



**Full
Fat**



13th April 2022
For immediate release

TOUR DE MOON LAUNCHES IN THE UK

**Providing a platform for youth countercultures
and nightlife workers, Tour de Moon is the first of
its kind. A unique, immersive and free festival,
touring 3 UK cities in 4 days via sustainable moon
convoy**

11th May - 16th June Nationwide
Ticket info [here](#)



Credit -Nelly Ben Hayoun Studios for Tour de Moon



Bringing together talks, cinema, music and games all under one cosmic theme - Tour de Moon is truly a festival like no other. Tour de Moon celebrates the relationship between the earth and the moon with a number of thought-provoking, exciting and original experiences; with a special focus on nightlife, creativity and culture. The festival will prompt visitors to ask ‘WHY can’t we imagine a new way of thinking?’ - highlighting the need for radical imagination in the current global climate as well as encouraging alternative futures.

Tour de Moon, part of UNBOXED: Creativity in the UK, is a public festival; tickets are free and can be obtained for each individual city [here](#). Tickets will be staggered, with the Leicester show available now.

On its epic journey across the country, **Tour de Moon** is stopping in **Leicester, Newcastle** and **Southampton** throughout May and June where four days of interactive events are taking place in each city, appealing to everyone from amateur sports teams to die-hard clubbers. Alongside the three main cities, **Moon Convoy** will visit **Bletchley, Wolverhampton, Grimsby, Huddersfield, Blackburn, Barrow-in-Furness, Plymouth, Farnborough** and **Crawley**, concluding at **Hackney’s Pedro’s Youth Club** – one of the oldest youth organisations in the UK.

Moon Convoy features huge floats and interactive elements starting with a large rotating moon that appears and disappears at night with further interactive and ultra-violet experiences - expect cosmic transformations through live music and DJ sets, a full size replica of **nine metre-long Archie The Squid** who resides at **The Natural History Museum**, talks, film screenings, an inflatable game designed with the help of scientists at [NASA SSERVI](#) and the [SETI Institute](#), a 9 piece Arkestra and a larger than life red phone through which visitors can talk to the Moon.

Tour de Moon’s creator is the creative director, artist and filmmaker **Dr. Nelly Ben Hayoun** of **Nelly Ben Hayoun Studios**. Nelly is the founder of **NASA’s International Space Orchestra** and the tuition-free **University of the Underground**. Her large-scale projects have included collaborations with **Noam Chomsky, Pussy Riot, Massive Attack** and **Kid Cudi** to name but a few. She is known for challenging institutions from within through events, and she has done so at the **United Nations, NASA** and the **International Astronautical Federation**. Nelly’s fellow directors at Tour de Moon include **Magid Magid**, former Lord Mayor of Sheffield and founder of **Union of Justice**, **Natasha Patterson**, head coach at **Pedro’s Youth Club**, **Dr Franck Marchis**, chair of the exoplanet group at the **SETI Institute**, **Damian Bradfield**, President of **WeTransfer** and **Adam Teskey**, Manufacturing Director at **The Vinyl Factory Plant**.

Dr Nelly Ben Hayoun says “Our main objective of Tour de Moon is to prompt radical imagination, support pluralistic thinking so to offer alternative futures developed by and with youths. With this festival we decided to redistribute our funding and to use our platform to celebrate the nightlife sector and young adults - demographics which have been hit especially hard by the impacts of Covid and funding cuts over the last few years.”

“Tour de Moon travels with the night, seeking new beginnings to empower others to create, initiate and innovate with new thinking and pluralistic practices so that history does not repeat itself on and beyond Earth.”

Tour de Moon is one of 10 major creative projects commissioned as part of **UNBOXED: Creativity in the UK**, which is taking place across England, Northern Ireland, Scotland and Wales in 2022. **UNBOXED: Creativity in the UK** is the UK’s most ambitious showcase of creative collaboration and includes free large-scale events, installations and globally accessible digital experiences, and an extensive learning programme.

Martin Green, Chief Creative Officer of UNBOXED said “We are delighted to be on board the cosmic journey that is Tour De Moon, as we meet with young minds to experience and take part in the making of alternative futures through their radical imaginations in a free and public nationwide event.”



