as public space, combining arts and science to engage the public with the subject. It was felt that this route would have greater impact than bombarding the public with dry data and statistics, or lists of actions to improve air quality.

Instead, the aim was to create 5 new Cultural Products or Public Art Works that engage with the public about air quality in public space.

Liverpool Air Project fought off hundreds of schemes from across Europe to be awarded a European Cultural Foundation Research and Development grant. As a result, Engage also received grants from the Granada Foundation and the Arts Council Grants for the Arts to run this project.

Matt Fox was appointed the Project Manager to lead the fundraising and development of the project, including calling for local artists, designers, and scientists to submit proposals in response to the theme.

Five Liverpool-based artists - **Julieann O'Malley**, **Tristan Brady-Jacobs**, **Pamela Sullivan**, **Tomo** and **Charlotte Weatherstone**, were commissioned to deliver new cultural products or public art works that engaged with the public about air quality. Each new work was to respond to the issue, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands.



Science meets the arts

An early decision for the project was to pair the artists with a core team of scientists and academics to help them develop their new art work, including Andy Morse, Professor of Climate Impacts at University of Liverpool, Dr Tuheen Huda and Frances Stoakley.

This interdisciplinary collaboration proved a key factor in the ultimate success of the project, adding greater depth to the artists' understanding of the fine details of the issue, but also casting the net of the network of partners wider, and into groups of stakeholders that may not have been reached through the arts strand alone.

For example, Andy Morse played a key role in finding and analysing current research and statistics on Liverpool's air quality. It was found that Nitrogen Dioxide is of particular concern in Liverpool.

With thanks to the following individuals, for their expertise and support:

Professor Andy Morse - Professor of Climate Impacts, University of Liverpool

Dr Tuheen Huda - Intensive Care Specialist, Manchester Royal Infirmary

Frances Stoakley – Researcher, Royal Botanical Gardens, Edinburgh

Zoë Chapman – Project Manager, MerseySTEM

“Liverpool is not as polluted as either London or Paris, but it remains one of the poorest cities in Europe, and deprivation brings with it a number of health challenges. Liverpool has very high rates of lung cancer and coronary heart disease, and air pollution is a known risk factor in both of these illnesses. Government research showed that in 2010 some 239 deaths in Liverpool were attributable to air pollution and 2440 life years lost. That equates to nearly 35 lives of 70 years that is more than half a double decker bus.”

– **Andy Morse**

Professor of Climate Impacts
at University of Liverpool







**LIVERPOOL
AIR QUALITY
FESTIVAL**
20 FEB - 5 MAR

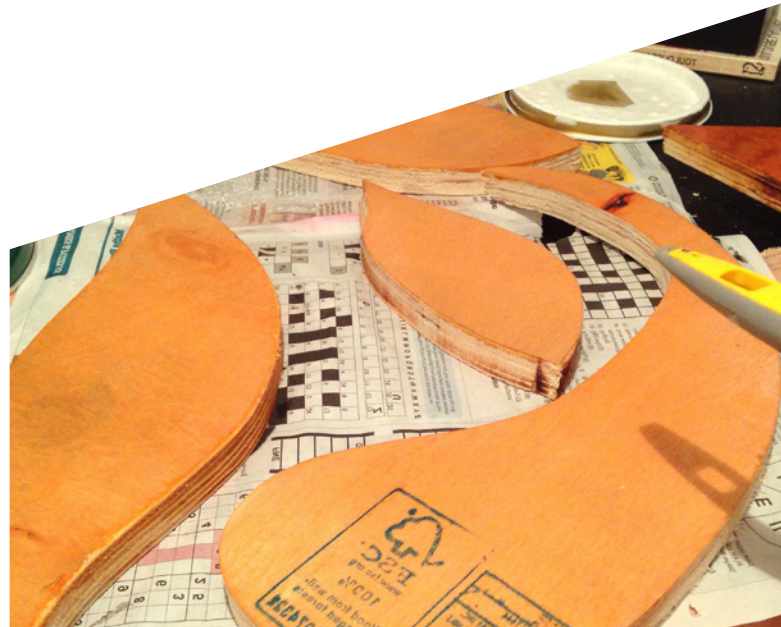
"The point about public art is it's impossible to ignore. It cannot be silenced without being destroyed."

Gerry Proctor, Chair of Engage Liverpool CIC

The works of the five commissioned Liverpool-based artists were brought together under the umbrella of *VENT! Liverpool Air Quality Festival*.

The communications campaign for the festival was aimed at reaching a broad range of audiences with the messages behind the artwork through press, email campaigns and social media, but also to encourage as many people as possible to engage with the artworks themselves, and to understand the connection between the work and the issues they address.

The Festival was launched on Saturday 20th February 2016, with a fortnight programme of free artistic interventions and public forums to raise awareness of Liverpool's poor air quality.



A person is riding a bicycle in a dark, dimly lit space. A large, translucent, skull-like object hangs from the ceiling, illuminated from within. A bright green line of light connects the person's head to the object. The scene is lit with warm orange and cool blue lights, creating a dramatic atmosphere.

