

# A Possible Lifestyle

## Verity-Jane Keefe

### PRESS RELEASE

### A Possible Lifestyle Verity-Jane Keefe

Plot 93  
45 Thyme Road  
Melksham  
Wiltshire  
SN12 7FX

Opening night  
Friday 28th September 2012  
6.30 - 9.00pm &  
Saturday 29th and Sunday 30th  
drop in between 12 - 5.00pm

Artist led walks at 11am on Saturday and Sunday from the Art House Cafe at Melksham Market Place, SN12 6ES. Please RSVP to indicate you will be joining and on which day.

The address is a new development so therefore will not work on google maps. Thyme Road can be found off Snowberry lane which has been extended into a new link road around the eastern edge of the development. There is a location map attached to the invitation.

For more information contact:  
Verity-Jane Keefe  
hello@verityjanekeefe.co.uk  
07817 302637  
www.verityjanekeefe.tumblr.com



You are invited to the premiere of "A Possible Lifestyle", a new moving image work which explores the town of Melksham via it's walking routes and a script of fact and fiction narrated by a local resident. It will be screened in an empty house within the new development to the east of the town on Friday 28th, Saturday 29th and Sunday 30th September 2012.

Verity has spent a period of intense research in Melksham, scratching the surface to try and unpick the town's character through it's architecture, it's residents and it's history. She has worked with Phil Smith, an artist and playwright who had previously been commissioned to carry out research into the town to inform this project's brief. Using five well used walking routes, a script has been developed that turns each route into an act in a play, navigating the landscape through a mixture of fact, folklore, local mythology, local encounters and archival research. Residents of the town feature as narrator to compliment the main protagonist, the landscape both social and physical.

Verity organised a series of artist led walks through the town in the spring with residents of the town. For the open house weekend, she will again lead walks on both Saturday and Sunday, leaving from the Art House Cafe at 11am. These walks present the opportunity for informal conversation surrounding the project and participants relationship to public space and the town.

The film will be screened to both an invited and incidental audience passing by.

Refreshments will be served and an accompanying publication will be distributed. The publication is a test edition of an artist made town guide, seeking to frame civic pride within local knowledge and the artist's research and experiences of being in the town.

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This moving image project is part of a wider public art programme that has been developed by Ginkgo Projects on behalf of the East Melksham Consortium.

The art programme aims to locate the new development site within the context of the town as a whole, focusing on the walking routes and physical links between old and new. This project will inform the creation of a series of permanent, physical artworks along the walking routes through the town.



#### Notes to editors:

Verity-Jane Keefe is available for interviews and advance photographs.

The commissioning client for A Possible Lifestyle is Ginkgo Projects on behalf of the East Melksham Consortium via Tetlow King. ([www.ginkgoprojects.co.uk](http://www.ginkgoprojects.co.uk))

Verity-Jane Keefe is a visual artist, working predominantly within the public realm, using moving image, text and installation based work to explore the complex relationships between people and place, and the idea of the landscape as museum. She is interested in the role of the artist within urban regeneration and how experiential practice can touch upon and raise ambitions of existing and invisible communities.



-ENDS-