

**NEWS RELEASE**

20<sup>th</sup> April 2007

**DEPTFORD CULTURAL SHOWCASE AWARDED £30,000 FOR DEVELOPMENT**

Arts & Business, the creative network dedicated to linking the cultural to the commercial, has awarded the P&B Cultural Showcase, a new arts initiative in South East London, £30,000 towards its development. This is A&B's first investment into the regeneration of the 2012 Olympic site and surrounding areas this year. It signals a move by Arts & Business to back the growing trend for developers to incorporate cultural branding into site development.

P&B Cultural Showcase will use the Arts & Business investment to deliver a groundbreaking project that will promote the very best artists and creative businesses in Deptford, Greenwich and Lewisham through a website soon to be launched.

The project will ask artists and creative businesses in South London to submit examples of their work to an independent selection panel who will choose up to 30 of the best candidates three times every year. The selected artists will be showcased on the website.

P&B Cultural Showcase is the brainchild of Future City Arts and property developers P&B Developments who recently won planning approval for a mixed-use scheme at Paynes & Borthwick Wharves, Deptford. Their vision for the site is to create a new cultural destination with residential apartments, art galleries, restaurants and retail space providing a focus for the area's thriving artistic and creative community. The 11,000 sq ft riverside scheme is due for completion in 2008.

Colin Tweedy, Chief Executive, Arts & Business, said: "The London 2012 Olympiad is breaking new ground by recognising cultural as well as sporting excellence. Arts & Business wants to play its role in ensuring the legacy of the games through building arts into the fibre of our communities."

Mark O'Grady, of P&B Developments said: "The decision of Arts & Business to award this funding demonstrates their view that the Cultural Showcase will have a positive effect on the local creative community. By showcasing local talent through

the website we hope to encourage the input of this talent into the revitalisation of Paynes & Borthwick Wharves and begin to develop a strong cultural identity for the local area.”

Deptford and Greenwich has one of the largest concentrations of creative industries in the capital and has been designated a *Cultural Hub* by the London Development Agency.

### **Ends-**

For further information about Paynes and Borthwick Wharves and the Cultural Showcase please contact Natalie Payne at FD Tamesis: 0207 269 9352.

For information about Arts & Business and its investments, please contact Sophie Gaskill: 020 7940 6410. [sophie.gaskill@AandB.org.uk](mailto:sophie.gaskill@AandB.org.uk)

### **Notes to editors**

#### **About P&B Developments**

P&B Developments is a subsidiary of Lane Castle, a residential, mixed-use developer, which creates new urban schemes that fully integrate with the local community. The company was set up in 2006 with the intention of making a significant contribution to local residents through their urban renewal projects, an ethos which sets them apart from other residential developers. Paynes and Borthwick Wharves, where the developer intends to work closely with the community to create a sense of ‘place’ and a cultural hub for local residents, is illustrative of their vision.

#### **About Arts & Business**

A&B aspires to be the world's most successful & widespread creative network. We help business people support the arts & the arts inspire business people, because good business & great art together create a richer society.