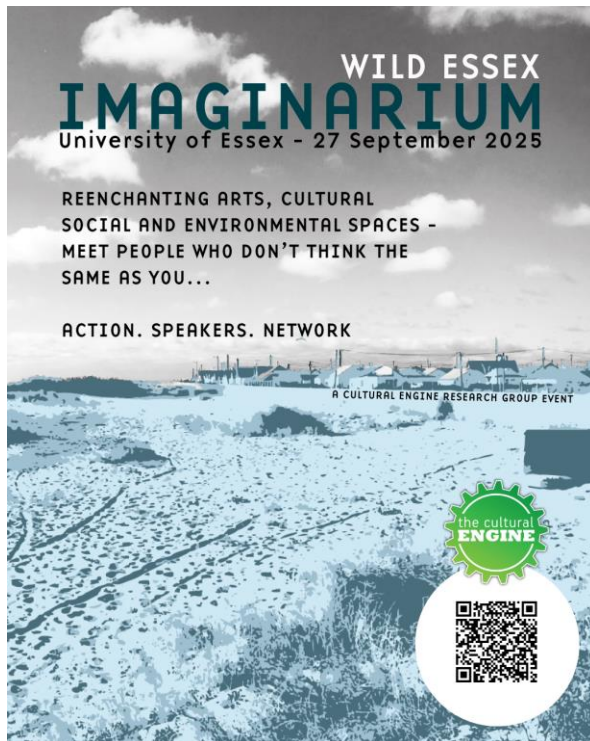
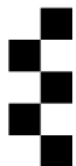


Please link to our online survey and/or add your comments in the atrium. Thanks



| WILD ESSEX IMAGINARIUM | | |
|---------------------------|--|----------|
| Time | Session | Duration |
| 11:00 - 11:25 | Welcome and intros – Tony Sampson, Tom Cameron (University of Essex) and Giles Tofield (Cultural Engine CIC) | 25 mins |
| 11:25 - 12:25 | Ken Worpole: Brightening from the East: Experiments in living and what we can learn for today's challenges – followed by interview with Tim Burrows author of <i>The Invention of Essex</i> | 60 mins |
| 12:25 - 12:40 | TEA AND COFFEE BREAK | |
| | Specially commissioned work from Alien – Rurally mapping our (wild) environment | 15 mins |
| 12:40 - 13:30 | Nature Poetry from the Global Majority: Mona Arshi & Karen McCarthy Woolf | 50 mins |
| 13:30 - 14:30 | LUNCH | |
| | Music from Alien and Exhibition – Atrium as venue Poetry from Justin Hopper Optional Nature Walk around the grounds with Lora Aziz (20 min) | 60 mins |
| 14:30 - 15:15 | Lora Aziz: Creative methodologies and a reimagining of our relationship with the living world Jessica Pearce: Legendary Essex folklore, celebrated land and shared stories of place | 45 mins |
| 15:15 - 16:30 | TEA AND COFFEE BREAK | 15 mins |
| | MUSIC AND EXHIBITION | |
| 15:30 - 16:30 | Environmental and Nature-related Policy Influence and Change: Steve Waters (UEA) on Drama: New Spaces, New Audiences and Environmental Policy, Rich Yates (Essex Wildlife Trust), Emma Howe (The Minories Gallery Colchester) & David Gates (Beth Chatto) | 60 mins |
| 16:30 - 17:00 | Tom Cameron – Final Discussion and Ideas Board | 30 mins |
| 17:00 | Event ends | 30 mins |
| 17:30 | Optional river walk into City Centre – Drinks in a pub somewhere | 45 mins |



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Introduction

Giles Tofield (Cultural Engine CiC, CERG)

5mins

Tony Sampson (UoE, Essex Business School, CERG)

10min

Tom Cameron (UoE, School of Life Science)

10mins

Introduction

Giles Tofield (Cultural
Engine CiC, CERG)

<https://culturalengine.org.uk/>



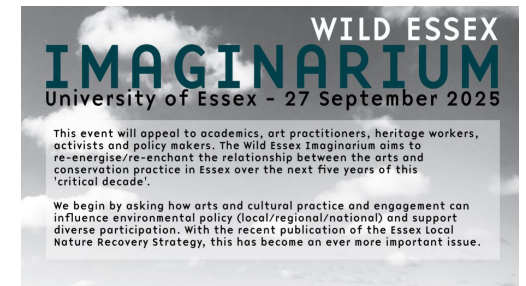
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This event will appeal to academics, art practitioners, heritage workers, activists and policy makers. The Wild Essex Imaginarium aims to re-energise/re-enchant the relationship between the arts and conservation practice in Essex over the next five years of this 'critical decade'.

We begin by asking how arts and cultural practice and engagement can influence environmental policy (local/regional/national) and support diverse participation. With the recent publication of the Essex Local Nature Recovery Strategy, this has become an ever more important issue.

