



PRESS RELEASE

29 July 2015

New Art Exchange has been awarded over £29k by Arts Council England to link English artists with India.

Arts Council England announced on 22 July 2015 that New Art Exchange (NAE) has been successful in its application to the National Lottery-funded **Re:Imagine India** programme.

Re:Imagine India, run jointly with the British Council, helps English artists work with their counterparts in India to exchange ideas, develop partnerships abroad, and export their work. Projects will peak in 2017 to mark the 70th anniversary of Indian independence.

NAE will lead a new consortium - *Here, There and Everywhere* (HTE) - comprising Delfina Foundation, Primary Artist Studios, QUAD and MAC. Bringing together these organisations will form a basis for showcasing the best of art and culture from England and India, with a strong emphasis on championing emerging talent.

NAE passionately supports the creative case for diversity, being the largest space in the UK for culturally diverse art. Through this partnership project, it will connect the Midlands and the UK with others in India, promoting the case for diversity to those who have yet to fully engage with it.

Skinder Hundal, Chief Executive, New Art Exchange said: 'We are really excited about the award as it provides an opportunity for our Midlands led consortium to really unlock new collaborations with India, offering exchanges and talent to connect in new ways and models not ever explored. Such an award is rare as it offers the breath for true foundations to be formed and grow.'

Darren Henley, Chief Executive of Arts Council England said: "Britain's arts and creativity are a vital part of our influence across the world, and are an increasingly

important export. These awards will help organisations of all sizes, and from across the country, to collaborate with artists from abroad, develop new performances, take on global influences and attract new audiences, especially from south Asian communities.”

Graham Sheffield, Director Arts British Council said: “Reimagine presents a huge opportunity for British arts organisations to develop new international audiences and present the UK as a vibrant hub of contemporary culture. With a cultural market of more than 64 million people in urban India, there is a great deal that UK and Indian artists and organisations can learn from each other, and I look forward to seeing both our sectors stronger as a result of these collaborations.”

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About New Art Exchange

New Art Exchange is a contemporary art space committed to stimulating new perspectives on the value of diversity within art and society. A RIBA award winning building, New Art Exchange is the largest space in the UK dedicated to culturally diverse contemporary visual arts, and is rooted in the community with a strong history of working with minority communities.

NAE presents major international exhibitions, launching the British Art Show in 2010, and every season presents work from the highest quality, world-renowned artists. NAE partners locally, nationally and internationally, connecting audiences and artists from all over the world with new and innovative collaborations and opportunities. Past exhibitors have included: John Akomfrah, Rashid Rana, Zineb Sedira, Hurvin Anderson, Nari Ward, Christian Marclay and Elizabeth Price (as part of British Art Show 7), Leo Asemota, Raghu Rai, Tanya Habjouqa, Okhai Ojeikere and Hetain Patel.

NAE’s mission is to raise the impact, profile and development of culturally diverse contemporary visual arts and artists in a global context by:

- Nurturing and promoting creative talent locally and world-wide

- Creating thriving creative businesses
- Engaging minority ethnic communities as audiences and patrons of art

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Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

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The **British Council's** Reimagine programme in India is a five-year arts and culture initiative looking towards a major season of work to celebrate the 70th anniversary of Indian independence in 2017. Through Reimagine, the British Council will strengthen relationships between the people and cultural institutions of the UK and India through arts and culture. We will do this by showcasing the UK as a contemporary creative partner and developing new audiences for British arts, supporting new collaborations between artists and organisations, and developing cultural skills with young practitioners in both countries.

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

We work in more than 100 countries and our 8,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the arts and delivering education and society programmes. We are a UK charity governed by Royal Charter. A core publicly-funded grant provides 20 per cent of our turnover which last year was £864 million. The rest of our revenues are earned from services which customers around the world pay for, such as English classes and taking UK examinations, and also through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally. For more information, please visit:

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