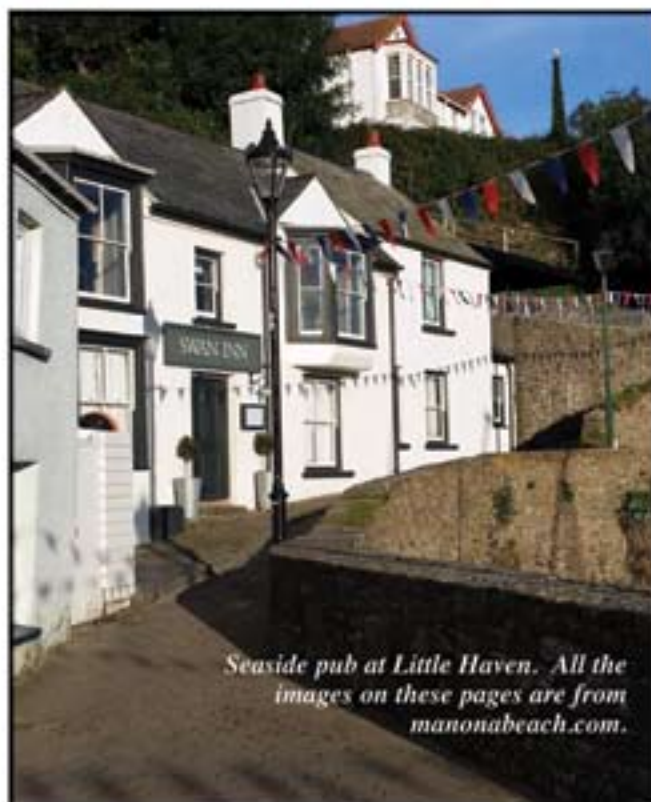


If you are walking along the Pembrokeshire seashore and a stranger with recording equipment approaches, it's probably manonabeach. We asked him to explain what he is up to...

'What does the beach mean to you?'



Seaside pub at Little Haven. All the images on these pages are from manonabeach.com.

I STARTED 'manonabeach' tentatively via YouTube in September, 2011 and it was so popular that I created the manonabeach.com website in December of that year, featuring filmed narrative interviews with UK beach-goers.

From its origins in Cornwall, the project has now become national, featuring additional beach visits to Norfolk, Suffolk, Dorset, Sussex and several Scottish locations. In Wales the project covers Pembrokeshire, Carmarthenshire and The Gower.

Every season when possible, manonabeach returns to each region, building a picture of beach life through the year. There are now over 1,500 films on the website and manonabeach.com has developed into a fully fledged e-book, out of its beginnings as a daily blog.



Driven sand at West Angle Bay.

There has been a massive increase in page views since the website went national. The website is a place where people can enjoy beach visits and a flavour of the beach when they are not there, all built around beach-goers' answers to the question: 'What does the beach mean to you...?'

The series celebrates the elemental power of the beach and its profound effect on people who enjoy being where the air, land and sea meet.

The beach means different things to different people, whether enhancing creativity, decisiveness and energy, being restorative and settling, part of a routine, a reference point through generations, freedom or just fun.

In the narrative interviews on the site, you can see and hear people recount their emotions, perceptions and recollections, all drawn out by the enhancing effect of the beach.

The unseen interviewer, manonabeach, is a passive Everyman whose role is to bring his findings directly to you, letting you draw your own conclusions from them.

The project has a well-being focus, as most viewers of the site are urban people who are familiar with the beaches that I feature and are missing the enhancing effect of these places.

Through the website, viewers are reminded of the wide range of stimuli on offer at the coast.

Visiting the site is a tonic, a pick-me-up at the end of a working day for some town dwellers; thirty percent of the site's visitors are in London and manonabeach is watched in 116 countries.