

Strawberry Field Liverpool unveils interactive art piece in collaboration with Liverpool Institute for Performing Arts

The Salvation Army's Strawberry Field, the iconic Liverpool attraction immortalised by John Lennon in The Beatles hit, 'Strawberry Fields Forever', has unveiled a new interactive art installation, in collaboration with Liverpool Institute for Performing Arts (LIPA).

'Shine On! Wall' features an image of John Lennon's iconic glasses and lyrics to well-known hit Instant Karma! (We All Shine On!), invites graduates from The Salvation Army's Steps at Strawberry Field programme, that empowers young adults with learning difficulties, who are neurodivergent or have barriers getting into paid work, to write a personal message on a recycled CD and add it to the 'Shine On! Wall', symbolising their achievements at Strawberry Field.

The artwork was created by LIPA student Steff Norman who came to Strawberry Field as part of its Learning Hub university outreach programme and was unveiled by Julia Baird, John Lennon's sister and Honorary President at Strawberry Field. The unveiling came ahead of The Salvation Army's Steps programme's summer graduation, a celebration of the trainees who have completed the scheme at Strawberry Field which includes Steps to Work, supporting young adults into employment. This summer saw 44 trainees graduate from the programme, with 64% having achieved paid work (BASE stats list only 4.8% of people with a learning disability and 6% of adults in contact with secondary mental health services as being in paid employment).

Lynne Furlong, Learning Hub coordinator at Strawberry Field said, "From the moment we met Steff, it was clear how passionate he was about the project and how quickly he resonated with the values and culture of Strawberry Field. Throughout the design process, Steff developed innovative ideas which reflected the themes of inclusion, creativity, sustainability and empowerment, while also honouring the centre's history with John Lennon.

"The final design captures these themes perfectly, offering our trainees not only the chance to leave a lasting mark at Strawberry Field, but also the inspiration to keep shining as they take the next steps on their journey.

"Through this new collaboration with LIPA, we have had the privilege of working with such a talented and passionate artist. It's been a pleasure to get to know Steff, and we wish him every success for what we know will be a very bright future."

Jamie Fitzgerald, Theatre & Production Technology lecturer at LIPA said, "Steff's Shine On! wall is a powerful reflection of how creativity can inspire connection and inclusion. LIPA's

collaboration with Strawberry Field has given a meaningful opportunity for our students to engage with communities and create work that resonates directly with them.”

For more information about the Steps at Strawberry Field programmes, visit

www.strawberryfieldliverpool.com/steps-strawberry-field

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Notes to Editors

For media enquiries, please contact the PR & Communications office:

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Strawberry Field

Strawberry Field is an award-winning visitor attraction located in Woolton, south Liverpool, located at the iconic site immortalised by John Lennon in The Beatles' hit, 'Strawberry Fields Forever'.

Telling the story of John Lennon's childhood and the writing and recording of the iconic song 'Strawberry Fields Forever', the Strawberry Field attraction is home to an interactive visitor exhibition which includes the actual 'Imagine' piano, the original red gates, and the magical gardens where John played, climbed trees and dreamed as a child.

Through archival footage, photographs, timelines and specialist media guides, visitors to Strawberry Field can experience where John Lennon played and what happened behind the famous red gates.

Profits from the visitor experience and commercial operations go towards keeping the gates open for the good of the local community; and to help fund Steps at Strawberry Field, a series of programmes aimed at those with learning difficulties or other barriers to employment.

The Salvation Army

The Salvation Army is an international Christian church and registered charity which has been transforming lives for more than 150 years. Working in 134 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 600 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website www.salvationarmy.org.uk

Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children's home in 1936 and for nearly 70 years the site supported some of Liverpool's most vulnerable children until it closed in 2005.

A young John Lennon lived nearby and played in the grounds, eventually inspiring him to write the song Strawberry Fields Forever. In 2019, The Salvation Army opened the gates of its newly developed visitor centre and learning hub.