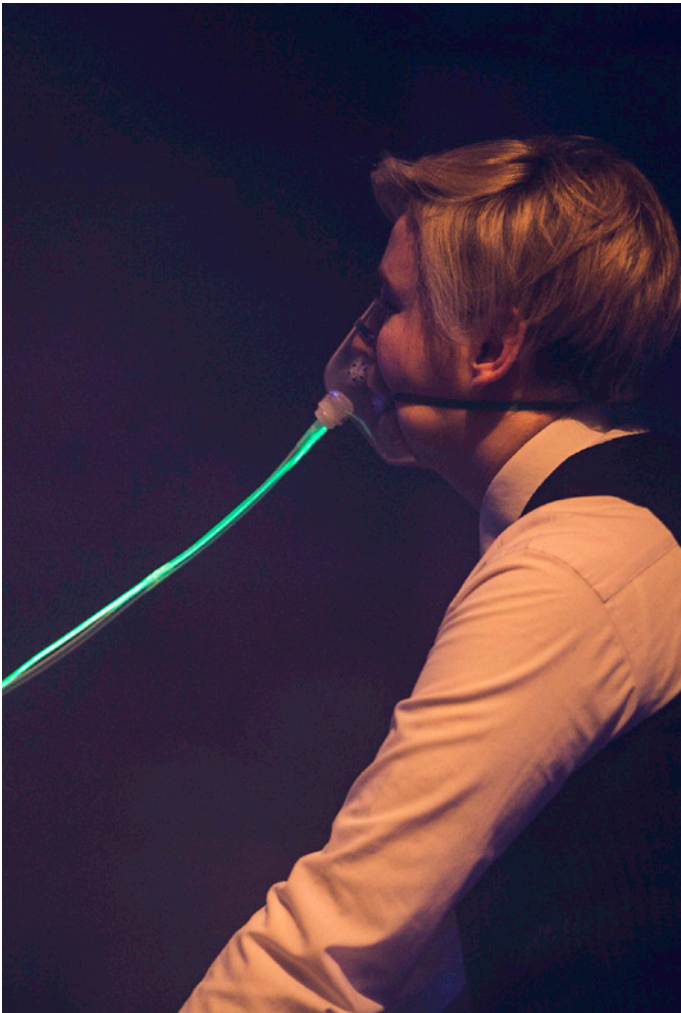
JULIEANN O'MALLEY

Occlusion

Occlusion is a performance installation, provoking questions and conversation about the real effects of Nitrogen Dioxide (NO₂) concentrations, the 'invisible intruder', and considering the solutions that are in our hands.

Watch a clip of Occlusion:

<https://vimeo.com/156681570>



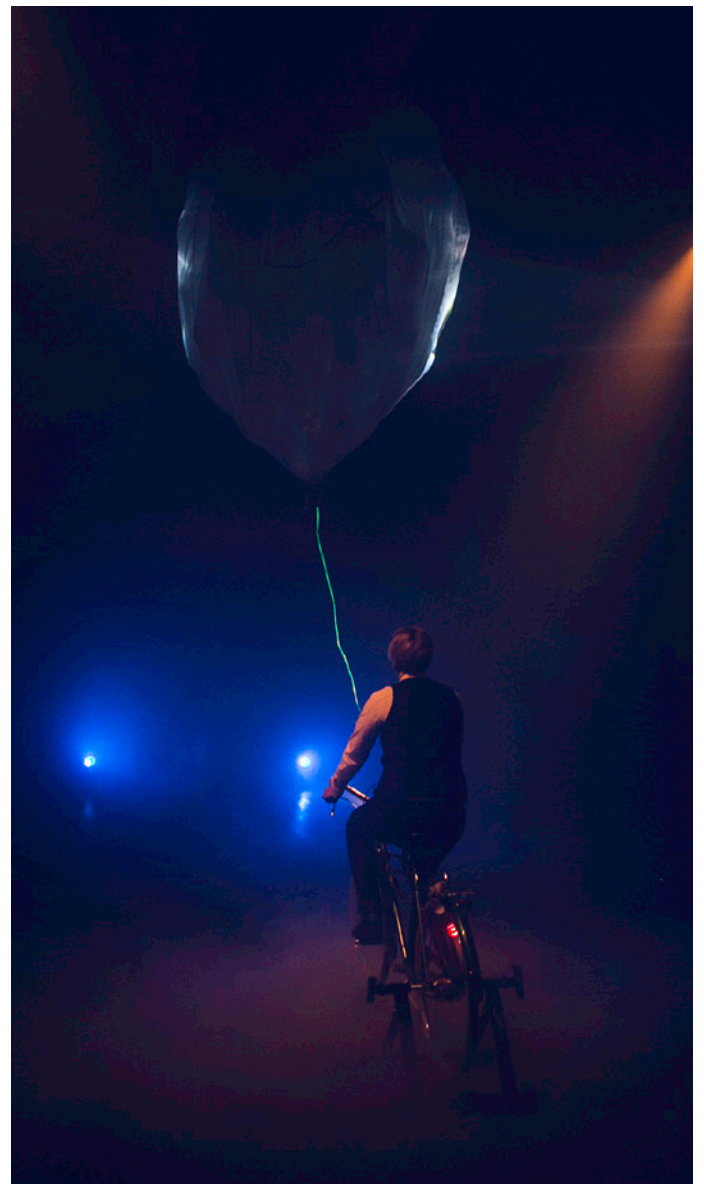
Julieann O'Malley is an interdisciplinary artist based in Liverpool. Her practice both for galleries and public space is fundamentally live durational performance installations, video work, sound and photography. O'Malley finds ways to explore, engage and have open discourse and dialogues about the ever changing environments and practices of society.

For *Vent! Liverpool Air Quality Festival* Julieann performed 'Occlusion' at Bluecoat – a two hour durational performance installation, incorporating video work, soundscapes and photography that provoked questions and conversation about the real effects of the 'invisible intruder' - microscopic man-made pollution.

Julieann worked closely with Dr Tuheen Huda, Intensive Care Specialist, Manchester Royal Infirmary, who helped Julieann shape the piece.

Audiences saw O'Malley test the limits of her body as she cycled through a cloud of air pollution made visible.

twitter.com/JulieannOMalley



The union of nature and art was the inspiration behind *Iris*. Charlotte wanted to create a positive piece that would change with the seasons, whilst delivering simple yet important messages about improving air quality.



