



KINETIKA
DESIGN THAT MOVES



Beach

of Dreams



Ali Pretty, Artistic Director Kinetika, with Guardian writer Kevin Rushby, and John Offord, Producer, Rosa Productions.

Image © Mike Johnston

A UK wide walking arts festival 1 May–1 June 2025

Arts organisation, Kinetika is delighted to announce the support of Arts Council England with a grant of £400,000 for Beach of Dreams 2025. Kinetika will be working in collaboration with Rosa Productions to deliver this year long creative exploration of the UK coastline from June 2024 through 2025.

Beach of Dreams will see Kinetika and Rosa Productions partnering with organisations across the UK, and will be co-commissioning eight artists to engage local communities in the creation of new artworks in response to the coastal environment and climate emergency. The Bay of Colwyn Town Council and TAPE Music and Film are delighted to have been selected as partner organisations and look forward to working with Kinetika and Rosa Productions during the year ahead.

The art commissions will be revealed as part of main festival activities in May 2025 when we will be inviting people to walk together along the coastline of the UK in a collective moment of reflection and action. It is an opportunity to be a part of a spectacular international movement, that re-imagines our relationship with the coast and inspires positive climate action.

In addition to the main national and regional partnerships there is an opportunity for small and large organisations to join Beach of Dreams as members, and for the public to organise and suggest their own events to align with the national festival in May 2025.

Beach of Dreams 25 will be launched on 1 June at the Essex Book Festival, where we will announce the commissioned artists and the programme of activity.

Join Beach of Dreams, full information: www.beachofdreams.org

Social Media #BeachofDreams25

Facebook: @BeachofDreamsorg - <https://www.facebook.com/BeachofDreamsorg>
Twitter: @Beach_OfDreams - https://twitter.com/Beach_OfDreams
Instagram: @beachofdreamsorg - <https://www.instagram.com/beachofdreamsorg/>

Notes to Editors

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For interview requests, further information or high resolution imagery, please contact Elyssa Fagan: elyssa@kinetika.co.uk / 07725858352

About Kinetika

Kinetika is an internationally recognised arts organisation with 26 years of experience in delivering commissions across the world, engaging communities to create bespoke hand-painted silks.

Kinetika's participants and audiences are local, national, and international. Our immersive projects create a new sense of place and connectivity, changing the way people feel about where they live. We involve thousands of young people and communities in outdoor participatory programmes, including walking arts festivals, masterclasses and workshops in design and silk painting and choreography for participants of all abilities for large-profile events.

We have designed bespoke silks to commemorate nationally significant moments including Atlanta Olympics, FIFA Club World Cup, London 2012, Milan Expo, the Queen's Platinum Jubilee Pageant (PJP) 2022 and the Torch Relay for Paris Olympics 2024.

Website:	www.kinetika.co.uk	
Facebook:	@kinetikapeople	https://www.facebook.com/kinetikapeople/
Twitter:	@kinetika	https://twitter.com/Kinetika
Instagram:	@kinetikapeople	https://www.instagram.com/kinetikapeople

Ali Pretty – Artistic Director

[Ali Pretty](#) is the founding member and artistic director of Kinetika. Since 2012 Ali's practice has been to develop transformational walking arts projects with diverse communities these bring people together by walking, talking and painting large-scale silk creations. Ali has led walking projects in Wiltshire, Isle of Wight, Lincolnshire, Essex and Thurrock, where she has developed an annual walking, talking and making festival T100. This pioneering place-making model has been replicated internationally in various forms in Ethiopia, Chile and India with *Silk River*, commissioned by the British Council as part of the UK/India year of Culture in 2017. Ali Pretty has been devising Beach of Dreams with Rosemary Richards since 2021 when she led a 500 mile walk with participants carrying hundreds of silk pennants from Lowestoft to Tilbury. The model was further developed in 2023 commissioned by Morecambe Bay Partnership

About Rosa Productions

Rosemary Richards – Creative Producer

[Rosa Productions](#) is the Director of Rosa Productions, the digital and engagement partner on Beach of Dreams. Rosemary has led media, festival and outdoor projects across the UK and specialises in projects with film, video and digital engagement and mass community participation.

About Arts Council England

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. From 2023 to 2026 we will invest over £467 million of public money from Government and an estimated £250 million from The National Lottery each year to help support the sector and to deliver this vision.

Regional Partners

- Activate, Dorset
- Bay of Colwyn Town Council, Wales
- Beat Carnival, Belfast
- Estuary 25, Thames Estuary
- Fife Coast and Countryside Trust, Scotland
- MSL Projects, Hastings
- Out There Arts, Great Yarmouth
- Stronger Shores, South Tyneside
- T100 Festival, Thurrock