Cultural Concepts

Tony Sampson (UoE, Essex
Business School, CERG)

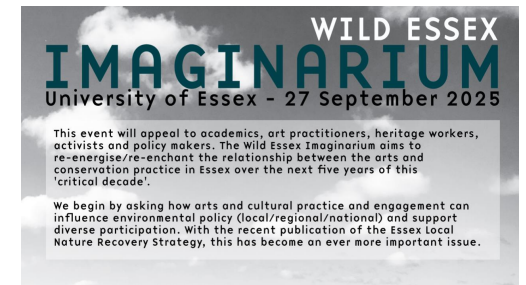
<https://www.essex.ac.uk/people/SAMPS41407/Tony-Sampson>



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Engagement Perception



Public Consultation **Now Live**

No matter your background, your voice is crucial. Respond to the LNRS consult today and help shape Essex's nature recovery.

1. **Your Perspective Matters:** Your insights can highlight challenges and opportunities for nature recovery in Essex.
2. **Local Knowledge:** Your understanding of local habitats can identify key sites and practical solutions.
3. **Community Engagement:** Your feedback will shape a shared vision for nature recovery across diverse communities.
4. **Make a Difference:** Your input can influence policies to protect Essex's natural environment.
5. **Collective Impact:** Together, we can tackle environmental challenges more effectively.

Everyone's voice matters, so [click here](#) to share your views on the Essex LNRS. You can also find more information around the Essex LNRS and keep up to date with the latest news by [signing up to the Essex Local Nature Partnership newsletter](#).

Three Critical Concepts

(not a framework)

1. Emotional Geography

Structures of Feeling

2. Imaginarium

Aesthetic Experimentation

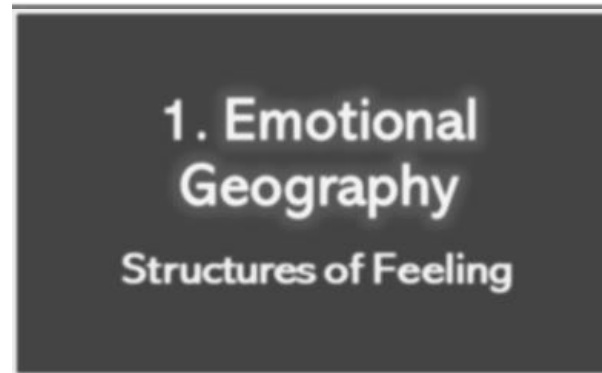
Affect perception,
speculative, creative
practice

3. Mezzo-level

Policy action, organisation,
collaboration, cooperative,
eco-system

Leveraging feelings about place

- CERG research shows... *people are emotionally enchanted by their environment.*
- What really changes a culture are the feelings people have for the places they live in (Raymond Williams)
- Culture like a river – flows of feeling & meandering experiences



Sampson, T. and Branch, A. 2024. Nigel Farage's populism distracts from what people in Clacton are really proud about. The Conversation.

Sampson, T., (2025). Leveraging Emotional Geographies of Heritage to Boost Community Empowerment in Key Cities: Culture, Place and Development: Ideas for driving development through culture and creativity for the benefit of local people and places

2. Imaginarium

Aesthetic Experimentation

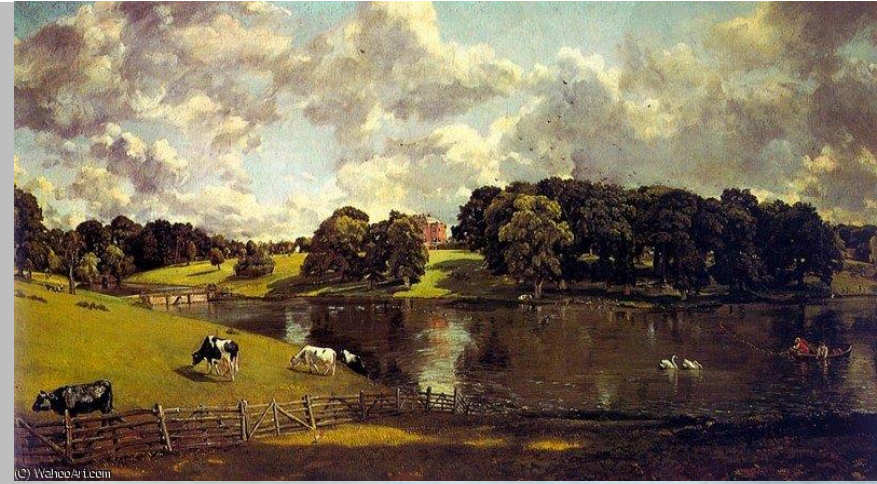
Affect perception,
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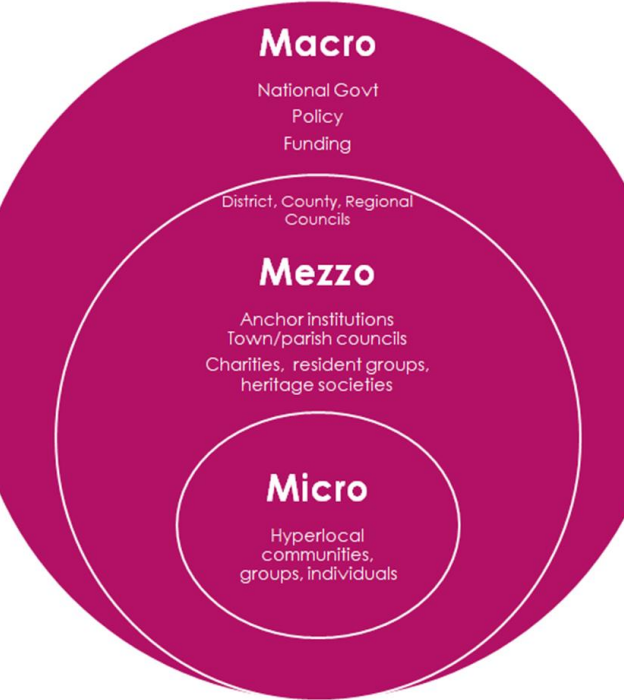
Relation between feelings, culture, art... and policy?

