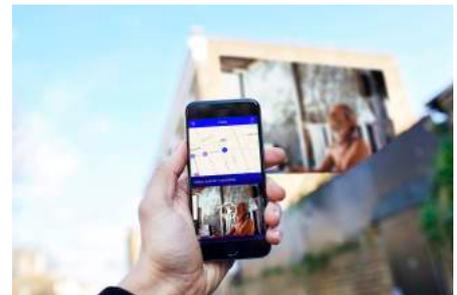
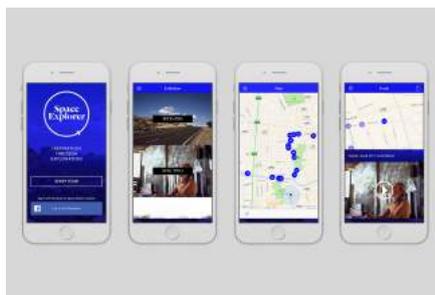


PRESS RELEASE
19 April 2016

The Great American Desert – in East London

4D art platform Space Explorer launches in Hackney

Thursday 5th May sees the launch of a pioneering new public art initiative in Hackney. Created by the documentary photographer Robin Mellor, **Space Explorer** is a new, free, art-based app platform intended to encourage people to explore the urban environment, discovering artworks and soundscapes along the journey.

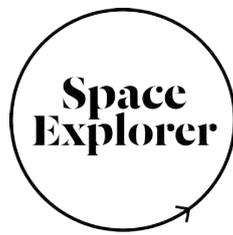


Photography by Robin Mellor

After a successful **Kickstarter** funding campaign raised the £16,000 needed to bring it to life, Space Explorer's first show is now ready for lift-off. Driven by a desire to rediscover our sense of adventure in the city, the project aims to create moments of wonder and intrigue in the heart of our everyday city surroundings, taking the joy of discovering art out of the gallery and onto the street.

Space Explorer's first show '**Another Space & Time**' takes viewers on a journey through the American desert in search of the meaning of life – via 15 locations in East London.

The Space Explorer app will guide explorers along a route from **Hackney Central** to **Regent's Canal**, with **15 billboard-sized artworks** hidden along the way. Once in the GPS zone of the artwork, the app immerses its users in a bespoke soundscape designed to complement and enhance the image, thus turning the untapped spaces of the neighbourhood into a four-dimensional outdoor gallery.



PRESS RELEASE
19 April 2016

"I'm fascinated by people's stories, especially those who have a great obsession in life or who like to live outside the norm. We set up Space Explorer as a creative outlet for work we're really passionate about, which can help inspire others and spread outsider knowledge into the public consciousness."

