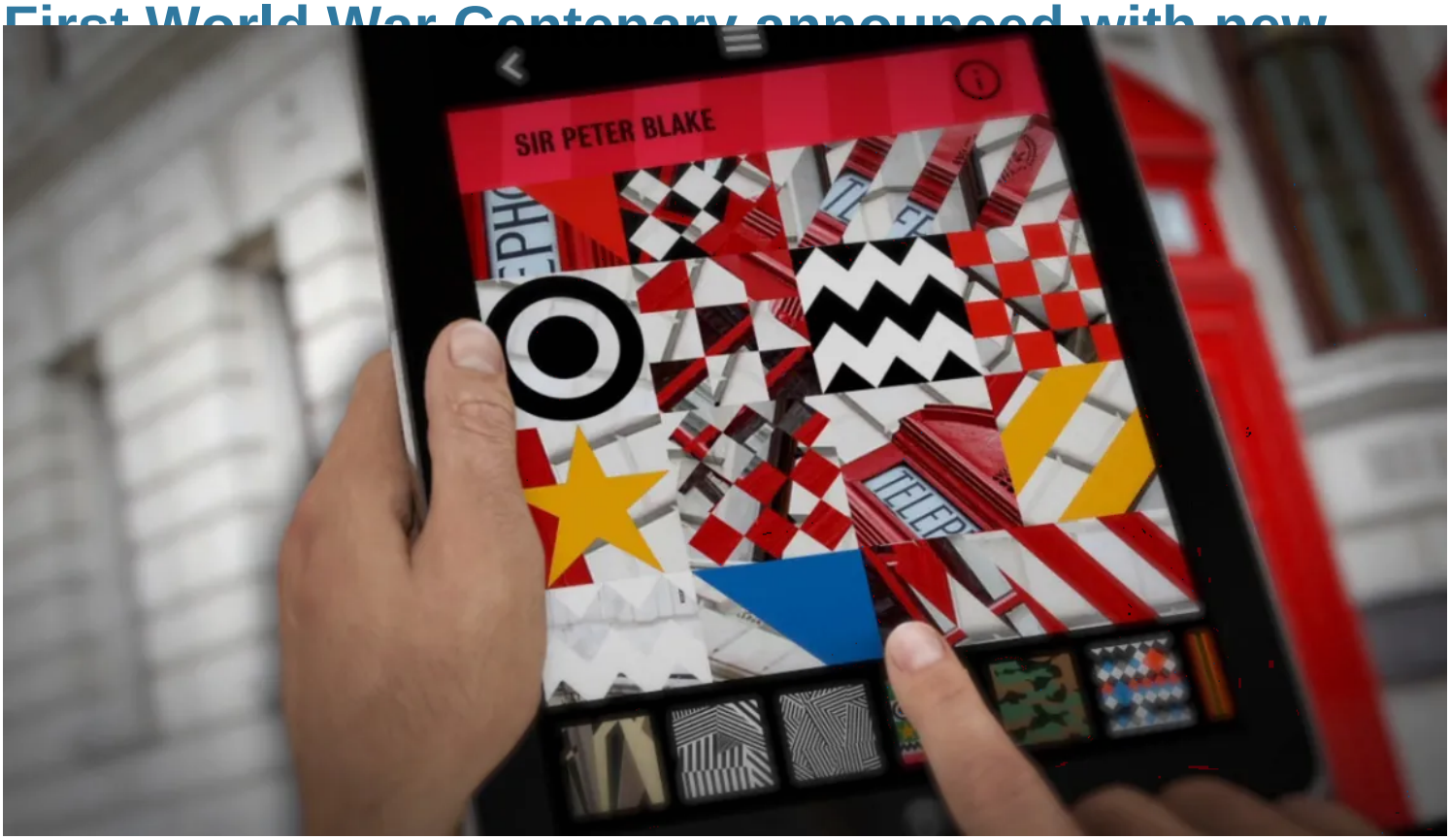
£5million additional National Lottery funding for First World War Centenary announced with new



Dazzle It app enables people to apply modern First World War-style dazzle camouflage to their pictures

Dazzle It is commissioned by 14-18 NOW, the official First World War Centenary cultural programme with support from Bloomberg Philanthropies.

The new app is one of a number of innovative commissions marking the First World War Centenary made possible with funding from the Heritage Lottery Fund (HLF) and Arts Council England. Today, HLF is also confirming another £5 million* of investment which will enable 14-18 NOW to make additional new commissions in 2016, adding to the ambitious programme that has already reached 19million.