Charlotte is a Liverpool-based artist and designer, whose work encompasses many scales and media including canvas, paper, computer and brick walls. Her influences include nature, calligraphy, astronomy, ballet, and Art Nouveau.

Her living, breathing wall installation is a visual promotion of green inner city spaces. Living in the Baltic Triangle, Iris, an air spirit, watches over Liverpool. Breathing fresh air her swirling hair is living moss and lichens. She offers her opinion on alternative modes of transport to keep the air quality pure, the buildings clean and the people of her city healthy. She also offers a home to wildlife and brightens up an old building with her wildflowers.

Mosses and lichens are ideal for monitoring trends in the deposition of pollutants over time and across difference places, as they are sensitive to increased levels of nitrogen and will notably deteriorate if air quality is poor.

Frances Stoakley, of the Royal Botanical Gardens, Edinburgh worked with Charlotte on the project, offering crucial advice about the selection, cultivation and transfer of the ideal species of mosses and lichens.

"The piece was made of various materials wood, moss and copper, which will react with atmosphere and change colour and texture over the years. There were bird boxes, which I hope will soon hear the flutter of tiny wings and a pot of seasonal daffodils. The message is to walk, cycle and have car free days in an effort to make your small contribution to lessening the amount of pollutants into the air around us."

– Charlotte Weatherstone
VENT! Artist

charlottebackhouse.co.uk
twitter.com/CharlotteSophB



GLORMS LIVERPOOL FUTUREFASHIONS



UGENT2016
HOBO

TRISTAN BRADY-JACOBS

Liverpool Glorms

The Glorms were ordinary folk made monstrous by their desire to obtain immortality. They retreated behind facades and filtered in a world of invisible threats.

Tristan is a community artist, photographer, videomaker, street artist, performer, designer and arts manager, with a background in the inclusionary sector working with hard to reach groups such as gangs in Liverpool and devising intercultural workshops and inclusion programmes.

For VENT!, Tristan presented work as his alter ego 'HOB0'. Using a range of Gas masks, HOB0 created portraits of Liverpool people, which were then applied to the walls and surfaces of the city.

Tristan ran an open public workshop at Bluecoat in February, taking portraits of people wearing gas masks and protective clothing. He digitally manipulated the portraits and produced large paste-ups of his 'Liverpool Glorms' that were then exhibited around the city centre in the areas of greatest pollution.

Whilst developing the project, Tristan connected with some excellent contacts at MerseySTEM.

[instagram.com/trisbj/](https://www.instagram.com/trisbj/)





PAMELA SULLIVAN

A Warning

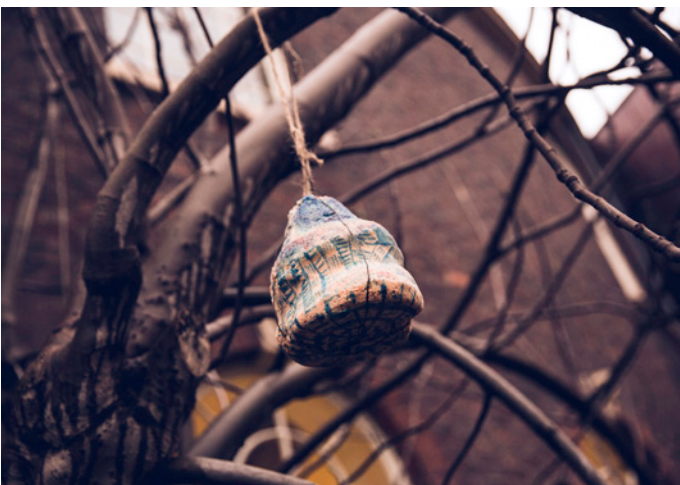
Pamela's work for VENT! serves as a warning - if we do not take drastic action now to save our planet all that will be left will be skeletons and waste.

Pamela creates site specific work and has worked in ruined churches, underground tunnels, derelict buildings and hidden spaces in and around the urban landscape. Pamela works in both 2D and 3D formats using materials such as wood, cardboard and ceramics to make playful work that the viewer is able to walk through and interact with.

A Warning was an installation of cocooned skeletons that were hung around Liverpool City Centre, including the Royal Liverpool Hospital, the Pier Head, Bluecoat and the Baltic Triangle.

The skeletons were constructed from wire and plastic waste materials then cocooned in a soil and sand mixture, installed and hung from tree branches. The rain slowly washed away the soil cocoon and revealed the enclosed skeleton.

twitter.com/PamelaSulliva18





TOMO

Clean Air Vehicle

The plan for Tomo's Clean Air Vehicle project was to place art work on a small number of City Bikes, raising the profile of poor air quality on the roads. The City Council declined permission for him to do so.



Tomo works in fine art and graffiti using discarded materials and with an ethic of recycling and environmentalism.

As Tomo was unable to temporarily customise a small number of City Bikes, instead he created a pop-up response in the Baltic Triangle in March. Presenting 'what might have been' Tomo customised one city bike, that had been damaged, found abandoned and subsequently de-commissioned.

As part of Tomo's project, this bike (number 0235) was then repaired and put back into the City Bike system.

www.tomosecurities.com
twitter.com/tomosecurities

Public Engagement Campaign

Public Workshops and Forums

Two Public Forums took place during the festival - the first on the launch day at Bluecoat, and the second on the closing day of the festival at Coffee & Fandisha, in the Baltic Triangle. At each event, a panel of experts, participating artists, scientists and academics discussed the public health emergency that is air quality in Liverpool.

Each Forum took the form of an informal 'round table' discussion, with the public engaging in the conversation as much as the invited experts. Lively debate took place throughout each event. The Forums also proved to be a great networking opportunity for individuals with an interest in the issues.

Two of the commissioned artists – Tristan Brady Jacobs and Pamela Sullivan, also delivered free creative workshops at Bluecoat around the theme of Air Quality and waste. Both drew impressive numbers of participants, including a large number of children, young people and families who took part in making, drawing and dressing up.



