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Launch of The Kingdom of If – Art and Sustainability in Fife

The new exhibition in Fife Council's intrepid mobile museum, MAC, is to be officially launched at Lochore Country Meadows by Councillor Alex Rowley, Fife Council Leader. It is a very appropriate venue given the environmental theme of the exhibition - 'The Kingdom of If – Art & Sustainability in Fife'. Organised by Fife Contemporary Art & Craft (FCA&C) the show explores current issues of sustainability through the eyes of artists who imagine a positive future for Fife.

FCA&C invited the Newport based artist Jonathan Baxter, whose own work is concerned with environmental issues, to curate the exhibition. He selected artists living in or near Fife who have all made new work specially for MAC and with its predominantly young audience in mind. The work is in an exciting range of media with opportunities for the audience to interact with a number of the pieces.

Edward Summerton has created a witty story about nature making the most of human consumerism in his paintings of unusual birds' nests. Birdlife is further investigated through Jonathan Baxter and Raz Ullah recording a walk with bird expert Pete Kinnear and the Fife birdsong they heard. Endangered species are highlighted on bunting created from discarded umbrellas by Sarah Gittins and Jonathan Baxter who worked with a variety of people across Fife to create a colourful rag rug made from plastic shopping bags. They also invite visitors to calculate MAC's carbon footprint across a table map of Fife. Joanna Foster takes us around the Fife coastline with her reflective installation of flotsam and jetsam linked to poetry and song. Old and new technology combine in Sean and Christine Kingsley's ceramics made from clays collected around Fife. The QR codes which are part of their decoration take the visitor to their blog about how the work was made and the rich sources of local food celebrated by the Fife Diet initiative. Ae Phor's intricate animation takes us through an alphabet of Fife places he cycled round. Visitors can re-create some of his effort by generating the energy to run the film by pedalling on the special bicycle created by Kirkcaldy based 'human energy company', PeachyKeen.

MAC visits many schools and FCA&C has created a comprehensive education pack to tie in with the Curriculum for Excellence and the Eco Schools initiative. Funding from Museums Galleries Scotland and the Fife Creative Learning Network is supporting linked training sessions for teachers and workshops with schools.

##ENDS

Notes to Editors

- **Press photo opportunity** at launch which is otherwise by invitation only on **Thursday 27 September at 2pm** at Lochore Country Meadows
- Fife Contemporary Art & Craft is a leading visual art and craft agency that create exciting opportunities for the people of Fife and beyond to experience quality exhibitions and events, and to participate in projects with local, national and international artists and makers.
www.fcac.co.uk / www.bradfordmuseums.org/
- MAC, Fife's Mobile Museum, has been touring since 1996 - taking exhibitions out to schools as well as a range of residential care homes, community centres and gala days. It is a hugely popular and award-winning local attraction, travelling the length and breadth of the Kingdom.
- Booking a visit from MAC is free for schools and community centres, just contact 08451 555 555 (ext 472779).

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