

# press release

27 August 2014

## **Balloon launches most spectacular version of Inflate yet**

Experimental theatre organisation, Balloon, is set to bring thousands of children across the country together on Friday 31 October to join in an interactive performance of their award-winning production, Inflate.

Since the first performance two years ago as part of the Newcomers Festival, Inflate has gone onto global success- touring over 40 countries world-wide and being seen by millions of people but this is the first time that this thought-provoking production will be acted out simultaneously in classrooms across England.

Katy Air, Chief Executive, Balloon says: "We are thrilled to be able to bring home Inflate. The original production took months of research and development which would not have been possible without the support of the Arts Council and our partners Corporate Sponsor.

"That we should now be in a position to inspire a nationwide conversation about the themes raised in Inflate and to encourage thousands of children to participate in this special one-off show is thrilling."

A special schools multi-disciplinary toolkit has been given to teachers to support the provision of classes throughout the autumn term exploring the subjects in the play and pupils aged 8 to 12 years will also be given the chance to take part in the musical numbers during the schools' performance in October.

Amanda Wind, Arts Council spokesperson says: "Balloon's ambitious approach to the modest funding they were originally given has seen them go from strength to

strength; taking the seed of an idea, developing it using their immense creative talent and bringing it to a world stage.

“Inflat has not only inspired conversations around themes that can sometimes be difficult to tackle across cultures and communities but it has also shown how it is possible to build meaningful and long-lasting experiences as part of a wider multi-disciplinary approach to cultural education.”

For more information on how to get involved with the schools production of Inflat please go to [www.madeupwebname.co.uk](http://www.madeupwebname.co.uk)

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#### **Notes to editors**

**Arts Council England** champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2010 and 2015, we will invest £1.9 billion of public money from government and an estimated £1.1 billion from the National Lottery to help create these experiences for as many people as possible across the country.  
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