
A L S A G E R V I L L A G E R

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WHAT'S ON

Saturday 24th

//Two West-End open days at "bottom" of the village//

Alsager Wellness Rooms and Two Doors Studio both have events on this Saturday

They are next door to each other.

Two Doors occupies 98 and 100 Crewe Road,
Wellness Rooms are at 102.

WELL-BEING & THERAPIES

The Wellness Rooms is the recently-opened brainchild of osteopath Rachel Neal. The premises has been stripped and given a complete refurb by local builder XXX and his associates.

The event on Saturday offers people the opportunity to discover the benefits of reflexology as well as other therapies.

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod, sunt in culpa qui officia deserunt mollit anim id est laborum," said Rachel

DIGITAL ART > DIVERGENCE

I (Alex) am hosting the event at Two Doors Studio. I've named it Divergence -- everything needs a name -- and this one was an obvious one to choose. I attended an event last month -- Convergence Symposium -- and wanted to use it as a starting point. Things, ideas, people converge then they diverge. It happens over and over again.

The symposium was about how art and creativity are coming together with the more technical and scientific disciplines. The jobs of the future will increasingly demand both technical expertise and creative skills said the speaker from Siemens in Congleton.

Calum from The Round Group also attended the Convergence event. As the creative director of a busy creative agency (The Round Group based at 100c Crewe Road) he has to deliver services to his clients' specification. After I met him at a gallery event in Crewe he said

he's like to do something in the art space. When the room at 100a became available I asked him if he'd like to do something.

He's been working on something which harnesses some of the cutting-edge technology The Round Group have been using with their clients at conferences in Germany. The exact nature of the work is closely guarded secret: all I know is that it involves "conductive ink" and interactive video.

The Round Group's two apprentices Brenah and Ed are working on an augmented reality tour. This is different to the virtual reality headset kind of thing. Basically you use your phone to scan an image and quite wondrous things appear.

Also from The Round Group is a documentary film made about the Chiron Institute in Stoke.

In the Studio Spencer Hickson will be showing his collaborative iPad music rig.

I first met Spencer in the 1990s. At the time I was running Bomb, a what's on guide to Stoke and Spencer had opened a dance record shop in Crewe. He was getting into music production and releasing his own records as well as DJing. Fast forward twenty years and he's still running a record label, still DJing but also has a new string to his bow: He's qualified as a councillor and has set up a not for profit company which uses electronic music to increase mental health.

The iPad has changed the world of synths. The cost of a synth has come right down and the touch screen interface has given rise to an amazing variety of new musical instruments. I've been playing with these myself -- its so easy to loose hours messing about with synth knobs and dials.

Spencer's rig makes playing with other people possible. There's a mixer and a PA. And there is lights.

Saturday is an opportunity to have a go yourself.

TWO DOORS DIGITAL SISTER

Two Doors Studio has become a hub for all things craft in the village. The shop is now over four years old and now sells the work of over fifty makers. It provides workshops -- glass making, felt, watercolours -- and puts on exhibitions. Later on in the year there will be textile and ceramic festivals.

When a room became available in January I wondered to myself "What would a digital version two doors look like"

Alongside groups like the Mors Bags pod, why not a video makers group or an iPad synth group. What could emerge when traditional makers meet with digital makers?

To find out we are inviting people to bring their ideas along to the back room at Two Doors. Over the last four years we have learned a lot from our mistakes and successes. The successes were made possible in part thanks to the help of Jane Searles, who has helped us get organised. Jane will be on hand on Saturday to facilitate the capture of ideas. Jane used to work at ICL and uses methods and techniques from the world of organisational design and large scale information systems.

To some extent it's a case of sledge hammer to crack a walnut. But from my experience both as a self diagnosed "creative person" and as someone working with creative people I am convinced that rigorous organisational design is the only way to give these types of projects a chance of becoming established.

Jane will then help us with developing a strategy for digital and traditional creativity to converge and diverge in useful and interesting ways.

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MUSIC: local exodus

Alsager based music acts are playing away from home this week-end:

Bonsai: Hanley

The Alsager five piece is headlining the Sugarmill on Saturday night.

Chris Hough said:

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod"

Maddy Storm: Liverpool

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