

140th BENDIGO EASTER FESTIVAL



Building imagination

By EMMA SARTORI

KIDS will get the chance to take over Rosalind Park on Easter Sunday and Monday with the event We Built This City.

First held during last year's Easter Festival the activity was brought back by popular demand and Simon Abrahams, executive producer of Polyplot, the theatre company behind the creation of We Built This City, said he was excited to be able to bring the event back to Bendigo.

"We had massive success with it in Bendigo last year, and we only did it for one day, and straight away feedback from audiences was so big we went into discussions for bringing it back (this year)," he said.

The concept behind We Built This City is for the young and the young at heart to create their own city using only cardboard boxes and their imagination.

"The best way to describe it is an interactive cardboard construction site for children where they become architects and can design their own city out of cardboard," Mr Abrahams said.

"It's interactive installation work for children and families and it's the most fun you can have in the entire world."

The idea for We Built This City was first thought of in 2001 by Polyplot's artistic director Sue Giles and took off straight away.



CREATIVE: Kids will be able to build a city using cardboard.

Picture: WENDY KIMPTON

Polyplot can now boast that the event has successfully toured Australia, Singapore and America twice, and will soon tour Europe for the first time.

Mr Abrahams said it was a chance for children and their parents to get back to basics.

"For a lot of children it's the chance to play with the most simple of materials when so commonly these days they're

bombarded with technology," he said.

"This is the kind of activity where the only thing in the experience is cardboard and everything else is up to them and their imaginations; it also gives parents the chance to rediscover their inner child."

Throughout the day participants will get to build a city of their own design, play and walk through their city, extend on

other cities, plus construction experts will be on hand to provide advice.

At the end of the day everyone will be able to help destroy the cities and squash the cardboard down to be recycled.

We Built This City takes place from 11am-1.30pm and 2.30pm-5pm at the Williamson Street end of Rosalind Park. The event is free and all ages are encouraged to participate.