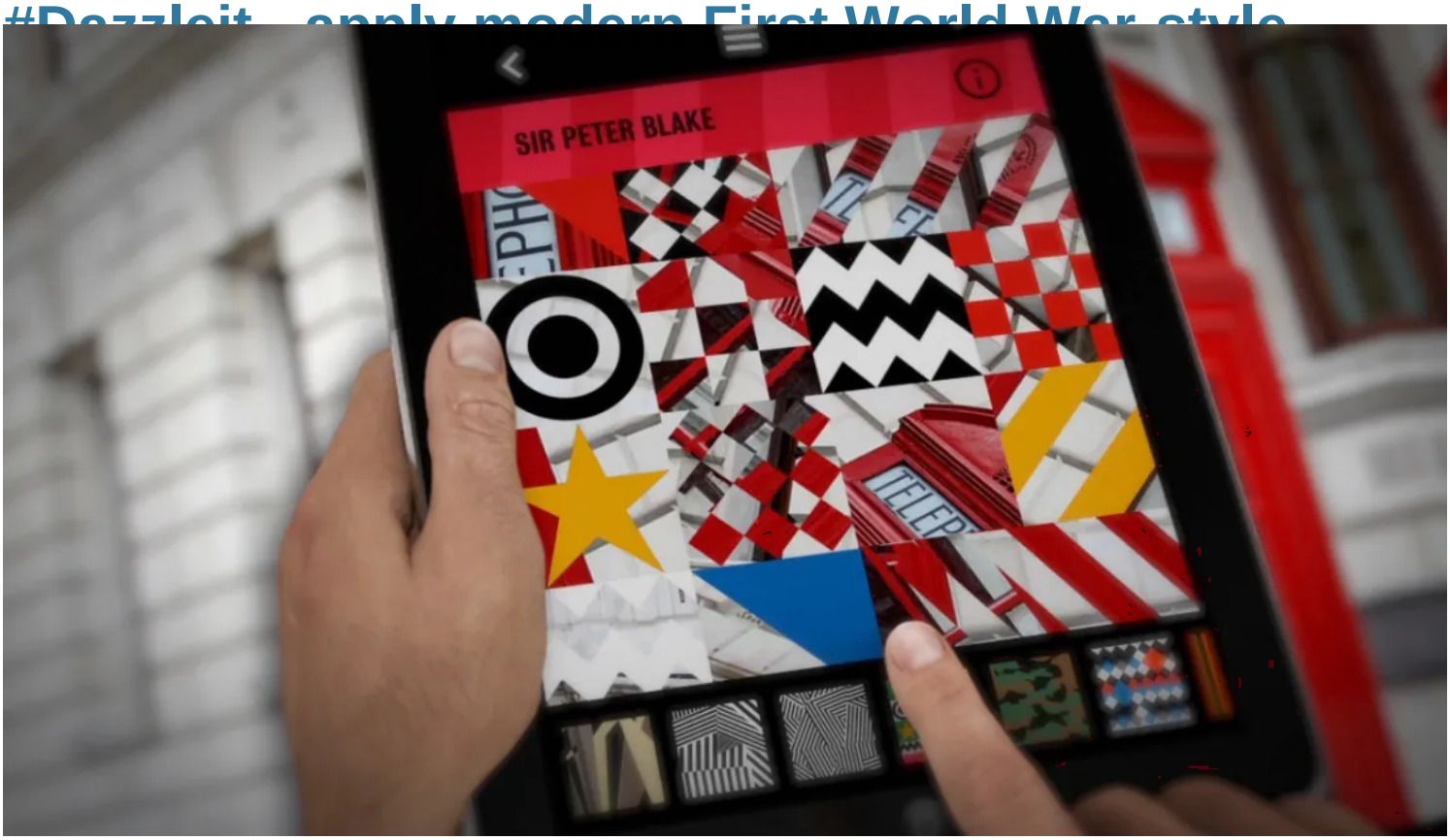
#Dazzleit – apply modern First World War-style



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

Do you Dazzle? Today sees the launch of Dazzle It, a new app that enables people to apply modern First World War-style dazzle camouflage, designed by Father of Pop Art Sir Peter Blake, to their pictures.

The app is inspired by early 20th-century artists who during the First World War painted British ships and vessels in dazzle camouflage to confuse enemy U-boats. Using the app, people can rework Sir Peter's *Everybody Razzle Dazzle* design which was recently used to dazzle the Mersey Ferry Snowdrop and apply it to their own photos or gallery images.

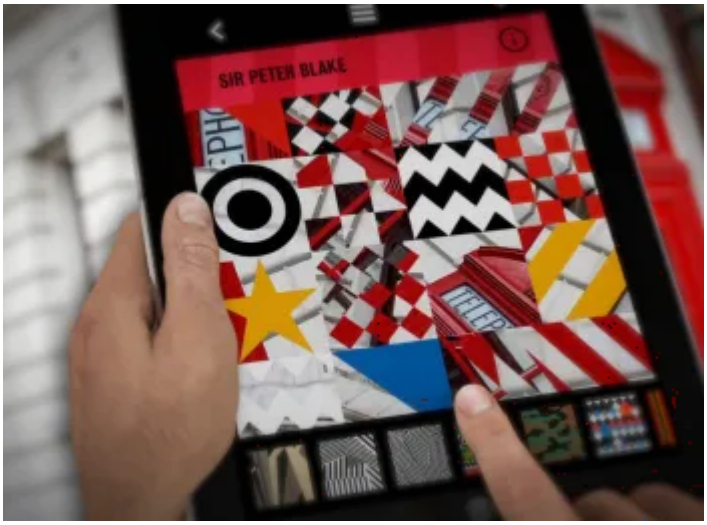
Sir Peter Blake said: "Dazzle It uses cutting-edge technology that allows aspiring artists everywhere to remix my design and discover more about the way in which early 20th century artists participated in the war effort."

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

The new app is one of a number of innovative commissions by 14-18 NOW, the official First World War Centenary cultural programme. 14-18 Now is funded in part by the Heritage Lottery Fund (HLF) and Arts Council England. And today, we're confirming another £5million of investment to enable 14-18 NOW to make additional new commissions in 2016.

Sir Peter Luff, Chair of 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.”

Find out more on the 14-18 Now website.



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