

Ayr - Pop-Up Arts Centre

By freshAyr

freshAyr will breathe new life into Ayr's town centre by creating *something from nothing* to prove the arts *can* be a catalyst for regeneration and greater social integration. A former department store on Ayr's High Street will be transformed into a pop-up contemporary art gallery, performance and workshop space with a Fringe programme of cultural events hosted by local businesses. freshAyr aims to establish that there is a need and a will to regenerate Ayr as a *creative marketplace* fit for the twenty-first century.