The app is inspired by early 20th-century artists who painted British vessels in dazzle camouflage to confuse enemy U-boats. Sir Peter recently dazzled the *Mersey Ferry Snowdrop*, in a new commission by Liverpool Biennial, 14-18 NOW and Tate Modern, in partnership with National Museums Liverpool and Merseytravel. Now, aspiring artists around the world can remix his *Everybody Razzle Dazzle* design and apply it to their own photos or gallery images. The dazzle image remix can then be applied to a 3D model, e.g. ships, a windsurfer, rubber duck, and viewed, via their device's camera, within an augmented reality scene. Dazzle It users can also choose Tobias Rehberger's *Dazzle Ship London* monochrome pattern, which feature on the HMS President (1918) vessel on the Thames.

Sir Peter Blake said: “Dazzle It uses cutting-edge technology that allows aspiring artists everywhere to remix my desgin and discover more about the way in which early 20th century artists participated in the war effort.”

Users can share their unique 3D artwork across social networks or upload it directly to a gallery which features more information about dazzle ships - and unlike most augmented reality apps, the user does not need to have a pre-supplied marker to view their dazzle in a real-world scene.

Jenny Waldman, Director of 14-18 NOW said: “Dazzle It is a way of bringing the world of dazzle to the digital community, allowing audiences to experience dazzle beyond the installations in Liverpool and London. The app allows people to explore, create and share their own responses to the rich history of dazzle. I would like to thank the Heritage Lottery Fund for their additional grant to 14-18 NOW, which will help more people make the most of this once-in-a-lifetime opportunity to learn about the lasting impact of the First World War.”

Tracey Crouch, First World War minister, said: “The newly launched ‘Dazzle It’ app is a brilliant way for young people to learn about how 20th Century artists disguised war ships in order to confuse enemy U-boats during the First World War. It's initiatives like this that bring the First World War to life for younger generations and I'm delighted that 14-18 NOW has received a further £5m from the Heritage Lottery Fund for further arts projects."

Sir Peter Luff, Chair of the HLF, said: “During and in the aftermath of the First World War, culture played an important role in helping people make sense of this conflict. Thanks to National Lottery players, we have been able to support 14-18 NOW’s hugely popular commissions like LIGHTS OUT and Letter to an Unknown Soldier, enabling a new generation to explore the far-reaching legacy of this war through moving and thought provoking art.”

The app follows the series of three Dazzle Ship commissions: *Induction Chromatique à Double Fréquence pour l’Edmund Gardner Ship / Liverpool. Paris* 2014 by Carlos Cruz-Diez on the Liverpool Waterfront; Tobias Rehberger’s *Dazzle Ship London* on the River Thames; and *Everybody Razzle Dazzle* by Sir Peter Blake. The three dazzled vessels are available to see throughout 2015. The series of Dazzle Ships have been co-commissioned with Liverpool Biennial and Tate Liverpool.

Dazzle It is available on iOS and Android devices from the iTunes and Google Play stores.

Notes to editors

About 14-18 NOW

A programme of special commissions by leading artists from Britain and around the world to mark the centenary of the First World War as part of the UK’s official centenary commemorations. The first season centred around 4 August 2014 (Anniversary of the Declaration of War), and the focus of the subsequent two seasons will be July 2016 (anniversary of the Battle of Somme) and November 2018 (centenary of Armistice Day). 14 -18 NOW is supported by the National Lottery through the Heritage Lottery Fund and Arts Council England and by additional fundraising. 14-18 NOW made 31 commissions in 2014 resulting in 78 artworks across the UK, with over 19 million people experiencing a commission. LIGHTS OUT marked the centenary of the outbreak of the First World War on 4 August and saw 16.7 million participate. 14-18 NOW aims to reach at least 25 million people over the course of the centenary.

About Dazzle Ships

Co-commissioned by 14-18 NOW, WW1 Centenary Art Commissions, Liverpool Biennial and Tate Liverpool in association with the University of the Arts London Chelsea College of Arts and HMS President (1918), in partnership with Merseytravel, who own and operate Mersey Ferries, and National Museums Liverpool (Merseyside Maritime Museum). Supported by Arts Council England, National Lottery through the Heritage Lottery Fund and Department for Culture Media and Sport. *Dazzle Ship London* is supported by Bloomberg Philanthropies, Goethe-Institut London and Schroder Charity Trust.

Heritage Lottery Fund funded First World War projects

Other HLF-funded First World War projects include:

- First World War Galleries, Imperial War Museum London - £6.5m
- The Yorkshire Film Archive – £52,400
- HMS Caroline, the last surviving First World War battleship - £12m
- Herts at War - £98,400
- 1914 London B-type 'Battle' Bus, which drove out to the Western Front - £750,000

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Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, they plan to invest £1.1billion of public money from Government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country. More information is available on the Arts Council England website.

Further information

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