



PRESS RELEASE

NEW FREE PUBLIC NATIONWIDE ALIEN FESTIVAL 'TOUR DE MOON' IS ANNOUNCING DATES AND LOCATIONS ACROSS ENGLAND



Tour de Moon - Moon Experiences costumes and characters, Digital Render by Ben Wheele, Graphics by Manana Kobakhidze
copyright Tour de Moon, creative direction Nelly Ben Hayoun Studios

An out of this world free festival which will bring together sports, cinema, music and talk – all tied up under one cosmic theme – is set to land across the UK this summer.

Through collaborations with young people and with a special focus on nightlife and night-time culture, Tour de Moon will bring a number of thought-provoking and immersive experiences to Leicester, Newcastle and Southampton in May and June.

And more locations across the country will also have the chance to get involved thanks to its travelling Moon Convoy – which will bring satellite events to 10 towns across the two months.

The four-day events will take place in Leicester from 13 to 16 May, Newcastle from 27 to 30 May and Southampton from 10 to 13 June, with each of the chosen cities hosting a variety of events made up of the programme's eight strands.

These range from a giant inflatable playground as part of Moon Sports to Moon Bar Talks – which will encourage debate of nationwide issues such as the loss of youth clubs and night life spaces.

Moon Experiences will take over derelict spaces to invite visitors to consider life beyond Earth, while Moon Hotline gives people the opportunity to engage in interactive experiments as a way of connecting to the moon.

And the festival is supported by its independent printing outlet Moon Press, which amplifies underrepresented voices, and music label Moon Recordings – a project aiming to produce collaborations between the younger generation and those aged over 66.



CREATIVITY IN THE UK



Moon Sports Inflatable playground, Digital Render by Glow Inflatables, modelling by Jack Leather, copyright Tour de Moon, creative direction and concept Nelly Ben Hayoun Studios

Developed for and in collaboration with young people aged 18 to 25, organisers have also appointed a board of youth reporters to oversee the event's commitment to equity, plurality, community decolonial practices and social and racial justice.

The event is the brainchild of award-winning designer of experiences, artist and filmmaker Dr Nelly Ben Hayoun, who is the founder of NASA's International Space Orchestra, whose large-scale projects have included collaborations with Noam Chomsky, Pussy Riot and Kid Cudi.

Nelly's team has allocated more than a million pounds of its budget to bursaries for young creatives to produce their own, original contributions for the event's eight strands.

Those who were awarded financial support have also had the opportunity to collaborate with leading scientists and thinkers from NASA SSERVI (Solar System Exploration Research Virtual Institute), the African Astronomical Society and the SETI (Search for the Extraterrestrial Intelligence) Institute, among others.

Nelly hopes the event will amplify a plurality of young creative voices and ignite radical imagination.

"One of our main aims of the festival is to distribute essential funding and provide a high-profile platform to a sector and demographic which have been hit especially hard by the impacts of Covid and funding cuts over the last few years," she said.

"Tour de Moon travels with the night, seeking new beginnings to empower others to create, initiate and innovate with new thinking and pluralistic practices so that history does not repeat itself on and beyond Earth.

