

mima Press Release

Young people come together for 'mimacast' event

mima is hosting an event to celebrate the launch of the recent 'mimacast Project', taking place on Saturday 1 December from 10.30-11.30am.

'mimacast' has involved young people from six primary schools in Middlesbrough who came together to make their own podcasts at mima. More than 60 young people visited the gallery during October half term week to take part.

In a series of intensive day-long sessions they learnt about the building, commissions, collections, staff, and visitors. They then produced their own podcasts by discussing and voicing their opinions about what they had learnt, using FlashMic equipment. This was then downloaded and edited to form a concise piece of information.

Marie Neeson, Education and Audience Development Manager at mima said, "There is currently a strong focus on celebrating diversity in primary schools in Middlesbrough, and it was felt that a project such as this could help develop pupil integration from very different schools and areas of the town."

The resulting soundbites have been organised as 15-20 minute discs in seven categories as follows: 1. What do you think of mima? / 2. Building and interior / 3. Art commissions / 4. The shop / 5. mima's jewellery / 6. Jobs at mima / 7. The roof terrace and views

The event is for invited guests who took part in a project. It will provide an opportunity for those involved to hear 'mimacast' for the first time and take away their own copy. Marie went on to say, "The most important aspect of the celebration event is that the young people are reunited, and that their families and friends are included and made welcome at mima."

'mimacast' will be available on mima's website www.visitmima.com

For further press information contact Nina Byrne, Marketing Manager on 01642 726 710 / nina_byrne@middlesbrough.gov.uk or Victoria Huntley, Marketing Assistant on 01642 726 713 / victoria_huntley@middlesbrough.gov.uk