Marketing and Communications Campaign

Engage Liverpool CIC commissioned Nonconform to develop and coordinate a high impact marketing and PR campaign for VENT!, which involved developing an engaging name, brand and a suite of supporting marketing collateral for the festival.

Nonconform created a bespoke 'influencer' list of targets (individuals and organisations) with whom we wished to engage on the subject of air quality, including arts organisations, public sector bodies and local charities and community organisations. These targets were reached via a range of means, including email campaigns, social media, flyer distribution and personal contact.

The Engage Liverpool website became the hub of information for the festival, with Nonconform ensuring that content was also submitted and posted on key partner websites, event listings websites and 'what's on' guides.

Nonconform also developed a bespoke media list of contacts, focusing most attention on having an impact in local press, but also arts, culture and environmentally focused titles regionally and nationally. Media coverage included Air Quality News, Liverpool Echo, Environmental Times, The Guide Liverpool, University of Liverpool, Liverpool John Moores University Journalism, My Science.org.uk, Coney's Loft, Art in Liverpool, Envirotech, Urbanista, BBC Radio Merseyside, Your Move Magazine and Bay TV.

Social Media was a key tool for the engagement campaign, with consistent posting on Facebook and Twitter, creating events and sharing content such as video, images and re-posted content from the artists, venues and organisations pages to promote the festival. We were also able to seed content with other organisations with influential or large social media reach, including University of Liverpool and Bluecoat.

VENT! Liverpool Air Quality Festival in numbers



What did we learn?

Science and Arts

The coupling of the fields of science and arts proved to be a strong conceptual base to which the artists could respond. Specific scientific findings revealed during the artist/scientist collaboration threw up challenging new ways of thinking about the world and our place in it, ripe for artistic interpretation.

Scientists benefited from the project by finding a new way to engage with a wider public beyond their usual academic audience. This collaboration of artists and scientists was an unexpected joy.

Liverpool should have an annual environmental arts festival

The success in terms of engagement proves that there is a space for this kind of festival in the city. As well as a space, there is also a need due to the low level of awareness about the issues relating to poor air quality in Liverpool. Several partners indicated that they would like to join Engage Liverpool CIC in exploring the possibility of developing a similar festival in 2017 and beyond.

This model could be rolled out elsewhere, in other cities in the UK and around the globe.

Value of creating a strong network of partners

The considerable reach of the festival is largely due to the network of partner organisations and individuals who carried the message. Continuous efforts to broaden and deepen the network of partners would be invaluable over the coming years. Having successfully delivered VENT! 2016, we now believe we have a strong case study to help build relationships with others, including funders and supportive agencies.

Commercial revenue

The reach of the festival and its marketing campaign suggests that there is opportunity for mutually beneficial commercial partnerships to be developed in future years.



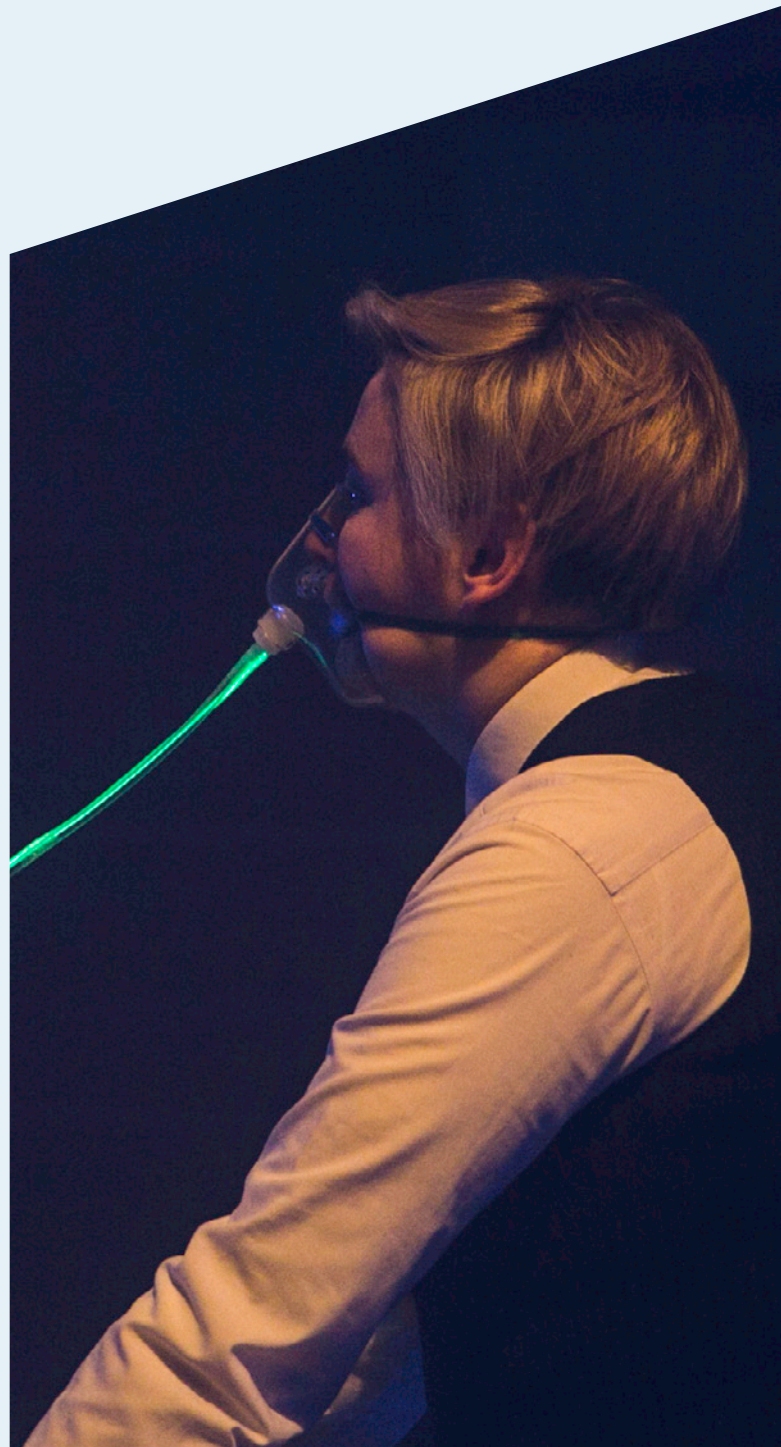
What's next?

