

MEDIA RELEASE

ARTSADMIN COMMISSION: THE ICE CREAM VAN PRESENTS THE LONDON SCARECROW CHAMPIONSHIPS

Hackney City Farm, 1a Goldsmiths Row, London E2 8QA
Saturday 21st July – 2pm-5pm

This summer the sounds, tastes, and flavours of East London will come alive in Rebecca Davies's **The Ice Cream Van**. She will be traveling up and down the country collecting English folk traditions and bringing them back to East London where they will be re-enacted and re-appropriated by the locals.

The Ice Cream Van is a place of joy, public gathering, exchange and conversation, this project will celebrate our weird and wonderful histories by staging events that are right up your street... Cultural heritage in a cone!

From cheese chasing to karaoke crooning, nettle eating to disco dancing, scarecrow stuffing to bingo calling The Ice Cream Van will breathe new life into old traditions and whip them up for all to share.

Over the past month Rebecca Davies has been collaborating with local groups including The Sundial Centre, Canon Barnett School, Hoxton Hall, Rising Tide and Toynbee Hall to collect stories of East End traditions and heritage to inform the designs that will cover the van. She has also worked with local choirs and bands to re-imagine ice cream van chimes with a unique London flavour.

The Ice Cream Van will be launched on the 21 July with a scarecrow championship inspired by the rural tradition of scarecrow festivals. This is a chance to make a straw woman or man in the guise of "London Villans". London's biggest crow will judge your entries, and our crow is not easily scared – so make your famous scarecrows as gruesome and realistic as possible!

The winner will receive a grand prize – a portrait of themselves painted onto the The Ice Cream Van.

The launch will include an assortment of sideshows including a Maypole, live music, snail races, apple bobbing and the unveiling of The Ice Cream Van archive.

The Ice Cream Van is commissioned and produced by Artsadmin for Interference 2012.

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No entrance/participation charge for the Scarecrow Stuffing Championships– just turn up and get involved. The Ice Cream Van will provide the basics (straw, tights, broom stick) you bring the finishing touches that will bring the scarecrow to life!(wigs, masks, clothing)

NOTES TO EDITORS

Rebecca Davies is an illustrator and video maker who graduated from the Royal College of Art in 2010 where she specialised in moving image and sound. Her final show won the Sheila Robinson Prize for Drawing and she was nominated for the Helen Hamlyn Design Award.

In 2011 Rebecca co-directed Studio at the Elephant – a unit in the Elephant and Castle Shopping Centre acting as a studio for artists to work with the local community and providing a platform for locals to express themselves creatively. Studio at the Elephant celebrates local people and their cultural heritage.

Artsadmin is based at Toynbee Studios and is a unique producing and presenting organisation for contemporary artists working in theatre, dance, live art, visual arts and mixed media, also offering various support services for artists, including a free advisory service, mentoring and development programmes and a number of bursary schemes. Toynbee Studios is Artsadmin's unique centre for the development and presentation of new work. The studios comprise a 280-seat theatre, five studio spaces and the Arts Bar & Café, all of which host performances and events throughout the year. **artsadmin.co.uk**