



word in motion

Smile For London are very proud to announce their latest exhibition **Word In Motion**, launching in January 2012.

Word In Motion unites some of London's finest poets, writers, lyricists with leading motion artists in a collaborative project to be screened on the London Underground. Taking it's cue from the seeming indifference shown to literature and the written word during the London riots, **Word In Motion** aims to reinvigorate an interest in poetry and writing as well as amuse and visually inspire people during the bleak month of January.

Each written piece is being brought to life by motion artists with 20-second-typographic-films. All the artists have picked their chosen piece blind with no knowledge of which writers' work they are animating. This was done firmly in a spirit of democracy and to ensure the artists have an emotional engagement with their chosen poem.

Word In Motion have managed to bring together a fantastic group of writers from the world of literature and music as well as some hugely creative and innovative motion artists and film makers.

Guest written works come from an illustrious list of contributors. They are, in no particular order; Benjamin Zephaniah / Murray Lachlan Young / Ray Davies / Jarvis Cocker / Rick Holland / Courttia Newland / Nikesh Shukla / Cerys Matthews / Scroobius Pip / Inua Ellams / Kate Tempest / Mikill Pane / Luke Wright / Jack Underwood / Francesca Beard / Polarbear / Joshua Idehen / Ross Sutherland / Musa Okwonga / Hollie McNish / Dan Cockrill & Martin Galton of Bang Said The Gun / Emily Berry / Paul Lyalls / Salena Godden / Jon Burgeman.

Word In Motion have also received some fantastic submissions from writers in response to their online request for contributions. These were judged by Bang Said the Gun, Jarvis Cocker, Cerys Matthews, Murray Lachlan Young and Mark One - BAFTA winning director and creative director.

The individuals bringing the pieces to life include artists from the first exhibition along with leading typographers, illustrators, motion designers and film makers. These include; Hexstatic / 12foot6 / Studio AKA / Why Not Associates / Malcom Garrett / Trunk / MIE / Shroom / James Bates, onedotzero featured artist who is also creating the **Word in Motion** exhibition identity.

Word In Motion will feature collaborative pieces guaranteed to intrigue and excite. All the contributors have been joined together in a seemingly random fashion but with the expectation of stunning results.

Word In Motion will be running features on all their contributors via their website and blog at www.smileforlondon.com over the coming days and weeks, so head over there for more information about them all and the project as a whole.

We're very excited about the collaborations between all the artists and writers and are looking forward to seeing **Word In Motion** raise a Smile for London!!!

Word In Motion launches on the London Underground during morning and evening rush hours, on the 16th January 2012, and will run for two weeks.

For press enquiries please contact:

Emily Yeoh

07530 101 041

emily@twotonepr.com



Check out the website for further information
<http://www.smileforlondon.com>

Shakira Fullwood-Gayle

07903 066 076

shakira@twotonepr.com