Limitations of monitoring instruments

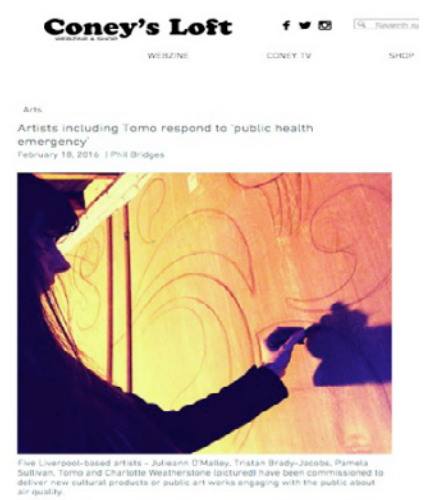
As part of the Liverpool Air Project, a number of Air Quality Eggs were purchased. The plan was for Professor Andy Morse to encourage the students of University of Liverpool to use the Air Quality Eggs to test outdoor levels of NO₂, integrating these into practical sessions at the University. Unfortunately, the Air Quality Eggs proved inadequate for the task, which was a great disappointment

Engage Liverpool CIC will explore funding and development opportunities to deliver a second festival. Ideas on the table include broadening the theme around the four basic elements of human life – Earth, Air, Fire and Water, and the environmental issues that relate to these areas.

Observations made during the festival also suggest that Engage should explore the option of broadening the festival to serve and interact with the Liverpool City Region.



Press and Media Coverage



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NEWS
MAR 3, 2016
0

LIVERPOOL HAS BEEN INVADDED BY SKELETONS, SPRITES AND 'GLORMS'...BUT WHY?!

By Martin Higgins

Prinnies beware! You might be inclined to rub your smoky-eyes in disbelief this week, as Liverpool is set to be taken over by a mob of skeletons, air sprites and Liverpool glorms.

No, it's not a dress rehearsal for doomsday (or just your average night out at Smokey Mo's). It is in fact an artist-led initiative to spread awareness about Liverpool's poor air quality. A problem that affects everyone in the more built up areas of our fine city, and one which organisers have labelled 'an invisible public health emergency'.

VENTI Liverpool Air Quality Festival is about the actual smoke in your eye – microscopic man-made pollution. The toxic fumes emitted from the backside of buses, cars and other gas-guzzlers on the roads that we stroll (or strut)

CULTURE / FEBRUARY 20, 2016

CHARLOTTE WEATHERSTONE INSTALLS IRIS

Artist Charlotte Weatherstone has begun installing Iris for VENTI Liverpool Air Quality Festival.

Visitors will be able to view the work from Thursday 3 March in Jamaica Street Skatepark.

Now in full swing, VENTI Liverpool Air Quality Festival is a fortnight programme of free artistic interventions and public forums to raise awareness of Liverpool's air quality, which organisers describe as 'an invisible public health emergency'.

Charlotte is a graffiti artist, designer and illustrator whose work encompasses many scales and media. She works on canvas, paper, computer and brick walls and her influences include nature, calligraphy, anatomy, ballet, and Art Nouveau. In addition to pursuing her own art, she also runs community engagement workshops, using art to help people think about their environment.

Iris is a living breathing installation, a visual promotion of green inner city spaces. Living in the Baltic Triangle lies, an air spirit, watches over Liverpool. Breathing fresh air her swirling hair is living moss and lichen, she offers her opinion on alternative modes of transport to keep the air quality pure, the buildings clean and people of her city healthy. She also offers a home to wildlife and brightens up an old building with her wildflowers.

Mosses and lichens are ideal for monitoring trends in the deposition of pollutants over time and across different places, as they are sensitive to increased levels of nitrogen and will notably deteriorate if air quality is poor.

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News

VENTI Liverpool Air Quality Festival launches on Saturday 20 February

By Ian Jackson - February 18, 2016

Liverpool Air Quality Festival launches on Saturday 20 February, with a fortnight programme of free artistic interventions and public forums to raise awareness of Liverpool's air quality, which organisers describe as 'an invisible public health emergency'.

VENTI Liverpool Air Quality Festival 20 February - 5 March 2016
at various Liverpool venues including Bluecoat
Arts festival to shine light on Liverpool's poor air quality – an 'invisible public health emergency'.

Five Liverpool-based artists – Julieann O'Malley, Tristan Brady-Jacobs, Pamela Sullivan, Tomo and Charlotte Weatherstone, have been commissioned to deliver new cultural products or public art works that engage with the public about air quality. Each new work responds to the issue, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands.

The artists were each paired with one of a core team of scientists to develop their new art work, including **Andy Morse, Professor of Climate Impacts at the University of Liverpool**.

Andy said 'Liverpool is not as polluted as either London or Paris, but it remains one of the poorest cities in Europe, and deprivation brings with it a number of health challenges. Liverpool has very high rates of lung cancer and coronary heart disease, and air pollution is a known risk factor in both of these illnesses. Government research showed that in 2010 some 239 deaths in Liverpool were attributable to air pollution and 2440 life years lost. That equates to nearly 35 lives of 70 years that is more than half a double decker bus.'

