

**Date**

2 October 2009

## Shortlist shows art sponsorship is alive and kicking

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### The 31<sup>st</sup> Arts & Business Awards shortlist is announced today pitting blockbuster partnerships against small budget collaborations with huge impact

The 31<sup>st</sup> Arts & Business Awards shortlist, announced today, demonstrates that despite the recession businesses are still investing in cultural properties of value.

The 31<sup>st</sup> Arts & Business Award categories are:

- JTI A&B Community Award
- A&B Cultural Branding Award
- British Council A&B International Award
- BP A&B Sustained Partnership Award
- A&B Young People Award
- Prudential A&B Board Member of the Year Award
- Prudential A&B People Development Award



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Colin Tweedy, Chief Executive of Arts & Business said:

*“With 300 new sponsorships already in the first quarter of 2009, businesses know that growing their brand share is even more important in a shrinking market and that cultural collaborations provide the best way to do that. We are delighted that in spite of the recession the calibre, variety and ingenuity of this year’s shortlist is as strong as ever. We wish them all the best.”*



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Colin Tweedy concluded:

*“The private sector will recover from this recession before the public sector. Arts & Business will continue to do all we can to ensure that the private sector’s contribution to the UK’s cultural vibrancy remains at the heart of our economy’s renewal.”*

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**For further media enquiries and images please contact:**

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**Notes to editors:**

The categories and shortlisted partnerships are as follows:

**JTI A&B Community Award**

Barclays plc	It's my shout	Wales
BP	The British Museum	London
G4S	Hay Festival	Wales
Liberty Stadium	Pippin's Design Limited	Wales
Shell	Southbank Centre	London

**A&B Cultural Branding Award**

BP plc	National Portrait Gallery	London
BSkyB	Hay Festival	London / Wales
Deloitte	Royal Opera House	London
Edding UK Ltd	Monorex (Secret Wars)	London
Sunday Times	The National Theatre	London
T&R Theakston	Harrogate International Festival	Yorkshire

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**British Council A&B International Award**

Caffe Nero	Tony Moore and independent musicians	Istanbul
Edding UK	Monorex (Secret Wars)	International
Takeda Pharmaceutical Company	London Symphony Orchestra	International
The Asahi Shimbun	The British Museum	Japan
Shell Syria	V&A	Middle East

**BP A&B Sustained Partnership Award**

UBS	The Circus Space	London
Classic FM	Royal Liverpool Philharmonic	North West
Mitchells & Butlers	City of Birmingham Symphony Orchestra	Midlands
Taylor Wessing LLP	National Portrait Gallery	London
The Co-operative Group	British Youth Film Academy Ltd	North West

**A&B Young People Award**

Bank of America	National Theatre	London
Ernst & Young	South London Gallery	London
May Gurney_Norwich	Norfolk Festival	East
QinetiQ	Salisbury International Arts Festival	South West

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**A&B Young People Award**

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The Co-operative	British Youth Film Academy Ltd	North West
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**Prudential A&B Board Member of the Year Award**

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Ferry Van Dijk	Hoxton Hall	London
Monica Greenwood	firstsite	East
Robert Taylor	Whitechapel Gallery	London
Samantha Jones	Zoom Cymru Limited	Wales
Sara Garnham	Wysing Arts Centre	East

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**Prudential A&B People Development Award**

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Echelon Learning Ltd on behalf of Translink	Belfast Actors	Northern Ireland
Legal & General	Rational Madness Theatre Company	London / South East
London Business School	Chickenshed	London
QinetiQ	Salisbury International Arts Festival	South West
Talisman Energy (UK) Limited	Acting Up Limited	Scotland

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