Aesthetic Experience = Perception (phantasia, senses, feelings).

Problem of political control of perception –
Competing enchantments.

Pragmatist approach - art as *experimentation*
A New Faculty of Imagination (Imaginarium).





Response to local government issues

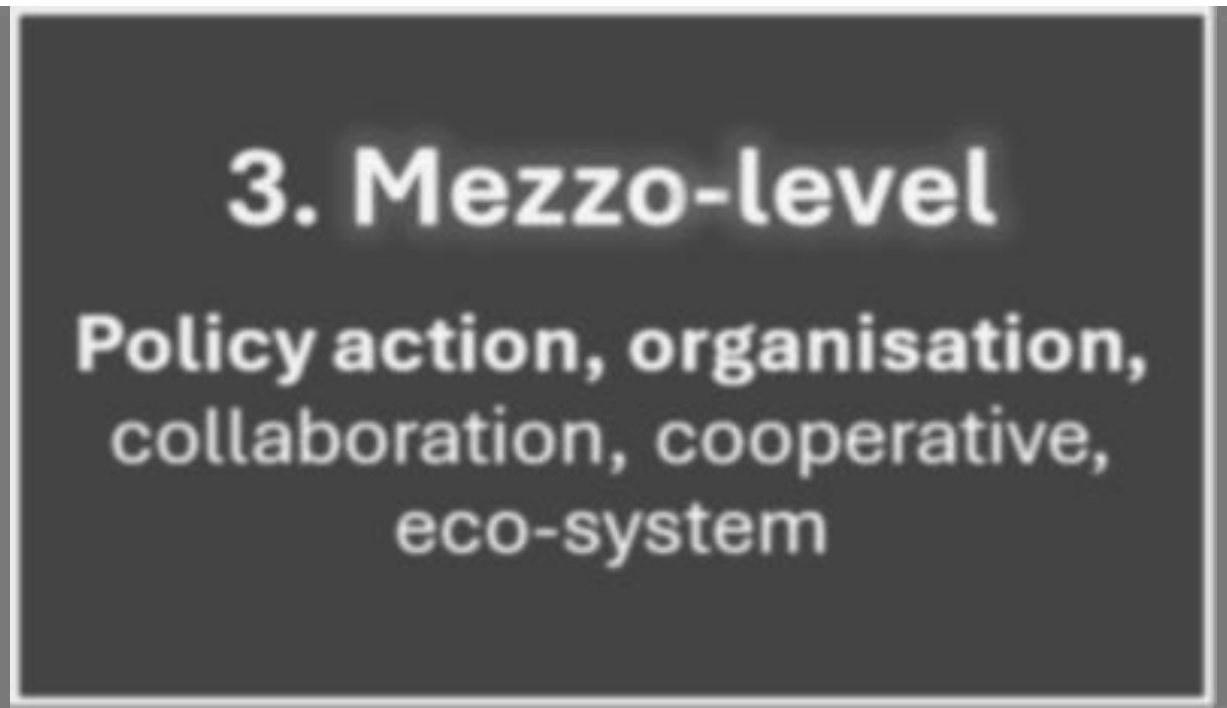
- Macro/Micro – Mezzo!
- New eco-systems
 - Anchor institutions (universities)
 - Artists and art galleries (Minories)
 - Environmentalists (EWT)
 - Activists
 - Businesses (Beth Chatto, Red Lion Books, Colchester's Co-op movement)
 - Cultural CICs

The New Faculty of the Imagination

The Imaginarium

How aesthetic experimentations might lead to:

- Transformation of perception (new enchantments)
- Community engagement (emotional, affective, cognitive) with policy
- Communication of policy objectives



Science

Tom Cameron (UoE, School of Life Science)

<https://www.essex.ac.uk/people/CAMER52908/Thomas-Cameron>



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