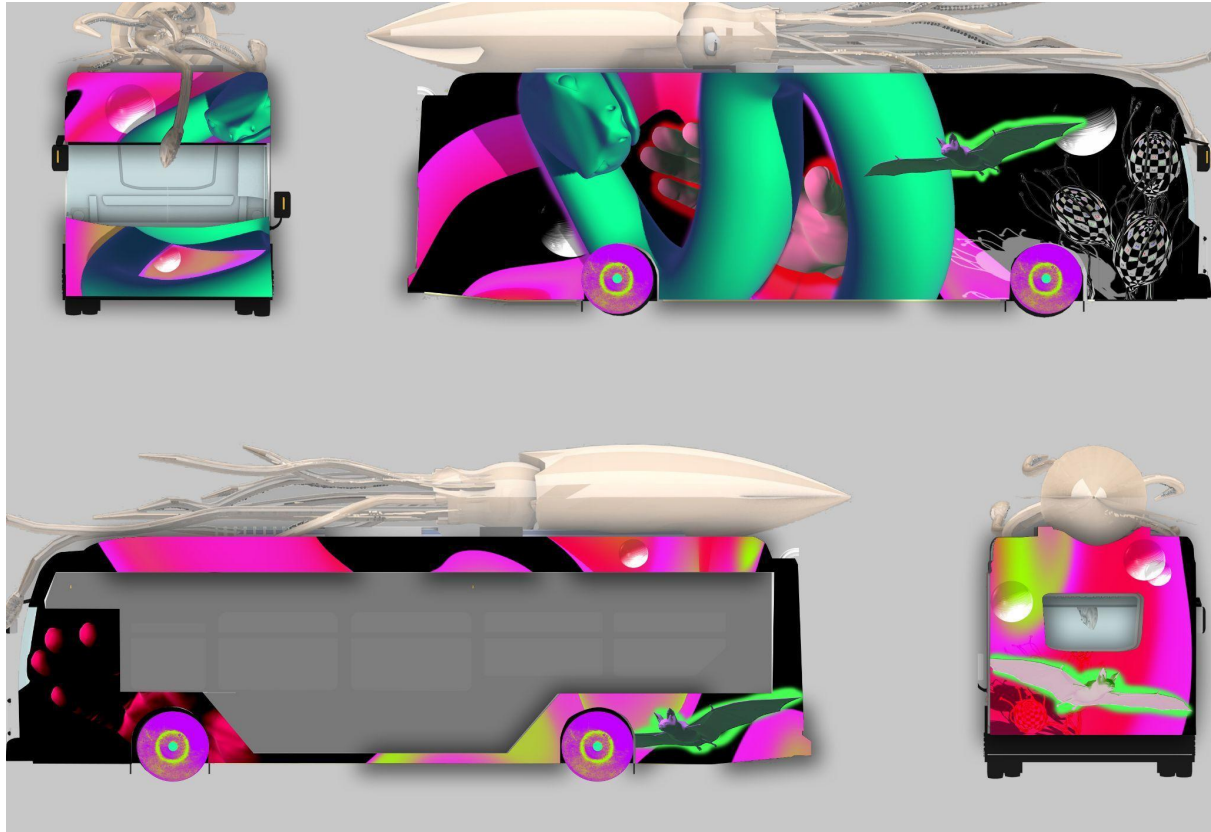
"We are an after-party of immersive experiences, new technologies and science innovation which showcases and celebrates the creativity of night-time workers and young people and we hope people across the country will get involved with the event."

March 2022



Martin Green, Chief Creative Officer of UNBOXED said “We are delighted to be on board the cosmic journey that is Tour De Moon, as we meet with young minds to experience and take part in the making of alternative futures through their radical imaginations in a free and public nationwide event.”

Alongside the three main cities, the Moon Convoy will visit Merseyside, Bletchley, Wolverhampton, Grimsby, Huddersfield, Blackburn, Barrow in Furness, Plymouth, Farnborough and Crawley, concluding at Hackney’s Pedro’s Youth Club – one of the oldest organisations of its kind in the UK.



Moon Convoy, Detail of a vehicle which includes a reproduction to scale model of Archie the Squid from the Natural History Museum, Graphics by Manana Kobakhidze copyright Tour de Moon, creative direction Nelly Ben Hayoun Studios





CREATIVITY IN THE UK

Nelly's fellow directors at Tour de Moon include Magid Magid, former Lord Mayor of Sheffield, Natasha Patterson, head coach at Pedro's Youth Club, Dr Franck Marchis, chair of the exoplanet group at the SETI Institute, Damian Bradfield, president of WeTransfer and Adam Teskey, manufacturing director at The Vinyl Factory Plant.

Tour de Moon is one of 10 major creative projects commissioned as part of UNBOXED: Creativity in the UK, which is taking place across England, Northern Ireland, Scotland and Wales in 2022.

The UK's most ambitious showcase of creative collaboration includes free large-scale events, installations and globally accessible digital experiences, and an extensive learning programme.

UNBOXED: Creativity in the UK is funded and supported by the four governments of the UK and is commissioned and delivered in partnership with Belfast City Council, Creative Wales and EventScotland.

For further information please visit www.tourdemoon.com

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For further information/interview requests please contact Bernice Saltzer at Sorted PR on bernice@sortedpr.com or 07977 860183

Tour de Moon Locations and Dates

All events are free and accessible

Bookings and free tickets available on 11th April on Tour de Moon website www.tourdemoon.com

Moon Convoy 18:00pm to 11:00pm

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| 10th May | - | Merseyside Press Shoot |
| 11th May | - | Bletchley - Stainer Square |
| 12th May | - | Wolverhampton - Old Market Square |
| 13th - 16th May | | Leicester - Humberstone Gate |
| 17th May | - | Grimsby - St. James's Square |
| 18th May | - | Huddersfield - St. George's Square |
| 19th May | - | Blackburn - Cathedral Square |
| 20th May | - | Barrow in Furness - Duke Street, Town Square |
| 27th - 30th May | - | Newcastle - Nelson Street |
| 8th June | - | Plymouth - Central Park Events Space |
| 10th - 13th June | | Southampton - Bargate |
| 14th June | - | Farnborough - Queensmead Car Park |
| 15th June | - | Crawley - Queens Square |



CREATIVITY IN THE UK

Leicester 13th - 16th May 2022

Moon Experiences - 2x large retail units (previously Topman and Zara) in Highcross Shopping Centre: 5 Shires Lane, Leicester, LE1 4AN

