

For immediate release

Experience the Sound of Almscliffe Crag!



Photo opportunity: By arrangement (see contact details below)

From the 21st of July a local landmark will become the subject of a mobile phone app that enables visitors to experience 'the sound of Almscliffe'.

The app revisits *Almias* a collaboration in text, sound and photography by Leeds-based artists Phil Legard, Layla Smith and Simon Bradley, which explored the history, folklore and imagery of Almscliffe Crag as part of the Harrogate International Festival Fringe in 2010.

Almscliffe Crag is an important place - not just for climbers, but historically. There's a rich history behind these great chunks of millstone grit: there has been evidence of prehistoric habitation, they once marked the boundary between two of the most powerful houses in Yorkshire, as well as abounding with tales of 'little folk' and changelings. The original project (available at www.almias.org.uk) resulted in an online book with accompanying photography, forty minutes of music recorded on location at the crag, and a successful 'rural psychogeography' walk.

The release of the Almias app will enable users to listen to the music and voices of Almscliffe as they explore the area. One of the intentions of the original 2010 project, which unfortunately proved impossible to realise, was to have the music installed at the crag using hidden speakers. Now, this app allows for that experience on a personal level. It was developed as part of Simon Bradley and Phil Legard's ongoing collaborative work in the relationship between oral history, sonic art and locative media at Huddersfield University.

To download the application for Android phones from the 21st of July, visit www.almias.org.uk or the Google Play store.

Notes for editors

The Almias app is the first public prototype of LOAM, an open software platform for creating locative audio experiences, primarily in the domain of public history, but with diverse applications

in arts and training. The LOAM platform will be launched in early 2013.

Phil Legard is a musician and programmer with a long-standing engagement with place through improvisation, field recording and sound manipulation. He is a part-time lecturer with the School of Film, Music, Performing Arts at Leeds Metropolitan University as well as a researcher on Huddersfield University's Master of Enterprise award.

Simon Bradley is an oral historian and musician who is currently researching *An Archaeology of the Voice*, an AHRC-funded PhD at Huddersfield University focusing on the implications of augmented reality for the presentation of oral and public histories. His present work builds on extensive experience in improvisation and the sonic arts.

Layla Smith is a freelance photographer. Along with portraiture and professional engagements her work has appeared in *Almias*, *Psychogeographia Ruralis* and *The Box of Delights* gallery.

Further photographs and press materials are available at: larkfall.wordpress.com/press/

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