

Media information: 2 July 2008

BALTIC

*** MEDIA CALL * MEDIA CALL * MEDIA CALL ***

LOCAL STUDENTS LAUNCH NEW COMPUTER GAME - LAMBDRAGON AT BALTIC

BALTIC Centre for Contemporary Art and students from **Durham Gilesgate Sixth Form Centre** invite you to attend a media call to launch a new online computer game **Lambdragon** at **BALTIC** on **Tuesday 8 July at 4.00pm**.

Lambdragon has been developed as part of a **Cultural Hubs** project with the aim of providing a fabulous new resource which young people (and the young at heart!) can use to find out more about contemporary art and **BALTIC**.

This fun and interactive online computer game takes you on a journey to a whole new world filled with strange, wonderful and undiscovered things, rumoured to be inhabited by a weird and elusive creature the **Lambdragon**. The game allows you to enter **Lambdragon's** world of art, located in a universe parallel to our own and bearing an uncanny resemblance to **BALTIC**. Find clues to answer the questions that unlock the secrets of the Viewing Box and which will help you to reach the ultimate goal: **Lambdragon**.

The project which was co-ordinated by **BALTIC's Schools and Colleges Programmer Helen Burns** and **freelance artist Alison Unsworth** on behalf of **Cultural Hub Durham**. They encouraged the local sixth form students to let their imaginations run free as they took on the role of Creative Director. The students worked **Enigma**, a leading UK New Media developer, located in Newcastle and specialising in the multimedia design and production, to create **Lambdragon**.

From **Tuesday 8 July Lambdragon** will be available within **The Lambdragon Den** located in **Quay, BALTIC's** learning facility. The Den, a comfortable recreational area will contain special consoles for accessing the game. For those unable to visit **BALTIC, Lambdragon** can also be accessed online via **BALTIC's** website **www.balticmill.com/lambdragon**.

MEDIA CALL DETAILS IN BRIEF

Title: Launch of Lambdragon
Location: Quay, BALTIC Centre for Contemporary Art

Date: Tuesday 8 July 2008
Time: 4.00pm
Details: Interviews with the students and cultural partners will be available after the photocall.
The photocall will include:

- Lambdragon.
- Students of Durham Gillesgate Sixth Form Centre,
- Helen Burns, Schools and Colleges Programmer, BALTIC Centre For Contemporary Art,
- Neil Lewis, Producer at Enigma.
- Cheryl Gallagher. Programme Manager. Cultural Hubs

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For further information please contact:

Ann Cooper, Media Officer T: 0191 440 4915 E: annc@balticmill.com

Nikki Johnson, Communications Assistant, T: 0191 440 4912 E: nikki@balticmill.com

NOTES TO EDITORS

BALTIC is a major international centre for contemporary art situated on the south bank of the River Tyne in Gateshead, England. BALTIC presents a constantly changing, distinctive and ambitious programme of exhibitions and events, and is a world leader in the presentation, commissioning and communication of contemporary visual art. BALTIC has welcomed over 2.9 million visitors, since opening to the public in July 2002.

BALTIC Centre for Contemporary Art
Gateshead Quays
South Shore Road
Gateshead
NE8 3BA
Tel: +44 (0) 191 478 1810
Fax: +44 (0) 191 478 1922
info@balticmill.com

Opening hours:

Monday - Sunday 10.00 - 18.00 (excluding Tuesday)

Tuesday 10.30 – 18.00

ADMISSION FREE

www.balticmill.com

