

PRIORITIES**OUR PRIORITIES ARE EVENTS WHICH:**

- Are world-class.
- Support the development of national and international relationships.
- Fit with the major themes chosen for each year, e.g. Designs of the Time.
- Attract national and international attention.
- Build on regional creative strengths, e.g. involve regionally based artists, celebrate iconic locations and new cultural facilities.
- Bring exceptional cultural talent or product to the region e.g. Spencer Tunick, Pet Shop Boys, Tall Ships.
- Attract new and bigger audiences from outside the region and encourage them to stay longer.
- Increase participation and create exciting opportunities for volunteering and skills development.
- Build capacity within the region to create, develop and manage world-class events across the region.
- Increase the quality of the region, as a place to live, learn, work and visit.

WHAT WE DON'T DO!

- The focus on festivals and events is a strategic decision, which means that there are many excellent projects which fall outside our remit. This includes:
 - Capital projects
 - Permanent public artworks
 - Touring productions
 - Conferences and seminars

Although each of these can be the catalyst for an event.

- culture10 cannot become a long term financial partner, but it will, on occasion, support beyond the first year in order to build capacity.

- culture10 is **NOT** a grant giving body, though there are financial resources available to support the delivery of agreed projects.

THEMES

Themes will be identified for each year which emerge from the celebrations, anniversaries and major foci of sporting and cultural organisations in the region. Project champions will be identified to lead on these themes and proposals invited. Additionally, a long term programme "Towards 2012" will be launched in 2007, examining the Olympic ideals of international understanding and civil society.

- **2008** Look East e.g. Beijing Olympics, Visiting Arts linkages with China.
- **2009** Landscape Icons and History.
- **2010** Journeys Past and Future.
- **Towards 2012** Body Mind and Spirit – an ongoing strand of activity which will run each year.

BACKGROUND

Launched in 2003, culture10 is a curated programme of exceptional cultural events and festivals across the North East England which celebrate the region's cultural strengths, raising its profile and attracting visitors. It builds upon and consolidates the successes achieved through the European Capital of Culture bidding process and gives the region an international launchpad for the rest of the decade. It has a catalytic role in co-ordinating and building partnerships and in disseminating good practice and information.



The programme is funded by One NorthEast, Gateshead MBC, Newcastle City Council, Arts Council England, North East, Northern Rock Foundation and TyneWear Partnership.

MEET THE TEAM

culture10 has a small dedicated team consisting of:

- **Creative Director**
- **Head of Programme Development**
- **Festival and Events Manager**
- **Programme Executive**
- **Finance and Monitoring Executive**

The culture10 team is part of the NewcastleGateshead Initiative (NGI) destination marketing agency promoting NewcastleGateshead as a great place to live, learn, work and visit. Marketing and PR is provided by NGI.

For more information about culture10 you can contact the team at:

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Visit
www.newcastlegateshead.com
for events listings and more information on culture10



culture10

**SCOTT HENSHALL
SEPTEMBER 2004**

In 2004 top British fashion designer, Scott Henshall, designed an exclusive NewcastleGateshead collection in recognition of the North East as a hotbed of fashion, design, talent and creativity. The collection was previewed at London's prestigious Fashion Week and then brought up to the North East where it was shown at a star studded event in Leazes Park. As part of the project Scott also worked with a number of local primary schools, A level students and local designers to create the NewcastleGateshead Collection and culture10 T-shirts.

**ORANGE EVOLUTION
MAY 2004 / 2005 / 2006**

With support from culture10, Evolution has grown into an urban music event of national significance. In 2006 the culture10 team worked closely with the event organisers on marketing, PR and event development resulting in record crowds and record coverage. In 2007 it is estimated that the project will grow yet again and entertain crowds of 65,000 plus over the eight day festival period.

**TUNNEL 2K
SEPTEMBER 2004 / 2005 / 2006**

This event is an exciting addition to the international wheelchair racing calendar. The Tunnel 2K International has attracted an internationally renowned field of Paralympic world record holding athletes, racing through the Tyne Tunnel at speeds of over 50mph. The 2006 event was a record breaking one with new speeds being achieved. The event sets the scene and supports our intention to create events to promote participation at the 2012 Olympics.

**BATTLESHIP POTEMKIN
MAY 2005**

Doing events in unusual venues is a key part of maximising an event's impact - and Swan Hunter shipyard was an incredible venue for the showing of the Battleship Potemkin film with a live soundtrack performed by Pet Shop Boys and Northern Sinfonia. Our knowledge and experience was vital in securing both the performance and the venue with a crowd of 14,000 enjoying this stunning performance.

**SPENCER TUNICK
JULY 2005**

This was the first major outdoor installation in the UK created by controversial US artist Spencer Tunick. Culture10's reason for supporting this event was to encourage a major regional cultural institution, BALTIC, Centre for Contemporary Art, to work outside their normal gallery space and to develop links with the BBC. This event had huge national PR coverage (estimated value £1m) and cemented the concept that unusual events can happen in the region.

**SILVER FESTIVAL DURHAM
DECEMBER 2006**

As part of the capacity building role of culture10 we have worked with the Durham City retail forum to develop a new event in the market place. This support included creating an event manual, integrating with other events and assisting with the programme.

**CULTURE10
FACTS AND
STATISTICS**



The programme has created 50 UK and World premieres to date and supported launch programmes for the openings of nine cultural institutions.

From 2004 - 2006 133 projects have been supported by the culture10 programme.

1700 'bare bottoms' participated in the Spencer Tunick Project.

Over 100 Tall Ships moored on the banks of the river Tyne for the 2005 Tall Ships event and 1.5 million visitors attended.

Over 6.4 billion grains of rice were used for Stans Café - All the People in all the World exhibition in 2006.

In 2005 audience attendance was 3.6 million.

Over 10 tonnes of pyrotechnics were used in the 2005 events programme.

Over 500 cultural leaders attended the World Cultural Summit on Arts and Culture in NewcastleGateshead in 2006.

NewcastleGateshead is the only place in the UK to have a fashion collection dedicated to it and showcased at London's Fashion Week.

Media value in 2005 was worth £6.63 million.

