

press release



8 May 2008

Campaign launch for five new arts venues that will change the face of arts in East Midlands – see www.artof.org.uk

(Media calls in Nottingham, Derby, Leicester and Matlock – see notes at end)

Forty-eight sheet billboard posters are going up at key sites in Nottingham, Derby and Leicester highlighting five new arts venues, which are opening across the East Midlands.

The aim of the campaign is to promote the joint website www.artof.org.uk which will provide a 'one stop shop' for everyone wanting the latest details about the venues and to register their details to be 'first in the know.'

This is part of a major campaign by Arts Council England, East Midlands, to draw attention to the opening of these buildings, which will change the face of the arts in the region and encourage more people to get involved with the arts.

The new arts venues are:

- The New Art Exchange, Nottingham (opening June 2008)
- QUAD, Derby (late summer 2008)
- First Movement's LEVEL Centre, Rowsley, Derbyshire (November 2008)
- Curve, Leicester (November 2008)
- Nottingham Contemporary (Spring 2009)

Together they will cost over £90 million, which represents one of the biggest investments in arts buildings in any English region. They bring outstanding architecture and a range of facilities that will attract internationally renowned artists.

The campaign, which also includes a full-size mobile poster touring the region, takes as its strapline 'The art of...'. They feature members of the public from around the region. Research has shown that these arts spaces will be ideal



places for social fun – from first dates to family days out, which is the theme of the campaign.

Laura Dyer, Executive Director, Arts Council England, East Midlands, comments: 'This is one of the most exciting years ever for the arts in the region. Along with our partners we have invested over £90 million in creating these five flagship venues, which will create world-class facilities attracting new art and new audiences from all over the UK and the world.'

'The New Art Exchange in Nottingham is the first to open in June, with its formal opening in September. We want this campaign to get people thinking about how they can use these places to see great art as well as have fun with family and friends.'

'The majority will have cafes and bars and be open during the daytime creating social meeting places as well as venues in which to see great art in fantastic buildings. Once they are all open, the East Midlands will be able to demonstrate its full artistic colours.'

'The Tate Modern in London has been one of the most successful arts developments which have regenerated the area and become a popular venue for meetings and days out. These five East Midlands venues will soon establish themselves and become part of communities as well as centres for outstanding art.'

'This will give a considerable boost to local economies and by working with other successful arts centres and organisations will enhance the quality of life and raise the cultural profile of the East Midlands. It will put the region firmly on the cultural and tourism map of England.'

Arts Council England has provided £25 million of National Lottery funding for these buildings, and in the last couple of years has also granted over £10 million towards building projects at the Royal and Derngate Theatres in Northampton, the Broadway Media Centre in Nottingham and the Peepul Centre in Leicester.

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Notes to editors

1. **Media calls at Derby, Leicester and Nottingham** – 10am Wednesday 14 May Derby Market Place; 11am Friday 16 May in Leicester's Cultural Quarter close to the Curve site; 3pm Monday 19 May Wollaton Hall, Nottingham, 11am First Movement, Unit 4 Olde Englishe Road, Matlock.
2. Images of the campaign are on the website – www.artof.org.uk
3. Arts Council England works to get great art to more people. We develop and promote the arts across England, acting as an independent body at arm's length from government.
4. Between 2008 and 2011 we will invest £1.6 billion of public money from government and the National Lottery in supporting the arts. This is the bedrock of support for the arts in England. We believe that the arts have the power to change lives and communities, and to create opportunities for people throughout the country. See www.artscouncil.org.uk for further information

Background to the five

The New Art Exchange, Nottingham www.thenewartexchange.org.uk

Acting Chief Executive Jim Robertson

Cost £5.5 million (Arts Council England contribution £2.9 million)

The New Art Exchange (NAE) in Hyson Green will be the first dedicated Black contemporary visual arts venue outside London. It will play a leading role in the region supporting African/Caribbean and South Asian arts.



NAE will develop partnerships with UK and international arts agencies and will present an annual programme of regional, national and international visual and performing arts and new media. It will establish the East Midlands as a cultural hub, will benefit the local community, and be an important development for multi-cultural arts. Architects Hawkins/Brown have designed the building.

QUAD, Derby

www.derbyquad.co.uk

Chief Executive, Keith Jeffrey

Cost £10 million (Arts Council England contribution £3 million)

QUAD will be a focal point for the arts, providing a large, state-of-the-art gallery (with category 'A' status), two independent cinemas, education spaces, artists' studios, multi-media facilities and a café/bar.

QUAD's programme will build on the work of Q Arts and Metro Cinema - two Derby organisations with national reputations for their progressive programmes and groundbreaking participatory work.

The merger of Q Arts and Metro allows the visual arts element of Q Arts to expand in quality, scope and accessibility, and Metro to build on its already successful annual programme of 240 films from 25 different countries. Architects Fielden Clegg Bradley have designed the building.

First Movement, LEVEL Centre, Rowsley, Derbyshire

www.first-movement.org.uk

Director Peter Shelton

Cost £1.8 million (Arts Council England contribution £830,000)

First Movement is an arts organisation dedicated to developing high quality arts projects with learning disabled people. It operates long-term projects in Derbyshire, Leicestershire and Rutland with occasional work across the region. It creates opportunities for adults with severe and profound learning disabilities to work together to develop and promote their creativity through the arts.

LEVEL is a radical, live arts collaboration between learning disabled people living miles apart. Using video conferencing, large-scale projection and new



technologies it creates a single, virtual arts space in which participants create and perform with people they would otherwise never meet.

The project will provide a custom built home for First Movement with fully accessible studios for practical arts work. It will house new digital arts technology with studio space for local creative industries. Additionally the project includes a mobile studio, which will travel around the East Midlands extending opportunities for people with access needs. The building is designed by architects Clash Associates.

Curve Leicester

www.curveonline.co.uk

Chief Executive, Ruth Eastwood

Cost £60 million (Arts Council England contribution £13.5 million)

Curve Leicester will provide one of the most exciting venues in the UK and be a magnificent new home for theatre in the heart of the city's developing Cultural Quarter. With two auditoria, the theatre design enables directors to place the audience in a variety of configurations.

The Cultural Quarter is already attracting new businesses. Curve will become a landmark, symbolising the city's renaissance and reflecting its position as a centre for the cultural industries in the region.

The project is revitalising the city centre and regenerating a run-down district. It has already brought in excess of £60million in new development and business to the locality, and the City Council has also given the green light for a digital media centre bringing cinema and the digital art into the Quarter.

Curve will attract work of international importance and bring in audiences locally, regionally and nationally. The building is designed by internationally renowned architect Rafael Vinoly and offers a unique 'inside out' concept.

The large theatre will seat 750 people, while a 350 seat theatre will provide a more intimate space. However, by removing acoustic shutters the two auditoria can be opened up to provide a large performance space sharing the stage.



Nottingham Contemporary

www.ccan.org.uk

Director, Alex Farquharson

Cost £13.2 million (Arts Council England contribution £5 million)

Nottingham Contemporary will be the largest single gallery space in the East Midlands.

The centre will promote excellence and innovation, developing a worldwide reputation. Designed by international architects Caruso St. John, this iconic landmark is being built at the entrance to Nottingham's famous Lace Market. It will provide a number of large galleries, education and social spaces, a café bar and a performance area. Its position at the heart of Nottingham's creative industries sector will make it a focus for artists and creative organisations.

Nottingham Contemporary will work in partnership with many other organisations, internationally as well as locally, to present exciting exhibitions and commissions. Nottingham Contemporary will be an important addition to the cultural map of the city and the region.