The festival is the culmination of the Liverpool Air Project, which has been initiated and managed by Engage Liverpool CIC, a social enterprise that runs projects that make a positive contribution to the livability of the City Centre and Waterfront.

Gerry Proctor of Engage Liverpool said 'Poor air quality in Liverpool is not receiving the profile it deserves as it is a serious public health issue that other cities are facing up to. We want to reach as many people as possible so that we all achieve a level of awareness that leads to positive change in how we live and also how we organise our city. It is wonderful that artists and scientists have worked together to bring the VENTI Arts Festival to the city'.

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Air Monitoring

Mar 07 2016 11:50 AM

Arts Festival Shines Light on Liverpool's Poor Air Quality - an 'Invisible Public Health Emergency'

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Seven things you didn't know about the air we breathe in Liverpool - and why it could be harming us

16:15, 19 FEB 2016 | UPDATED 16:16, 19 FEB 2016 | BY LORNA HUGHES

New city festival is devoted to raising awareness of air quality

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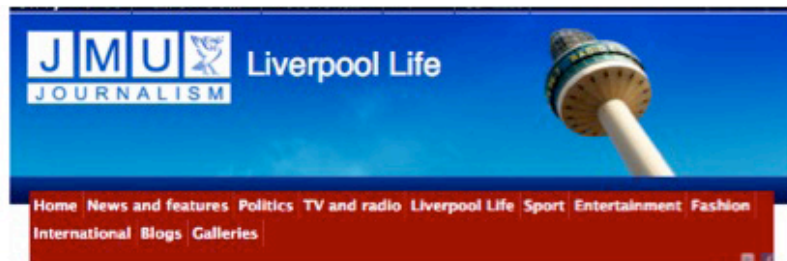


Weather air pollution and smog covers the Liverpool waterfront skyline. Photo by Colin Lane

Liverpool's air quality is an 'invisible public health emergency', according to organisers of a new festival devoted to raising awareness of the air we breathe.

VENTI Liverpool Air Quality Festival launches on Saturday with a programme of free art, events and public forums.

Press and Media Coverage



Homepage Liverpool Life > Breath of fresh air to highlight pollution

Breath of fresh air to highlight pollution

By Leigh Kimmins, JMU Journalism – March 7, 2016

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Natural beauty has taken centre-stage as the city's newest art installation has been unveiled as part of VENT's Liverpool Air Quality Festival.

'Iris' is a living, breathing installation aiming to raise awareness of Liverpool's air quality, which organisers describe as "an invisible public health emergency".



Iris © Charlotte Weatherstone

A Jamaica Street skate-park is the new home of the piece made up of mosses and lichens which monitor trends in pollution over time. The natural materials are sensitive to increased levels of nitrogen and will notably deteriorate if air quality is poor.

Charlotte Weatherstone is the brains behind Iris. She is a graffiti artist, designer and illustrator whose work encompasses many scales and media. She works on anything from canvas to brick walls and her influences include nature and Art Nouveau.

Charlotte told JMU Journalism: "My work is directly influenced by nature, so this was the perfect opportunity to bring my work to life, whilst delivering an important message."

"My initial reaction was to create something positive, because air quality is a heavy topic in itself. I wanted to create an eye-catching piece, that incorporates simple messages that will encourage the public to think about how they can improve air quality."

VENT air quality festival launched on February 20th and showcased many free artistic interventions and public forums from several Liverpool-based artists, concluding with Ms Weatherstone's newest work.

The artists who got involved were commissioned to deliver new cultural products or public artworks that engage with the public about air quality. They were each paired with one of a team of scientists to develop their artwork, including Frances Stokley from The Royal Botanic Garden Edinburgh, who worked with Charlotte.



Iris © Charlotte Weatherstone

Ms Weatherstone sees 'Iris' as the embodiment of a real woman, explaining: "Breathing fresh air, her swirling hair is living moss and lichens, she offers her opinion on alternative modes of transport to keep the air quality pure, the buildings clean and people of her city healthy."

"She also offers a home to wildlife and brightens up an old building with her wildflowers."

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TUESDAY, 15 MARCH SCIENCE & TECHNOLOGY

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Science and art combine for city air pollution festival



Gerry Proctor, Charlotte Weatherstone, Pamela Sullivan, Tristan Brady-Jacobs and Professor Andy Morse

A festival devoted to raising awareness of the air we breathe has brought together scientists from the University with local artists.

VENT!, a two week festival taking place in the city, is a programme of free art, events and public forums.

Andy Morse, Professor of Climate Impacts at the University's School of Environmental Sciences, worked with some of the artists commissioned to produce new cultural products or public art works that engage with the public about air quality.

Long-term exposure

The Liverpool-based artists commissioned by the Festival are Julieann O'Malley, Tristan Brady-Jacobs, Pamela Sullivan, Tomo and Charlotte Weatherstone.

Each new art work is located at sites across the city and is a response to the issue of air pollution, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands.

Professor Morse said: "It was great to get involved in this Festival and to work with the artists. It is so important to find way to engage with the public on air quality issues in Liverpool."

"Liverpool is not as polluted as either London or Paris, but it remains one of the poorest cities in Europe, and deprivation brings with it a number of health challenges."

NONCONFORM

Do you care about the air? VENT! launches in Liverpool

Feb 19th 2016

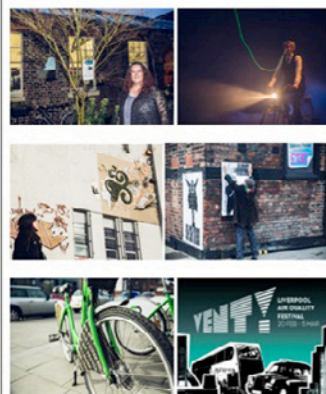


When we met up with Engage Liverpool CIC to discuss the strategy for VENT! we were pretty shocked to hear some serious statistics about Liverpool's Air Quality that we just didn't know.

