



MEDIA RELEASE Event Date: Sensation Music Station Launch, Thurs 3rd May
- **Tours and Performance: 6PM-8PM**

Plymouth's biggest community music organisation is officially launching the only multi-sensory music studio of its kind in the country.

The groundbreaking *Sensation Music Station* has been built at Plymouth Music Zone using lottery money won in a tough TV voting competition allowing the public to decide which projects in the South West should receive £50,000 of funding. The room at the Devonport charity's Brickfields' base is made up of special sound and bespoke multi-sensory equipment to help disabled children and others to explore music in a magical interactive environment – using software only found in two other places worldwide.

Plymouth Music Zone's Special Needs Coordinator, Anna Batson, says:

"This room really is sensational in every sense and we're all hugely excited about what it'll mean to all the people we work with. It's almost like having a musical tardis that can open up whole new worlds for everyone from babies all the way upwards because it introduces new ways of experiencing music. The Sensation Music Station also puts us on track to becoming a Centre of Excellence for music creation, performance and recording for disabled people and those with sensory impairments. Plymouth has needed that for a very long time."

The opening event follows a day of workshops giving children their first taste of what's really possible in the Sensation Music Station. There will then be a series of tours and performances in the evening to mark the official launch. Guests will also be able to see other additional facilities made possible by a £25,000 grant from local agency, Devonport Regeneration Company Partnership. Their funding has allowed the music education charity to create an impressive outdoor classroom as well as new fencing, security, staging and seating.

PMZ Project Director, Ben Ballard says:

"These facilities really take PMZ to a new level in terms of what we can offer people in the city and we're really grateful to DRCP and the Big Lottery for making it possible. That funding and everyone's support has actually helped Plymouth Music Zone to become a real pioneer in the field of music nationally and even worldwide – and that not only puts music on the map but Devonport and Plymouth too. That should make us very proud."

Plymouth Music Zone will be developing a programme of use for the new facility over the coming weeks and hopes to include volunteering and training opportunities. The Sensation Music Station launch is on Thurs 3rd May starting at 6pm. Please call Glyn Fuge at PMZ for further details or to reserve a place on **01752 213690**.

-ENDS- See below for *Notes to Editors*

Plymouth Music Zone Ltd

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Company Number - 4653409 Registered Charity Number - 1100878





Media Release cont...

Notes to Editors:

Plymouth Music Zone won £57,000 from the Big Lottery in the ITV People's Millions competition last November polling the highest number of votes in the region.

Part of the Sensation Music Station uses pioneering 'Sound Creations' software developed by local award winning company, HMC Interactive. This innovative interactive software was first developed in the United States for children with autism and cerebral palsy and is only used by 3 places worldwide. It has been further developed in conjunction with Plymouth Music Zone to fully allow the user to explore sound and images simultaneously and encourage proactivity and engagement in sessions.

Plymouth Music Zone's "SENSATION MUSIC STATION" aims:

- To provide high quality music education and opportunities for people with disabilities and/or sensory impairments at Plymouth Music Zone.
- To provide a state-of-the-art dedicated sensory development environment in a dedicated space at Plymouth Music Zone that will be an accessible community facility - primarily to encourage enjoyable, accessible music experiences for all.
- To make equipment available with support in its creative use for people with disabilities and/or sensory impairments. It will also be accessible for Early Years children (under 5) who will benefit from multi-sensory experiences as well as other groups such as the elderly.
- **Plymouth Music Zone** is part of a network of Youth Music Action Zones set up in areas of social and economic need by national charity Youth Music, providing music-making activities to young people who might not otherwise have the opportunity. It is also one of 4 Space for Sport and Arts facilities in the city.

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