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FOR RELEASE ON OR AFTER FEB 14TH 2022

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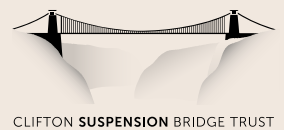
Clifton Suspension Bridge Trust Launches a New Website Celebrating Stories of Love this Valentine's Day.

A new website launching this Valentine's Day is collecting stories behind moments of romance connected with Bristol's Clifton Suspension Bridge. 'The Union' is a new online project which celebrates love in all its forms, inviting the public to experience the human heritage of the iconic landmark in a completely new way.

Across the world, bridges are used as symbols of love and connection. Clifton Suspension Bridge is no exception, with many couples choosing it as a special place to mark key moments in their relationships, such as those who have chosen the famous spot to pop the question or declare their love. The project invites anyone with a personal connection to the bridge - from first dates to proposals and anniversaries - to add their story to the new online collection at www.union.cliftonbridge.org.uk.

The Union is a collaboration between the team at Clifton Suspension Bridge Visitor Centre and Creative Strategist and Designer Emily Sorrell, and has been supported by Art Fund's Reimagine grant, which aims to help museums, galleries and cultural organisations better engage with their communities following the pandemic lockdowns.

Art Fund_



"We wanted to work harder to amplify the voices of the people who have connected with, used and enjoyed the bridge, and who have their own stories to tell about it", says Laura Hilton, Visitor Experience Manager. "This artistic collaboration is our first opportunity to consciously collect, share and preserve these stories."

Designer Emily Sorrell adds "Love is an important yet under-represented part of the landmark's history and through this project, we can begin to preserve these stories of positivity to celebrate connection, complexity, resilience and romance in an overwhelmingly happy post-pandemic project for 2022/23."





For Chris Booy, Chair of the Clifton Suspension Bridge Trust, the project is a fitting addition to the Trust's repertoire: "As custodians of the bridge we are committed to not only preserving its structure but also its legacy. We are grateful to have the support of the Art Fund in collecting people's personal stories to share with present and future generations."

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Media Kit:

{Press Quality Project Images}
{Partners' Logos}
{Social Media Posts}
Downloadable [HERE](#)

If posting, please tag:

   @brunelsbridge
 [@brunelsbridge_theunion](#)

#TheUnion
#YourHistoryHere
#MakeAPledge

Official credit line:

“The Union was created in collaboration with Innovation Designer Emily Sorrell, with Art Fund support.”

Website (Launches 14/02/22)
www.union.cliftonbridge.org.uk

Contact us:
visitinfo@cliftonbridge.org.uk



The Union

Bridging the
industrial and
human histories
of Bristol's most
iconic landmark.



[Your History Here]

Bridges are traditionally a symbol of love and connection, and Clifton Suspension Bridge is no exception, with many couples from around the world choosing it as the ideal location to mark key moments in their relationships, such as first dates and proposals. This is an important yet under-represented part of the landmark's history and through this project, we can begin to preserve these stories of positivity to celebrate connection, complexity, resilience and romance in an overwhelmingly happy post-pandemic project for 2022/23.

The last few years have been scary and uncertain, but the one constant truth of lockdown was that love and unity remained just as important as it always was.

The Union is a new way to experience the intangible, human heritage of the bridge, that has touched the lives of so many.



Make a Pledge

The Clifton Suspension Bridge Trust is a charity. All of the money raised from tolls must go directly to maintaining and preserving the historic Bridge. All other heritage, research, and community work is funded by donations and grants. Whatever you decide to pledge, you will be helping us to share the history of Clifton Suspension Bridge and Bristol with visitors from all over the world.

If you or someone close to you has a personal connection to the bridge and you would like to celebrate that by supporting our work, you can pledge for one-of-a-kind commemorative memorabilia that celebrates your history of the bridge.

The Union fundraising page, will be launching in August 2022. You will be able to choose from three different pledges and rewards: treat yourselves, remember loved ones, or mark your moment in the history of The Bridge, whilst also ensuring its future.



About The Designer:

“I am fascinated by the overview effect; it’s a dramatic cognitive shift that has been reported by some astronauts. Looking back at the earth changes them deeply. This is what I am always aiming for in my work with museums: a shift in perspective that allows us to see and understand ourselves differently, leaving us with a clearer sense of our place in the past, present and future.”

Strategic & Creative Director, Emily Sorrell

Emily Sorrell is an Innovation Designer and researcher working to bridge the heritage sector and creative industries from her studio in rural Cornwall.

Emily specialises in strategic and creative direction, building ‘miracles on a shoestring’ for heritage organisations that wouldn’t normally be able to access creative collaborations.

Pre-pandemic, Emily pioneered an “Amazingly innovative” immersive soundscape to showcase the BBC’s Sound Effects Archive and was subsequently shortlisted for 2020 Design Week’s coveted ‘Rising Star’ award as well as the ‘Sound Innovator’ award at SOTYA 2021. Since then, Emily has been working with heritage collections and cultural organisations across the UK to build immersive storytelling experiences.

Alongside her practice she has co-founded her own creative network in Cornwall and is currently completing a key piece of research around networking in the rural creative economy; she is a keen advocate for ‘leading from the edge’ and driving innovation in the rural creative landscape.

In response to the enforced closure of museums throughout 2020/21, Emily received funding from The South West Creative Technology Network to pilot her ‘Dear Heritage Sector’ initiative, offering pro-bono creative aid to support heritage organisations to find opportunities to drive sustainable innovation in the sector.

About The Trust:

“The Union is all about collecting personal stories and histories directly from the storytellers, amplifying the voices of the people who value the bridge as part of their own life story or family history. It’s part of our duty as inclusive and representative custodians of the bridge’s history.”

*Laura Hilton, Visitor Experience Manager,
Clifton Suspension Bridge Trust*



CLIFTON **SUSPENSION** BRIDGE TRUST

Clifton Suspension Bridge is a special part of Bristol’s heritage, and is an iconic landmark both for residents and visitors. The bridge is owned, maintained and managed by the Clifton Suspension Bridge Trust, an independent, not-for-profit charitable trust. The bridge has always operated as a toll bridge, but all of the money raised from tolls must go directly to maintaining and preserving the historic Bridge to the highest standards.

The Trust’s role is to educate and inspire, using the Clifton Suspension Bridge and Isambard Kingdom Brunel as an engaging way to learning more about history, industry, and the city of Bristol. By making a donation, you could help fund new exhibits and displays in our Visitor Centre and keep it free to all visitors.

About Art Fund:

Art Fund_

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes.

In response to Covid-19 Art Fund made £3.6 million in urgent funding available to support museums through reopening and beyond, including Respond and Reimagine grants to help meet immediate need and reimagine future ways of working. A further £2 million has been made available in 2021 for Reimagine projects. Art Fund is independently funded, supported by the 130,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also supports museums through its annual prize, Art Fund Museum of the Year.