

THE PUBLIC

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Press Release

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Tesco team up with The Public in exciting community based project

The Public in West Bromwich has teamed up with Tesco to create a community based project, encouraging children to get creative and learn more about the world of construction.

The Black Country arts centre has teamed up with Tesco and Vinci Construction - lead contractors on the West Bromwich development, New Square, to create a 'Creative Constructor Zone' within the venue.

Inspired by The Public's Art of Architecture exhibition, throughout the school holidays young visitors to The Public will be able build exciting structures using over 300 soft sponge bricks and building blocks, with high visibility jackets and hard hats on hand to replicate a real life building site.

Acting as a valuable play and resource zone, budding constructors of the future will be able to build everything from bizarre buildings and bridges, to

castles and dens, whilst also gaining a greater understanding of how buildings are constructed, from design through to completion.

The 'Creative Constructor Zone' forms part of an exciting long term project between Tesco, Vinci Construction and The Public, using arts participation to engage with the local West Bromwich community. The fun and playful activity zone, which is free to participate in, will not only prove to be great entertainment for the whole family, but will also provide visitors with a fascinating insight into the eagerly awaited new development.

Linda Saunders, Managing Director of The Public said,

“Community engagement is integral to everything we do so we're delighted to be working alongside Tesco and Vinci Construction in bringing such an exciting project into the building. The New Square development is part of an exciting future for West Bromwich and The Public are pleased to be part of it.”

Jonathan Simpson, corporate affairs manager for Tesco, said:

“The Public provides fantastic resources and learning tools for the local community and with a major construction project taking place just across the road, it seems very fitting for us to share in the Creative Constructor Zone. We hope that budding builders and engineers of the future can get a real taster for life in the construction industry.”

For more information about events at The Public visit www.thepublic.com or call 0121 533 7161.

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For further information contact David Wright, Marketing and Communications Co-ordinator at The Public on 0121 533 7147.

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The Public is a versatile public space and community arts centre, designed by architects Will Alsop and Julian Flannery and funded by contributions from: Sandwell MBC, European Regional Development Fund, Advantage West Midlands, Arts Council England and New Deal For Communities.