

UNIQUE ARTS/EDUCATION COLLABORATION REWRITES THE CULTURAL RULEBOOK

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On 26th March 2007 an initiative will be launched that brings together two heavyweights of the Northern England cultural map. In a unique partnership, Leeds University and Opera North are collaborating in a move that allows the best brains in science research to work with some of Europe's hottest talent in classical music and theatre design.

This pioneering project, whose communications have been designed by London branding consultancy appetite, is more than a knowledge sharing exercise – it aims to break down the traditional barriers of intellectual institutions and challenge perspectives between the arts and contemporary society. It will be developed as a virtual centre of excellence – combining academic and artistic talent and with the aim of generating new opportunities for new ways of thinking about our culture.

Developed around five key themes: Interrogate, Risk, Confront and Challenge and Capture, the collaboration will encourage an exchange of ideas, technology, expertise and innovation in areas such as business management, music, set design and scientific research – to encourage an on-going development of projects and initiatives from individuals from all disciplines.

Melvin Bragg, Chancellor of the University of Leeds and presenter of the South Bank Show, said “By uniting these two organizations exciting, ambitious and pioneering projects are emerging. This promises to be an exciting future.”

For further information please call John Walsh, Strategic Planner, Appetite