Arts & Business

Press Release

Date
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With thanks to our awards partners:

Arts & Business East Awards

Shortlist announcement

(Embargoed until 19th January)

The shortlisted partnerships for the East Arts & Business Awards have been announced today (19 January).

On 11 February 2010, by kind permission of Marshall Group the winners will be announced in a ceremony at Marshall Business Aviation's stunning, state of the art facility, a 25,000 sq ft hangar, which houses the executive jet aircraft serviced by Marshall's avionics and aeronautical specialists.

In the **Marshall Business Aviation Innovation & Technology Award**, the shortlist includes John Taylor's and Matthew Lane Sanderson's collaboration which led to the creation of the Corpus Chronophage and Milton Keynes's fringe festival which piloted interventionist media against the backdrop of the town's modernist architecture. The partnership between Cranfield's nanotechnology department and artist Julie Freeman, who created an innovative body of work designed to stimulate debate and increase public understanding of nanotechnology, also appears.

Shortlisted in the "**The District Cultural Branding Award**" and the "**Ernst & Young Young People Award**" is May Gurney, whose sponsorship of the Norfolk & Norwich Festival helped achieve a significant demographic shift, by bringing large scale free performances to a younger audience. Ashton Graham, whose long term support has helped the Theatre Royal Bury St Edmunds through its capital redevelopment and to recreate lost theatrical gems of the Regency, is also recognised.

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Stephen Bourne Chief Executive of Cambridge University Press, sponsor of the Community Award said, “We believe it's vital for businesses to support local arts endeavours, particularly in these challenging times. Art has a big part to play in the culture and fabric of local communities, and this is at risk of being lost if businesses won't step in and support artistic projects. Cultural partnerships benefit both the arts organisations and the business, as well as their staff, suppliers and customers.”

This category recognises smaller scale projects, such as Countryside’s project, which addressed particular issues on a new housing development at Colchester. Gallagher Estates art programme in partnership with South Cambridgeshire District Council demonstrated the different ways in which culture can help to bring life and a sense of place to new communities.

Ethical values and the environment were recurrent themes. The Cambridge Folk Festival joined forces with ethical retail giant The Co-operative Group in a partnership of real brand synergy, supporting each other’s ethical and environmental values. Anglian Water Company, short-listed in the Ernst & Young A&B Young People Award, commissioned new music and fashioned instruments from water pipes to bring to life the need to safeguard this precious resource.

Catharine Taylor, Senior Partner of Ernst & Young LLP, Cambridge said, “Ernst & Young is delighted to be sponsoring the Young People Award. For Ernst & Young, corporate responsibility is more than just shaking a collection can. It is our objective to make a difference in the communities where we operate, and that is why supporting the work of Arts & Business is so important. It enables the firm to connect with the very heart of the community and make a tangible difference. Ernst & Young is proud to support these awards, which give recognition to businesses that make a vital investment in the community through the arts.”

The Board Member of the Year acknowledges the many hours and the benefit of experience that business volunteers bring to the arts. This year’s shortlist demonstrates the real breadth of skills and experience that business people bring to the arts from IT to marketing to change management.

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The full shortlist is:

The Marshall Business Aviation Innovation & Technology Award

Cranfield University & HAPPEN and Julie Freeman

John C Taylor Ltd & Matthew Lane Sanderson

thecentre:mk & FRINGE Milton Keynes

The District A&B Cultural Branding Award

Ashton Graham & Theatre Royal Bury St Edmunds

The Co-operative Group & Cambridge City Council (The Co-operative Cambridge Folk Festival)

May Gurney & Norfolk & Norwich Festival

The Cambridge University Press A&B Community Award

Countryside Annington & Colchester Borough Council – Cultural Services

Gallagher Estates Ltd & South Cambridgeshire District Council

Midsummer Place Shopping Centre & FRINGE Milton Keynes

Ernst & Young A&B Young People Award

Anglian Water & The Collegiate Brass Ensemble

May Gurney & Norfolk & Norwich Festival

Redrow Homes (Eastern) Ltd & Thurrock Council (Arts)

A&B Sustained Partnership Award

Ashton Graham & Theatre Royal Bury St Edmunds

The Co-operative Group & Cambridge City Council (The Co-operative Cambridge Folk Festival)

Studio 24 Ltd & Cambridge Film Trust

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A&B Board Member of the Year

Sara Garnham & Wysing Arts Centre

Monica Greenwood & firstsite

Bill Thompson & Writers' Centre Norwich

- ENDS -

Arts & Business sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together.

We forge partnerships of real value by providing businesses with a unique combination of cultural expertise, market intelligence, and dynamic networks.

In the cultural sector, we are the leading source of learning and development opportunities, tailored fundraising advice, and resources for organisations seeking partnerships with business.

We enable cultural philanthropy to make an impact through the knowledge, networking opportunities and support services that we bring to the business of individual giving.

For further media enquiries and images please contact:

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Notes to editors:

Categories

The District A&B Cultural Branding Award
Awarded to a partnership that reinforces the branding and marketing activity of a business through the use of culture. The winning business will demonstrate an integral connection with culture that has increased

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brand equity and therefore business performance. The winning partnership will demonstrate quantifiable outcomes and measurable impact.

Cambridge University Press A&B Community Award
Awarded to a partnership that delivers regeneration or specific community engagement with the arts. The winning business will have demonstrated commitment and innovation resulting in tangible benefits to a distinct community.

Ernst & Young A&B Young People Award
In recognition of a partnership that has harnessed the power of the arts to engage young people. The winning business will demonstrate a dynamic connection with youth through the arts. The partnership will demonstrate significant involvement of young people as audience and/or participants.

Marshall Business Aviation A&B Innovation and Technology Award
Awarded to a partnership that demonstrates a project, intervention, or collaboration using technology, new media and innovation.

A&B Sustained Partnership Award
Awarded to an established, on-going partnership that continues to set standards in creative arts-business collaborations. The winning business will demonstrate future commitment to its arts partner and will have been involved for a minimum of 3 years.

A&B Board Member of the Year
Arts & Business wants to celebrate those people who have added outstanding benefit to an arts organisation by giving their time, skills, knowledge, inspiration, and strategic direction in a governance role.

The A&B Board Member of the Year Award is open to any business individual who has volunteered their time in a governance position for an arts organisation or museum in the UK. The arrangement may be through a formal voluntary placement such as through the Arts & Business Board Bank Programme.

Arts & Business (A&B) is a registered charity in England (274040) and in Scotland (SC039470).