

...arts and culture

THE Eastside of today is home to a growing creative industries community, bringing art and design together with new technologies and pioneering practices.

Council officers and representatives from other arts and regeneration organisations will be working in partnership to increase access to the arts and support innovative programmes.

A programme of art in public spaces will also be developed, as well as the promotion of arts and culture across the development, business, learning, commercial, residential and creative communities, with a commitment to developing regional, national and international links.

The range of creative industries at Eastside includes galleries,

the renowned Custard Factory complex, jewellery-makers, visual and performing artists, craft makers and designers, creative writers and publishers, PR/marketing and advertising companies, software designers and new media exponents, film and television-makers, and many more.

In April 2005, VIVID, which provides facilities to support artists, filmmakers and other media-based enterprises, relocated from Hockley to new premises in Eastside.

Yasmeen Baig Clifford, Director of VIVID, said: "It's the first time in 13 years that the company has had a real home base. In 2006 we have some major international exhibitions which we're particularly excited to be presenting, so watch this space." Also relocating to Eastside is MADE, which promotes the best in Midlands



● Arts ambassador Nigel Edmondson (centre) with VIVID staff, from left to right, Yasmeen Baig Clifford, Matthew Higginbottom, Helen Street and Kaye Winwood

Architecture Design and Environment. The Ikon Gallery has also developed work in Eastside.

In support of these initiatives, the council and the Arts Council are jointly funding the post of an arts ambassador who will work with public and private sector partners to ensure that the interests of artists and arts organisations are well represented.

An ArtSpace initiative is also being developed to give artists the opportunity to make use of vacant premises as studio, gallery and performance space and Island House on Fazeley Street now hosts Gallery 37, an award-winning arts training programme for young people and offers performance, meeting, workshop and exhibition space.