





## What is Beginner's Mind

Looking at Blackpool through fresh eyes, like you see for the first-time.

In design, we call this adopting a Beginner's Mind. Being curious, open, and ready to spot inspiration everywhere. IT ENCOURAGES YOU TO ASK:

"Why is this here?"

"What story does this tell?"

"How have I never noticed that before?"

These questions are the seeds of creative thinking.

Blackpool is bursting with visual surprises from the sparkling Illuminations and the world-famous Tower, to the colourful Comedy Carpet and even the giant disco ball spinning by the sea.

But if you live here, how often do you really look?



GO! EXPLORE BLACKPOOL AS THOUGH YOU WERE VISITING FOR THE VERY FIRST TIME.

Take some photos and share them with us #BlackpoolInspired for a chance to win a Limited Edition Riso Print.



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