



## **ANTONY GORMLEY & KATHARINE HAMNETT JOIN FORCES WITH ARCOLA THEATRE TO LAUNCH ITS FIRST-EVER PUBLIC FUNDRAISING APPEAL**

This morning, Arcola Theatre launched its first-ever public fundraising appeal and announced that Antony Gormley and Katharine Hamnett have joined forces with the theatre to support its ambitious fund-raising efforts.

£150,000 is required to secure the first stage of Arcola Theatre's future development, which includes its relocation to 24 Ashwin Street - the former Colourworks factory opposite Dalston Junction station.

The launch was held at 24 Ashwin Street and Artistic Director, Mehmet Ergen and the Arcola team were delighted to give audiences a first glimpse of the new space, still under development, ahead of the first public performance in January 2011.

To help kick-off fundraising efforts, Antony Gormley has donated an original artwork created just for Arcola that will be auctioned at a special gala event in December. Gormley's design will also be printed onto T-shirts, which will be given to the first 200 individuals to make donations of £500 or over.

Fashion designer and ethical clothing innovator Katharine Hamnett has also come on-board and revived her iconic 80s CHOOSE LIFE slogan T-shirt with a fitting new logo for the theatre – CHOOSE ARCOLA.

Mimicking the original design, the T-shirts feature the new slogan in black lettering on a white shirt. They will be available to purchase at the Arcola Theatre box office, priced at £35, with all proceeds going towards the Appeal.

Speaking of her involvement in the Appeal, Hamnett said: "Arcola theatre needs all the financial support we can give it. It has been a testing ground for many great plays and had valuable involvement with the local community from an over 50's club, to a Turkish theatre programme in Turkish - we need it to carry on."

The £150,000 raised through the public appeal will enable Arcola to:

- Construct the main house theatre of 200 seats to house Arcola's award winning programme of contemporary and classic plays and operas.
- Construct a further two studios, one to host the best up-and-coming theatre companies, other to house Arcola's burgeoning Youth and Community programme.

Arcola is also the UK's first major arts venue to place environmental sustainability at the heart of its construction, programming and operations. The future plans reflect this unparalleled commitment to theatre, regeneration and sustainability within the second most disadvantaged borough in the country. Volunteers are already at work clearing the building and creating Arcola's incubator units for engineers developing sustainable technologies.

Boris Johnson, Mayor of London, said, 'The Arcola Theatre is at the forefront of how London's arts organisations can champion the environment and make the urban realm more pleasant. Practical projects such as this will help to make our city more energy efficient, save us money off fuel bills and create new jobs and enterprises. Three cheers for Arcola for raising the bar and I hope this crucial fundraising push reaps dividends.'

Cllr Guy Nicholson, Hackney Council's Cabinet Member for Regeneration and the 2012 Olympic and Paralympic Games, said: "The Arcola Theatre makes an extraordinary cultural contribution to Dalston and to all those that live and work there. The theatre's new plans not only secure the Arcola's future but also secures a future for the great tradition of performing arts in Dalston."

### **HOW TO GET INVOLVED:**

There is a further opportunity for the public to view the spaces and find out how they can get involved in the development this Saturday 2<sup>nd</sup> October from 4 to 10pm. All are welcome to join the Arcola teams for guided tours, entertainment and an exhibition of Arcola and Dalston developments. Part of the Mayor's Story of London Festival

### **HOW TO DONATE:**

Donations of any size are welcome and names of contributors will be listed on the Arcola website. For donations of £50 or more the donator will be recognised as an Arcola Supporter by having their name painted on the Supporter Wall of the new building.

**ONLINE at [www.arcolatheatre.com](http://www.arcolatheatre.com)**

**By PHONE: on 020 7503 1646**

**BY POST: Arcola Appeal, Arcola Theatre, 27 Arcola Street, London E8 2DJ (cheques only please)**

**IN PERSON at the Arcola box office**

Press contact – [jennifer.reynolds@target-live.co.uk](mailto:jennifer.reynolds@target-live.co.uk) / 020 3372 0956

