

Press Release
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FOURTH
PLINTH

skyARTS

MAYOR OF LONDON

Antony Gormley's One & Other

Step up to the plinth:
applications open
today



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Applications are launched **today, Tuesday 21 April 2009, at 5:00pm** for *One & Other* by Antony Gormley the next artwork for the Fourth Plinth in Trafalgar Square, which will begin on **6 July 2009**.

One & Other - which will see a different person take their place on the Fourth Plinth every hour, 24 hours a day for 100 days - is open to anyone in the UK over the age of 16. The project, supported by Sky Arts, will provide a fascinating portrait of the UK in the twenty-first century and is set to become a national talking point. 22,000 people across the country have already registered their interest in taking part. High profile supporters of the project include Dame Judi Dench, Vanessa Feltz, poets Lemn Sissay and Benjamin Zephaniah, Jon Snow and Trevor Phillips. Everyone who is registered will receive an email inviting them to formally apply.

Applications can be made at www.oneandother.co.uk, or through the post. 2,400 participants will be chosen at random by computer algorithm from the many thousands that are expected to apply. Places will be allocated in four phases and applicants who are unsuccessful are welcome to remain in the draw for the remaining phases. The first draw will be on **1 June 2009** for places on the plinth in July.



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Applicants are being invited from all over the country. The population of the UK will be represented proportionally by choosing a certain number of people from each region: 207 participants from Scotland, 67 from Wales, 71 from Northern Ireland, 227 from the East of England, 103 from the North East of England, 227 from the North West of England, 334 from the South East of England, 207 from the South West of England, 217 from the West Midlands, 208 from Yorkshire and the Humber, 178 from the East Midlands and 304 from London.

Participants can use their time on the plinth as they like – to perform, to demonstrate, or simply to reflect. All activity from the plinth will be screened by Sky Arts online 24 hours a day on the One & Other website.

Artichoke, an Arts Council regularly funded organisation, best known for bringing *The Sultan's Elephant* to London in 2006 and *La Machine* to Liverpool last year – is producing the event as part of the **2009 Sky Arts Artichoke Season**, which will underline Sky's ongoing commitment to the arts, on screen, online and on the streets.

Other partners include the National Portrait Gallery, who will host a live link into the Gallery from the Plinth and mount a programme of public engagement around the project funded by the Arts Council.

Antony Gormley said: "This is the real beginning of the project when it starts to get exciting. I hope that everyone will apply."

London Mayor Boris Johnson said: "Ever imagined what it's like to be Nelson - looking down on Trafalgar Square and being stared at by thousands of passers by? Here's your chance. One & Other is an opportunity to turn yourself into a work of art and create something unprecedented and inimitable in this wonderful city of ours. I urge you all to sign up."

"We're delighted to be supporting One & Other," said John Cassy, director of Sky Arts. "The Fourth Plinth has become, over the years, a part of our national identity – and we're hoping that through the website and our programmes, we can offer everyone across the UK a chance to become involved, in whichever way they choose."

Lemn Sissay, poet and supporter of the project, said: "It's not every day we get the chance to be the most talked about artwork by the most famous artist in Britain - Antony Gormley. Step up to the plinth. Don't just do art, be it: speak dance do your thing on the plinth, to the thousands of people from all over the world. Be part of history in the making. Breakdance on the plinth, sing on the plinth, sweep the freaking plinth! You could be a road sweeper or an architect, a lawyer or an insurance salesperson, an actor or a housewife, the plinth is a democracy. Be the living statue. You'll be in good company only metres from Nelson's column. You got a cause you want to shout. You got a dream you want to whisper. You got a song you want to sing. You got a silence you want to share. There are few places more perfect....!"

One & Other will run from 6 July – 14 October 2009 and is currently a plotline on BBC Radio 4's *The Archers*.

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