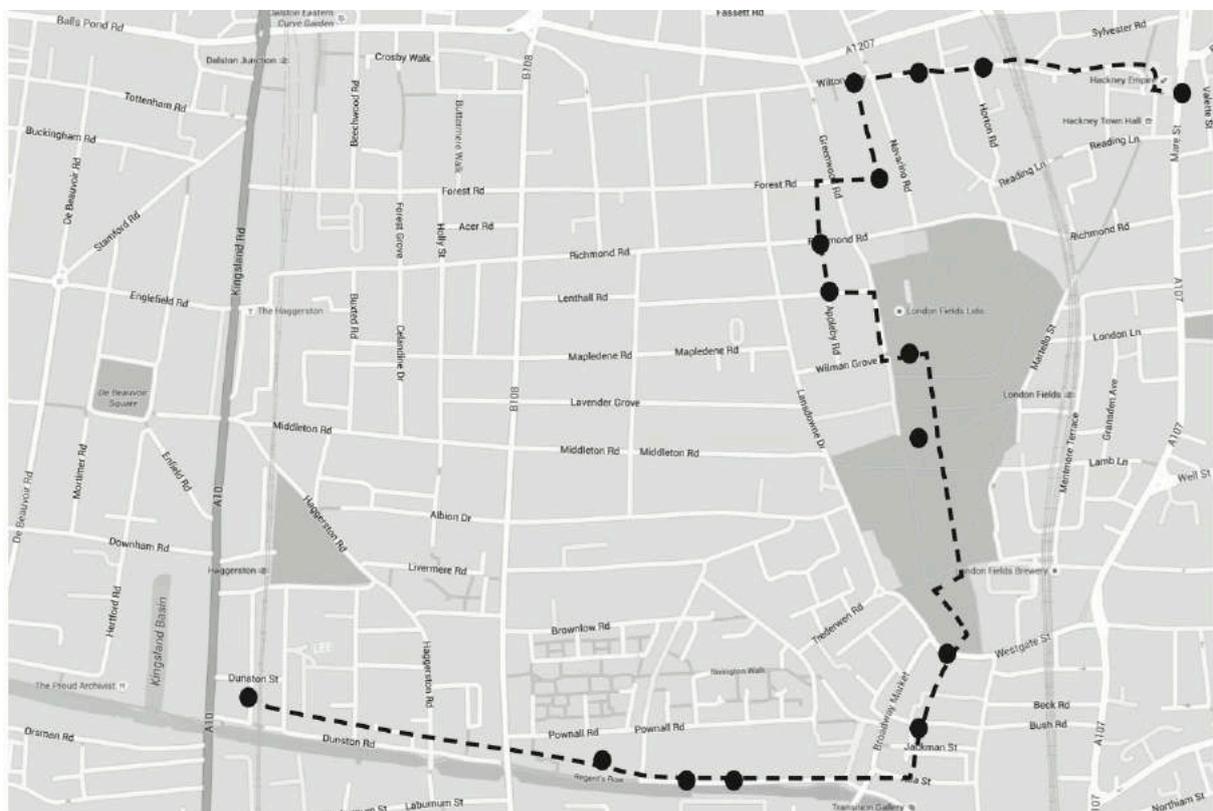
– Robin Mellor, Founder, Space Explorer

Running for eight weeks, 'Another Space and Time' uses images and stories of the inhabitants of the Great American Desert to ignite our curiosity and alter our perspectives by re-contextualising art and bringing extraordinary narratives into unexpected locations.

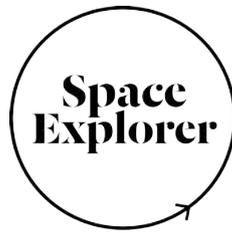
The project is run with the support of **Hackney Council** as part of its regeneration scheme, and is accompanied by the free Space Explorer magazine, available from cafés and shops along the route. The publication explores the story of the exhibition in depth and showcases up-and-coming photographic talent from the local VSCO community.

The Space Explorer Route

Hackney Central to Regent's Canal



The Space Explorer app is available to download free on **iOS** and **Android** from **25th April**.



PRESS RELEASE
19 April 2016

NOTES FOR EDITORS

Another Space & Time

Launch	Thursday 5 th May 2016 – 30 th June 2016
Duration	8 weeks
Locations covered	Hackney Central, Wilton Way, London Fields, Broadway Market, Regent's Canal
Artist	Robin Mellor
Art direction + design	Yassa Khan and Beatriz Cóias at Grey London
Sound design	Hana Walker Brown at Wolfgang Radio
App creation	Dynoden
Website	Ech Design

info@space-explorer.co.uk
space-explorer.co.uk
@spaceexplorerhq

About Robin Mellor

Robin Mellor is a London-based documentary and portrait photographer with a thirst for adventure. His passion for fringe cultures and characters and the knowledge that they hold takes him around the world. His images have appeared in many magazines and newspapers, including *The Guardian*, *The Telegraph*, *The Independent*, *Wonderland*, *Tank* and *Esquire* and he has collaborated with brands such as Adidas, Rip Curl, MTV and Channel 4.

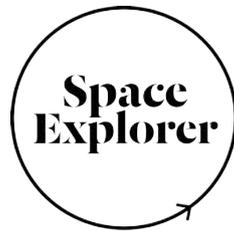
www.robinmellor.com

About Dynoden

Shoreditch based software developers Dynoden partnered with Space Explorer on this project to create the bespoke mobile app, co-founded only last year by Operations Officer Kelly Brewer and Software Developer Emanuel Carneiro, their vision for innovative and engaging uses of the digital platform is a continuing focus of Dynoden's practice, current projects include an educational platform helping student and teacher connect more easily, and a web based system to help Police Officers easily access evidence on the go.

<http://www.dynoden.com>

For more information about **Space Explorer**, images from **Another Space & Time**, or interviews with founders **Robin Mellor** and **Yassa Khan**, contact sabine@zetteler.co.uk or call +44(0)7791 568890.



PRESS RELEASE
19 April 2016



Path, Robin Mellor



Path by Robin Mellor on the Space Explorer route (render)