The festival is the culmination of the Liverpool Air Project, which has been initiated and managed by our client Engage Liverpool CIC, a social enterprise that runs projects that make a positive contribution to the liveability of the City Centre and Waterfront.

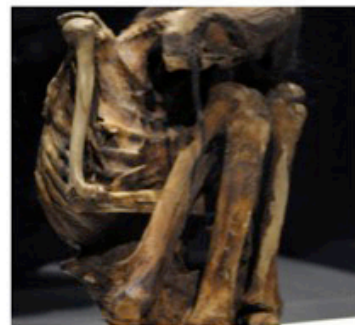
The aim of the fortnight-long festival is to raise awareness of Liverpool's air quality, which organisers describe as 'an invisible public health emergency'.

Five Liverpool-based artists – Julieann O'Malley, Tristan Brady-Jacobs, Pamela Sullivan, Tomo and our very own Charlotte Weatherstone, have been commissioned to deliver new cultural products or public art works that engage with the public about air quality. Each new work responds to the issue, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands.



VENT! Liverpool Air Quality Festival launches this Saturday (20 February 2016), with an exciting and thought-provoking programme of free events at Bluecoat, including a live durational performance by

CULTURE / FEBRUARY 18, 2016 VENT! LIVERPOOL AIR QUALITY FESTIVAL



Bluecoat is the host for the VENT! Liverpool Air Quality Festival on Saturday 20 February

VENT! is a two week arts festival which aims to shine light on Liverpool's poor air quality – an 'invisible public health emergency'.

Throughout the festival, free artistic interventions and public forums will raise awareness of Liverpool's air quality, which organisers describe as 'an invisible public health emergency'.

Five Liverpool-based artists – Julieann O'Malley, Tristan Brady-Jacobs, Pamela Sullivan, Tomo and Charlotte Weatherstone have been commissioned to deliver new cultural products or public art works that engage with the public about air quality.

Each new work responds to the issue, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands. The artists were each paired with one of a core team of scientists to develop their new art work, including Andy Morse, Professor of Climate Impacts at the University of Liverpool. Andy said 'Liverpool is not as polluted as either London or Paris, but it remains one of the poorest cities in Europe, and deprivation brings with it a number of health challenges. Liverpool has very high rates of lung cancer and coronary heart disease, and air pollution is a known risk factor in both of these illnesses.

Government research showed that in 2010 some 239 deaths in Liverpool were attributable to air pollution and 24,40 life years lost. That equates to nearly 35 lives of 70 years that is more than half a double decker bus.' The festival is the culmination of the Liverpool Air Project, which has been initiated and managed by Engage Liverpool CIC, a social enterprise that runs projects that make a positive contribution to the liveability of the City Centre and Waterfront.

**BRANDING
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DESIGN**

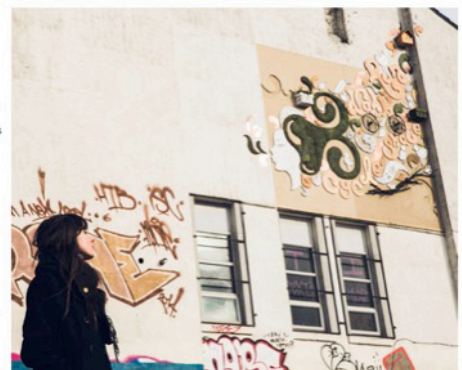
ART ON LIVERPOOL BUILDING WILL DETECT POLLUTION WITH LICHENS FOR CAR FREE MESSAGE

A large art installation on the side of a building in Liverpool's Baltic Triangle district between the Anglican Cathedral and the South End Docks has incorporated moss, lichens and copper to change with the seasons, reflect air pollution and promote a positive message about ways we can improve air quality.

Artist Charlotte Weatherstone revealed 'iris' her 'living wall' installation as part of VENT! Liverpool Air Quality Festival.

Charlotte, an artist, designer and illustrator, is one of five artists commissioned by festival organisers Engage Liverpool CIC to deliver new cultural products or public art works that engage with the public about air quality. Each new work responds to the issue, its causes, the impact of long-term exposure to microscopic man-made pollution and the solutions that are in our hands.

Charlotte said "The union of nature and art was the inspiration behind the design. I wanted to create a positive piece of art that would change with the seasons and be an actual living installation.



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Science and art combine for city air pollution festival

1 March 2016

Medicine/Pharmacology - Event

A festival devoted to raising awareness of the air we breathe has brought together scientists from the University with local artists.

VENT! , a two week festival taking place in the city, is a programme of free art, events and public forums.

Andy Morse, Professor of Climate Impacts at the University's School of Environmental Sciences , worked with some of the artists commissioned to produce new cultural products or public art works that engage with the public about air quality.

Long-term exposure

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Accounts

	Budget	Expenditure
Artists fees	10000.00	8500.00
Artist expenses	2500.00	2510.00
Social media	750.00	756.00
Air Quality eggs	1050.00	1040.00
Project mgt	4500.00	4500.00
Scientist support	750.00	
Scientist/expert fees	1750.00	1000.00
Infographic design	750.00	750.00
VENT! FESTIVAL		
Venues	750.00	294.00
Marketing & PR	0.00	1500.00
Filming	0.00	750.00
Printing	0.00	212.00
Expenses	0.00	119.42
Final report	1200.00	700.00
TOTAL PROJECT EXPENDITURE		22631.42
Income received		
ECF 16/01/15	5063.33	
ECF 18/12/15	2068.09	
Arts Council	13500.00	
Granada	2000.00	
TOTAL PROJECT INCOME		22631.42

THE VIDEO

See the documentary
of the project at

<https://youtu.be/IdLrhCQay7M>

MORE...