Credit: Tour de Moon - Moon Experiences costumes and characters, Digital Render by Ben Wheele, Graphics by Manana Kobakhidze copyright Tour de Moon, creative direction Nelly Ben Hayoun Studios

Tour de Moon is made up of 8 different strands as follows:

MOON EXPERIENCES

Moon Experiences is arriving to completely repurpose disused buildings within city centres, creating surreal and unusual theatrical spaces. Visitors can find themselves immersed in plays developed with new talents, whilst taking a trip to the Moon on psychedelic buggy rides. It includes a SoundBath by Loss><Gain, with an original 2 hour experience featuring music and new compositions from some stellar musicians, experimentalists and composers such as **Yelfris Valdès, Riz Ahmed, Oliver Coates, Jatinder Singh Durhailay & Suren Seneviratne; Roella Oloro, Rival Consoles, Gruff Rhys, Cosmo Sheldrake, Anna Meredith, Kae Tempest, Jarvis Cocker** and more to be announced. 18+

MOON MUSIC

Tour de Moon's **Moon Music** brings the 'afterparty' to festival proceedings, a selection of the most unique new musical talents merging popular music with recordings of the galaxy, to create a new musical genre. Moon Music brings together Arkestra- 9 young musicians and truth seekers on board a mobile convoy across England- ; Moon Recordings (a series of newly commissioned alien musical genres); and Moonbounce (transmission to the moon, an Earth-Moon-Earth (EME) technology) to club nights. There is also the moon on the dancefloor... 18+

MOON TALKS

Tour de Moon aims to shape our common futures through talks, performance, performed manifestos and



sensory delights. **Moon Talks** - a key element of the festival - features a vibrant, pluralistic mix of voices sharing their electric experiences of nightlife through their passion for the moon, science, dancing and debates. 18+

MOON CINEMA

Moon Cinema is a collection of original new short films created by the new geniuses of filmmaking selected through an international competition. These films introduce fresh concepts, new aesthetics, important messages on care and youth countercultures and their experiences with nightlife. With Moon Cinema, Tour de Moon provides a platform for unique discourses and non-linear narratives on science subjects. 18+

MOON CONVOY

Moon Convoy is a fully sustainable armada of vehicles, stopping in towns and cities across the UK - its arrival in **Newcastle, Leicester** and **Southampton** marks the beginning of their four day, fully programmed festival. Moon Convoy also stops at a further 9 towns and cities on the way including **Bletchley, Wolverhampton, Grimsby, Huddersfield, Blackburn, Barrow-in-Furness, Plymouth, Farnborough** and **Crawley**, concluding at **Hackney's Pedro's Youth Club** – one of the oldest youth organisations in the UK. Moon Convoy features big floats and interactive pieces - with a large rotating moon that appears and disappears at night with further interactive and ultra-violet experiences. Moon Convoy also includes cosmic transformations through live music and DJ sets, a full size replica of **nine metre-long Archie The Squid** who resides at **The Natural History Museum**, talks, film screenings, an inflatable game designed with the help of scientists at NASA SSERVI and the SETI Institute, a 9 piece Arkestra and a larger than life red phone through which visitors can talk to the Moon.

MOON GAMES

What if the Moon had landed on Earth? What if the Moon was a psychedelic inflatable playground; a lunar landscape on which to play **Moon Games**? Collaborating with astrophysicists, sports groups and youth organisations and designed by NASA, Tour de Moon has fabricated all of this for eager attendees. It's time to explore the Moon! +16

MOON HOTLINE

Moon Hotline is a digital exploration of our own potential. AI (Artificial Intelligence) powered conversations with our new therapist (the Moon), digital experiences taking the form of a giant red phone, and a cascade of memes, videos and music by new talents around the world. It creates a radical online experience for anyone to explore, disappear and reappear...in a wormhole!

MOON PRESS

Moon Press is an urgent intervention into publishing. A zine that works to break down conventions between the environment, humans, and outer space. Moon Press is released at every full moon with a rotation of monthly appointed guest editors, designers and a selection of brilliant artists that challenge the status quo and offer alternatives for new futures.

BURSARIES

Nelly's team has allocated more than £1m of its budget to bursaries for young creatives to produce their own original contributions for the event's eight strands.

Those who were awarded financial support have also had the opportunity to collaborate with leading scientists and thinkers from **NASA SSERVI** (Solar System Exploration Research Virtual Institute), the **African Astronomical Society** and the **SETI** (Search for the Extraterrestrial Intelligence) Institute, among others.

Nelly hopes the event will amplify a plurality of young creative voices and ignite radical imagination.



FULL SCHEDULE

MAIN CITIES

Leicester (13th – 16th May 2022),
Newcastle (27th – 30th May 2022) and
Southampton (10th – 13th June 2022)

FULL DETAILS

Leicester 13th - 16th May 2022

Moon Experiences - Highcross Shopping Centre (Best Entrance: Bath House Lane): 5 Shires Lane, Leicester, LE1 4AN
Moon Games (10.00-16.00)- Morningside Arena
Moon Talks (Saturday 15.00-18.00) - African Caribbean Centre
Moon Talks (Friday 15.00-18.00) - Bishop St Church
Moon Talks (Friday and Saturday, 19.30-23.00) - Hansom Hall
Moon Talks (Sunday 19-30-23.00 and Monday 19.30-23.00) - 2Funky Music Café
Moon Music (Friday and Saturday 19.00-00.00) - 2Funky Music Cafe
Tour de Moon Afterparty (Saturday only, 23.00-04.00) - 2Funky Music Cafe

