

PRESS RELEASE

Monday 23 November 09
For immediate release



Are you a Nottingham-based family? New Art Exchange needs you!

New Art Exchange is welcoming families of all shapes and sizes to visit the 'Family Friendly Saturday Walkthroughs' for a fun and interactive family day out, and its completely free!

To help create New Art Exchange's (NAE) *Family Friendly* framework, we would like to invite families from Nottingham to join us in a series of free Saturday events, with a view to developing the total family experience for visitors to NAE.

To mark the development of the new *Family Friendly* framework we are appealing to families to experience NAE with us, and leave feedback on the entire 'family experience'. There is also the opportunity to join our *Family Friendly* Focus Group and help develop NAE's offering, for which there are special concessions and free tickets for forthcoming events.

For the months of November and December, *Family Friendly* Saturday Walkthroughs will enjoy current exhibitions by Donald Locke (Pork Knocker Dreams), Pardhan Gond Paintings, and an exclusive exhibition from Djanogly School.

The Family Friendly Framework is a nationally recognised standard which art galleries around the United Kingdom are using to develop their own programme of activities. NAE is also looking to transform the gallery spaces on weekends with families in mind, with an experience defined and tailored by our visiting public.

NAE aims to serve a wide variety of families from all sizes, shapes and cultural backgrounds. To take part in the project, for further information, or to find out some of the great benefits of taking part please contact Nicholas Bramwell or Ian Sergeant on 0115 924 8630 or nicholas@nae.org.uk.

- Ends -

For further PRESS information please contact: Raam Tarat, Marketing and Communication Manager - Freelance, T: 0115 924 8630, M: 077910 45090, E: raam@nae.org.uk

Notes to Editors:

PRESS RELEASE

Monday 23 November 09
For immediate release

- New Art Exchange is located at 39-41 Gregory Boulevard, Nottingham NG7 6BE
- Opening Times: Monday to Friday 10am - 7pm, Saturday 10am - 5pm
- Contact: 0115 924 8630 / info@nae.org.uk / www.nae.org.uk
- Vision: To deliver an innovative and exciting programme of contemporary multi-cultural arts development in visual and performing arts.
- New Art Exchange has been funded by Arts Council England, Nottingham City Council

How to find us

Tram: Approx 7 minutes from city centre by tram get off at 'The Forest' stop and walk towards the crossing.

Bus: 78,79,80,81 all routes from city centre get off at Gregory Boulevard and walks towards the Forest recreational ground.

By car: A60, Mansfield Road head towards Mansfield. Follow sign for M1, Matlock A610 at Forest recreational roundabout.

New Art Exchange

- **New Art Exchange was awarded £5million** of funding from Arts Council England, Nottingham City Council, the Greater Nottingham Partnership, East Midlands Development Agency, Radford and Hyson Green New Deal for Communities, and European Regional Development Funding, and took 18 months to build. The organisation was a big winner in Arts Council England's the January 2008 review of national arts funding gaining a 58% increase in its annual funding grant. The award was made in recognition of the organisation's vital role in supporting visual and performing arts.
- **The building designed by architects Hawkins \ Brown** boasts 5-storey building provides 1360 sqm space dedicated to visual arts with; galleries, workshop/performance/rehearsal space, artists in residence facilities, and a cafe. Distinguished from the red clay buildings of the neighbourhood by its black brick façade and arrangement of frameless windows ranging in size (from 0.16 sqm to 4.84sqm), offers incidental and unexpected views into and out of the building.
- **Mission:** *The New Art Exchange ambition is to become a national centre of excellence promoting contemporary arts development within the cultural and creative industries, to deliver an innovative and exciting programme of activity to promote, support and advocate contemporary multi-cultural arts development in visual and performing arts and new media. To be a cultural centre led by African, African Caribbean and South Asian arts practice. To serve an international community from roots firmly embedded in the local area.*