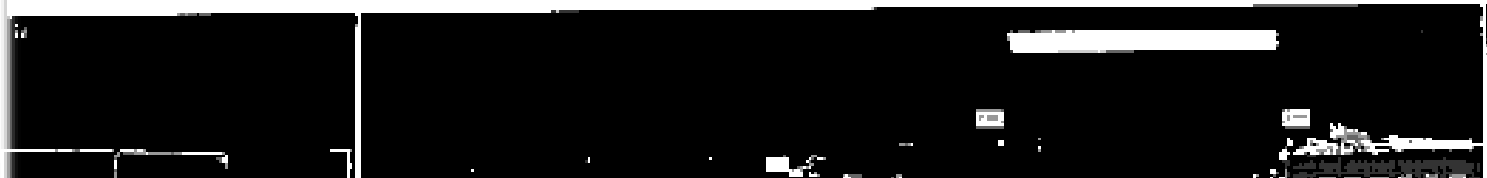
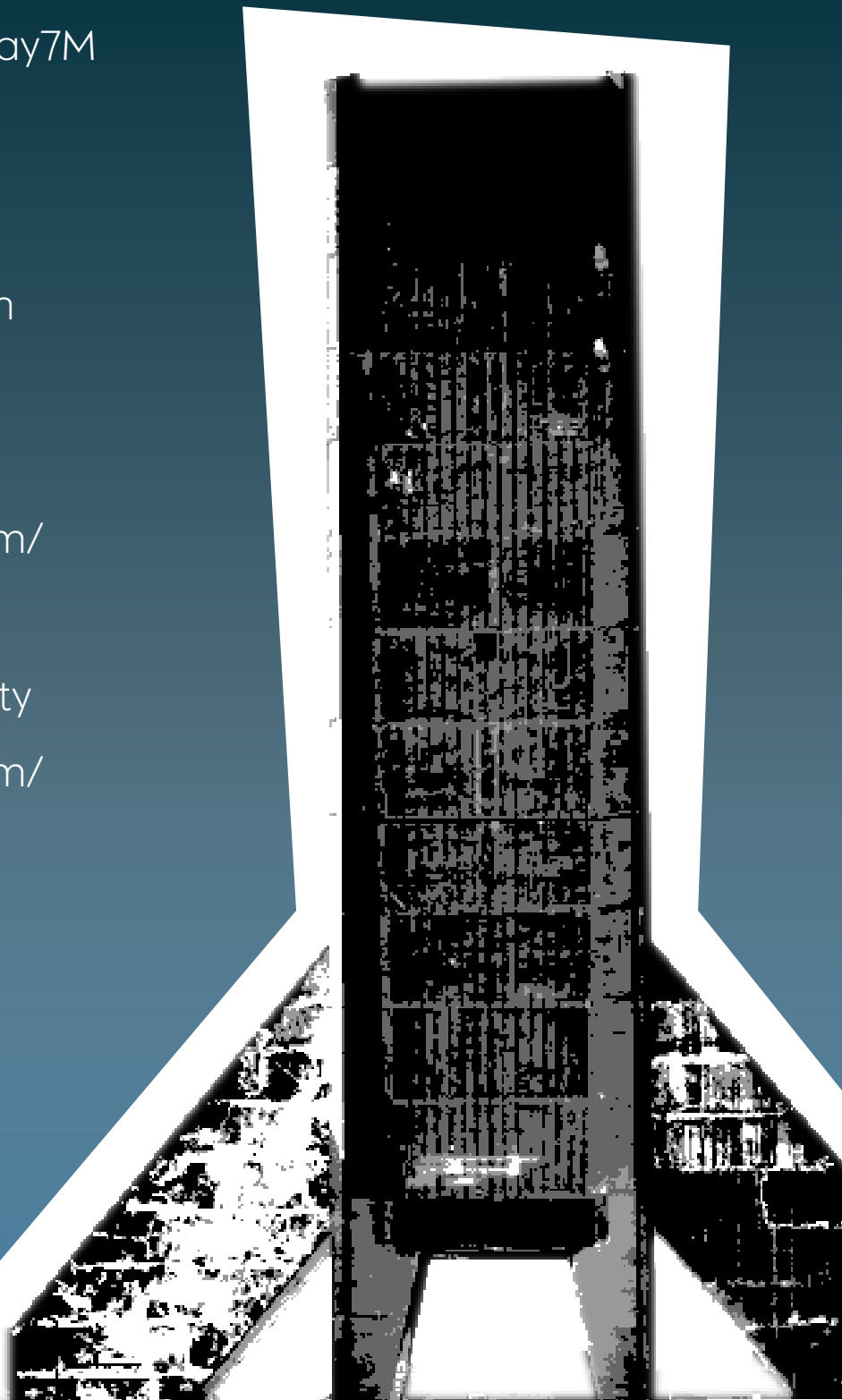
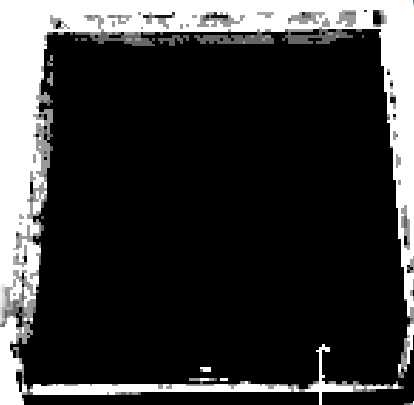
Find out more information
about the project here:

Liverpool Air Project

[www.engageliverpool.com/
projects/air-quality/](http://www.engageliverpool.com/projects/air-quality/)

VENT! Liverpool Air Quality

[www.engageliverpool.com/
projects/vent/](http://www.engageliverpool.com/projects/vent/)





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