Newcastle 27th May - 30th May 2022

Moon Experiences - 51 Lime Street, Ouseburn, NE1 2P
Moon Games (10.00-16.00)- Walker Activity Dome
Moon Cinema (Friday and Saturday, 12.00-20.00) - Star & Shadow
Moon Talks (Sunday 15.00-18.00)- Star & Shadow
Bar Talks (Saturday 15.00-18.00)- Discovery Museum
Bar Talks (Friday-Monday 19.30-23.00)- WORLD HQ Room 1
Tour de Moon Afterparty (Saturday only 23.00-05.00) - WORLD HQ Room 2
Moon Music (Friday and Saturday 19.00-00.00) - WORLD HQ Room 2

Southampton 10th - 13th June 2022

Moon Experiences - Former Laura Ashley, Hanover Buildings, Southampton SO14 1JX
Moon Games (Friday - Monday 10.00-16.00) - Solent Sports Complex
Moon Talks (Sunday 15.00-18.00) - YMCA Newtown
Moon Talks (Saturday 15.00-18.00) - City Gallery



Moon Talks (Friday and Saturday 19.30-23.00) -Suburbia
Moon Talks (Sunday and Monday 19.30-23.00) - The Joiners
Moon Music (Friday and Saturday 19.00-00.00) - Engine Rooms
Tour de Moon Afterparty (Saturday only, 23.00-05.00) - Engine Rooms

Moon Convoy

11th May	-	Bletchley - Stainer Square
12th May	-	Wolverhampton - Old Market Square
13th - 16th May	-	Leicester - Humberstone Gate
17th May	-	Grimsby - St. James's Square
18th May	-	Huddersfield - St. George's Square
19th May	-	Blackburn - Cathedral Square
20th May	-	Barrow in Furness - Duke Street, Town Square
27th - 30th May	-	Newcastle - Nelson Street
8th June	-	Plymouth - Central Park Events Space
10th - 13th June	-	Southampton - Bargate
14th June	-	Farnborough - Queenmead Car Park
15th June	-	Crawley - Queens Square
16th June	-	London- Hackney - Pedro's Youth club

Ends

PRESS CONTACTS

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Editor Notes

TOUR DE MOON

11 May - 16 June 2022

Tour de Moon is a direct response to the current world we live in - where history is unfortunately repeating itself. Tour De Moon invites you to ask: WHY can't we imagine a new way of thinking/dreaming/doing? We need to use radical imagination to create alternative futures.

Tour De Moon provides a platform for plurality, fresh thinking and new ideas. A unique, immersive 3 city 4 day festival of free public events all linked by a touring sustainable Convoy and celebrating nightlife and youth countercultures from across the UK and beyond. Tour de Moon is composed of more than 90 individuals as a part of its team, as well as the Youth Reporter Board and Advisory Board and further collaborative organisations, all working together to build a festival committed to plurality, decolonial practices, social and racial justice, solidarity and equity. www.tourdeemoon.com

Nelly Ben Hayoun Studios

Founded in 2009, **Nelly Ben Hayoun Studios** is an award-winning interdisciplinary design studio which devises subversive events, experiences, and feature-length films. Led by the designer, educator, filmmaker,



radio host and amateur boxer Dr Nelly Ben Hayoun-Stépanian, the studio works on highly ambitious projects to empower countercultures and communities by building platforms for them to challenge power structures, while also allowing for change and critical thinking through multi-faceted immersive experiences. Nelly and her team of architects, graphic designers, textile designers, philosophers and more have consulted and worked with leading scientists, creatives, writers, brands, politicians, policymakers, musicians, and engineers worldwide and have a track record of successfully challenging public engagement mechanics through theatrical, experiential, and design practices. The Studios support the training of young people, through the University of the Underground, a tuition-free charity founded by Nelly Ben Hayoun-Stépanian in 2017 to support free, pluralistic and transnational education. Clients and collaborators include NASA, the United Nations, LEGO, Mattel and many more. www.nellyben.com

UNBOXED: Creativity in the UK 1 March – 2 October 2022

UNBOXED: Creativity in the UK is a celebration of creativity taking place across the UK in 2022, designed to reach millions and bring people together. It features free large-scale events, installations and globally accessible digital experiences in the UK's most ambitious showcase of creative collaboration. Produced by some of the brightest minds in science, technology, engineering, arts and maths, UNBOXED features ten major multi-site and digital creative projects that share new ideas and possibilities for the future. Events and activities take place from 1 March to 2 October 2022 – from the Outer Hebrides to Luton and from Omagh to Swansea, and across traditional and online media. UNBOXED: Creativity in the UK is funded and supported by the four governments of the UK and is commissioned and delivered in partnership with Belfast City Council, Creative Wales and EventScotland. UNBOXED media enquiries: Jeanette.ward@unboxed2022.uk 07729 930 812 www.UNBOXED2022.uk

LINKS



Press assets: [Here](#)



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