Sound Walk September  
Artist Media Pack

# How to use

1. Insert your details and information about your piece, or event, where [highlighted].
2. Make adjustment where appropriate.
3. Issue this press release to your local media.

We suggest local newspaper, radio and TV. Plus local listings magazines and any art columnists.

PRESS RELEASE

For immediate release

[Date]

**Local Artist [INSERT ARTIST/CREATOR NAME HERE] Joins Global Sound Walk September Festival**

Local artist, [INSERT ARTIST/CREATOR NAME HERE] is proud to announce they are playing a key role in the global Sound Walk September Festival. Alongside other artists and creators from across the world, their [event/piece] named [INSERT NAME OF PIECE/EVENT] is a much-anticipated addition to Sound Walk September’s most ambitious programme yet.

The month-long festival of sound walking begins on the 1st of September and culminates with the Sound Walk September Awards. With events in dozens of countries, the organisers look forward to more and more people getting involved and are excited that [INSERT ARTIST/ CREATOR NAME HERE] is bringing their distinctive perspective and contribution to the event.

[INSERT ARTIST/CREATOR NAME HERE]’s artwork is unique within the festival schedule. It :

[INSERT PARAGRAPH ABOUT YOUR ARTWORK/PIECE/EVENT]

The organisers hope more and more artists and members of the public will seize the opportunity to explore walking as an art form.

With the COVID pandemic there has been a growing focus on local walking routes, and using walking as exercise and for exploration. Now, as we move away from COVID restrictions, the Sound Walk September team hope this expanded interest in, and appreciation of, local areas and walking will attract new participants and creators to the month-long event. At the same time, with events taking place over the world and online, they hope the festival creates a sense of universality and togetherness.

Sound Walk September is organised by walk · listen · create, which aims to grow engagement and interest in walking as an art form. One of the festival’s co-producers, Babak Fakhamzadeh, explained, ‘Walking as an art form may sound ambitious, but walking is accessible to everyone. It’s easy to get involved and it can be very rewarding. We can’t wait for members of the public to engage with [INSERT ARTIST’S NAME] work. Each piece or event in Sound Walk September presents an opportunity to interact with art and walking. A soundwalk is a collection. You might unlock audio by moving through space, as sound walks often are connected to place. They’re dynamic and can change every time.’

Sound Walk September recognises that there will be many newcomers to walking who are searching for a new way to engage with their surroundings and to enhance their walking experience. A sound walk is the perfect solution. Further, there will be artists who want to produce art, rooted in their walking experience, their environment, or in the physical act of moving from place to place.

Babak explains, ‘Sound walks are a great way to demystify and democratise art. You can take part in your local area. You can attend an event scheduled in a physical space alongside other participants. You can download a walk and to do it at a time of your choosing. Or you can attend one of the online events.’

With a varied programme, there are also lots of ways to get involved, and [INSERT NAME OF ARTIST’S PIECE OR EVENT] is a great opportunity to support a homegrown artist and to gain a local access point to participating in this global event.

[ARTIST NAME] concludes, ‘Being involved with Sound Walk September has been fantastic and I hope my [PIECE/EVENT] – [TITLE] will encourage more people to take part, and to look at the wider programme for inspiration, too. At a time when the world can seem divided and when art has often been overlooked. Sound Walk September provides a welcome way to come together and to access and appreciate art.’

If you would like to interview [INSERT ARTIST NAME HERE], contact them via [INSERT ARTIST CONTACT DETAILS HERE]

If you would like to get involved with Sound Walk September or find out more, visit <https://walklistencreate.org/> or contact Andrew Stuck (UK), [andrew@walklistencreate.org](mailto:andrew@walklistencreate.org), or Babak Fakhamzadeh (BR), babak@walklistencreate.org, +55 11 99216 5257.   
Most photographs at <https://walklistencreate.org/> can be used through a cc-nc-by license.

**NOTES TO EDITORS**

1. Interactive map and full list of walking pieces: <https://walklistencreate.org/walkingpiece/>
2. Full program of events: <https://walklistencreate.org/sws/sws22/?post_type=walkingevent>
3. For the public, there are three different ways to get involved:
4. In-situ pieces; These are timetabled pieces which take place at a physical location
5. Downloadable sound walks; These can be downloaded and undertaken at a time of the walker’s choosing
6. Online events; these events have a nominal fee and range from group discussions to artist-hosted talks and hands-on workshops.
7. For artists, there are four ways to get involved:
8. Submit a piece to the walk · listen · create platform
9. Host a timetabled sound walk event in a physical location
10. Host or participate in an online event
11. Enter for the Sound Walk September Award

**BACKGROUND INFORMATION**

**What is a sound walk?**

A sound walk, or walking piece, is any walk that focuses on listening to the environment, with or without the use of technology, or adds to the experience through the use of sound or voice. This can include a scripted or choreographed score or work that has additional audio elements.

**Who are walk · listen · create?**

**w**alk · listen · create is the home of walking artists and artist walkers. The core team consists of Andrew Stuck, Geert Vermeire and Babak Fakhamzadeh. Andrew Stuck (UK), founder of the Museum of Walking; Geert Vermeire (BE), founder of Made of Walking; Babak Fakhamzadeh (BR), award winning creator.

**What does walk · listen · create do?**

walk · listen · create brings together artists who walk, and provides a place for walking artists to share their work, thoughts, websites, online presence, pieces, and events.

walk · listen · create also hosts a bi-weekly walk · listen · café, where artists in the fields of sound- and walking arts discuss their work in an open forum.

**INFORMATION FOR ARTISTS**

**How to submit pieces to walk-listen-create**

Walking pieces and events can be submitted at all times: <https://walklistencreate.org/include-your-website/>

**What are the Sound Walk September Awards?**

The Sound Walk September Awards celebrate the skills of those composing audio, listening, and sound walks.

Deliberately left as open as possible to encourage creativity, any walking piece of any duration created during the previous 12 months, after the end of the previous year’s Sound Walk September, and submitted to the walk · listen · create website, is eligible. In addition, all participating events held during this year’s Sound Walk September are eligible.

Work can include a variety of formats, approaches, and subjects, from a wide range of creative disciplines, including arts, heritage and history, health and wellbeing, social practices, journalism, performance, literature and theatre, ecology, tourism, and more.

From the body of submitted work, walk · listen · create selects a short-list of walking pieces, which is announced soon after the end of September. From this shortlist the [Sound Walk September Advisory Board](https://walklistencreate.org/sound-walk-september/sound-walk-september-advisory-board/) chooses the winners of the Sound Walk September Award, based on a predefined set of criteria.

**SUPPLEMENTARY INFORMATION - PHOTOGRAPHS**

Most photographs on the walk · listen · create website are available via a cc-nc-by license and can be used in articles with proper attribution.

Further photographs are available on request from Babak Fakhamzadeh, babak@walklistencreate.org, +55 11 99216 5257.