Moon Sports - Morningside Arena

Bar Talks Matinee - African Caribbean Centre

Bar Talks Matinee - Bishop St Church

Bar Talks and Events Evening - 2Funky Music Café

Moon Music - Hansom Hall

Tour de Moon Afterparty (Saturday only) - 2Funky Street Kitchen

Newcastle 27th May - 30th May 2022

Moon Experiences - Warehouse spaces, Lime Street, Ouseburn, NE1 2BA

Moon Sports - Walker Activity Dome

Short Film Viewings - Star & Shadow

Bar Talks Matinee - Star & Shadow

Bar Talks Matinee - Discovery Museum

Bar Talks and Events Evening - WORLD HQ Room 1

Tour de Moon Afterparty (Saturday only) - WORLD HQ Room 2

Moon Music - WORLD HQ Room 2

Southampton 10th - 13th June 2022

Moon Experiences - Former Laura Ashley, Units 7, 8 & 9 Hanover Buildings, Southampton SO14 1JX

Moon Sports - Solent Sports Complex

Bar Talks Matinee - YMCA Newtown

Bar Talks Matinee - City Gallery

Bar Talks and Events Evening - The Joiners and Suburbia

Moon Music - Engine Rooms

Tour de Moon Afterparty (Saturday only) - Engine Rooms

NOTES TO NEWS DESKS

#TourdeMoon

Tour de Moon

Press release

March 2022

Hotline: +44 (0)7377 837842



CREATIVITY IN THE UK

Website: www.tourdemoon.com

Contact: admin@nellyben.com

Instagram: [@Tour_de_Moon](https://www.instagram.com/Tour_de_Moon)

Twitter: [@tourdemoon](https://twitter.com/tourdemoon)

Facebook: [/TourdeMo0n](https://www.facebook.com/TourdeMo0n)

Twitch: [twitch.tv/tourdemoon](https://www.twitch.tv/tourdemoon)

TikTok: [@tourdemoon](https://www.tiktok.com/@tourdemoon)

To participate please visit <https://tourdemoon.com/participate>

For resources <https://tourdemoon.com/player>

Visual Assets- high resolution images are [here](#).

Tour de Moon 10 May - 16 June 2022

Tour de Moon is a large-scale, free public festival of immersive theater experiences and live events developed in collaboration with youths and our “universal satellite”: the Moon, seen as a character, a landscape and a prompt for radical imagination. The festival, composed of 8 programming strands, aims to reach millions of visitors across the UK and the world in 2022, through live and virtual experiences, supporting youths, nightlife creators, scientists and digital creators through cooperation. Tour de Moon seeks new beginnings, to empower others to create, to initiate, to innovate with new thinking and pluralistic practices so that history does not repeat itself on and beyond Earth. Tour de Moon is composed of more than 90 individuals as a part of its team, Youth Reporter Board and Advisory Board and further collaborative organisations, all working together to build a festival committed to plurality, decolonial practices, social and racial justice, solidarity and equity. www.tourdemoon.com

UNBOXED: Creativity in the UK 1 March – 2 October 2022

UNBOXED: Creativity in the UK is a celebration of creativity taking place across the UK in 2022, designed to reach millions and bring people together. It features free large-scale events, installations and globally accessible digital experiences in the UK's most ambitious showcase of creative collaboration. Produced by some of the brightest minds in science, technology, engineering, arts and maths, UNBOXED features ten major multi-site and digital creative projects that share new ideas and possibilities for the future. Events and activities take place from 1 March to 2 October 2022 – from the Outer Hebrides to Luton and from Omagh to Swansea, and across traditional and online media. UNBOXED: Creativity in the UK is funded and supported by the four governments of the UK and is commissioned and delivered in partnership with Belfast City Council, Creative Wales and EventScotland. UNBOXED media enquiries: Jeanette.ward@unboxed2022.uk 07729 930 812 www.UNBOXED2022.uk

Nelly Ben Hayoun Studios



Founded in 2009, Nelly Ben Hayoun Studios is an award-winning interdisciplinary design studio which devises subversive events, experiences, and feature-length films. Led by the designer, educator, filmmaker, radio host and amateur boxer Dr Nelly Ben Hayoun-Stépanian, the studio works on highly ambitious projects to empower countercultures and communities by building platforms for them to challenge power structures, while also allowing for change and critical thinking through multi-faceted immersive experiences. Nelly and her team of architects, graphic designers, textile designers, philosophers and more have consulted and worked with leading scientists, creatives, writers, brands, politicians, policymakers, musicians, and engineers worldwide and have a track record of successfully challenging public engagement mechanics through theatrical, experiential, and design practices. The Studios support the training of young people, through the University of the Underground, a tuition-free charity founded by Nelly Ben Hayoun-Stépanian in 2017 to support free, pluralistic and transnational education. Clients and collaborators include NASA, the United Nations, LEGO, Mattel and many more. www.nellyben.com