

PRESS RELEASE

For Immediate Release: 17th August 2009

BIG LIZARD'S BIG IDEA

Come give Big Lizard a hug! And get down with the Big Idea!



Dates: 12-15 November 2009, 10:00-17:00

Venue: The Big Idea Fun Bus, Wunderbar Festival – Newcastle City Centre, UK.
Check website for details of exact location nearer the time.

Websites: <http://www.reactorweb.com/> and <http://www.wunderbarfestival.co.uk/>

Admission: FREE

Big Lizard's Big Idea is an interactive artwork created by Reactor, an art collective based in the UK, whose projects put an audience's interactions and experiences at their centre. Big Lizard hits Newcastle as part of the Wunderbar Festival on the Big Idea campaign trail in November. The lizard with the plan – a big character with an even bigger mission – Big Lizard's Big Idea is in town and needs you to make it a success.

Come along to the Big Idea Fun Bus, a place where you can get involved in the fun and games. Everyone has a part to play, so let the Big Lizard team find the right place for you, the place where you can make a difference. Whether appearing as a TV guest on the 'Big Lizard's Big Fun Time Message Show', taking part in some hi-jinks on a parade or hosting a Champagne Party, you will be sure to make an impact.

When you are down with the Big Idea you'll get the special insiders view of the Wunderbar Festival, so climb aboard the Big Idea Fun Bus and give the Big Lizard of fun a hug.

"Reactor combines the most playful of playfulness with a mathematical precision. While losing yourself in the sheer pleasure of their work, behind the curtain of your brain, associations are being tweaked and twisted. Long after visiting a Reactor work you realise that you were somewhere else entirely."

John McGrath, Director of National Theatre Wales

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Notes for Editors:

Big Lizard is a Disney-esque mascot character, whose irrepressible 'fun' persona examines the nature of such characters. Whereas costumed characters usually exist to advance promotional interests (be they commercial or social) Big Lizard is more ambiguous in purpose – and the 'Big Idea' itself is slippery and elusive. Is Big Lizard trying to sell something? Trying to get you to join something? And if so, what? The presentation is bright and wholesome, but is the reality something you'd really want to be a part of? With a playful nod toward outlandish conspiracy theories, the work encourages participants to rethink their relationship to the world they inhabit, and never to take first impressions for granted.

The work's entry point is via the Big Lizard character, who is encountered with an 'entourage' of aides/minders/canvassers at a temporary base in a public location. Together they encourage members of the public to get involved with the Big Idea, through fun and games, and a 'wholesome' – but ultimately illusive and empty – message. Once drawn inside the work however, curious participants find themselves in a labyrinth of possibilities about the meaning of the work, encountered across a variety of private spaces and only revealed to those who have chosen to participate further. Increasingly intrigued and engaged by what they experience, they venture deeper and deeper into the work, seeking to discover for themselves what the Big Idea really is...?"

Big Lizard's Big Idea is a co-commission for Wunderbar Festival (Newcastle, UK) and Donau Festival (Austria), where it was performed earlier this year. Reactor are supported by Arts Council England.

Reactor creates projects that place the audience in a central and interactive role, exploring the dynamics of group behaviour and the production of collective reality and responsibility; demanding participants re-evaluate their relationship to the world they inhabit. Past projects include: The Geodecity Project (2007-9), Grizedale Arts, Angel Row Gallery, Quad, Scottish Sculpture Workshop and others; Munkanon (Austria, April 2008), Donau Festival; The Tetra Phase (Manchester, October 2007), Castlefield Gallery and Contact Theatre; Ivan's Dogs (Nottinghamshire, June 2006), Sideshow Festival; GHAOS (2003-5), NOW Festival, Screenplay, LIFT, Diskurs Festival, Waygood Gallery, Situation Leeds and others.

