

BLE HOLBECK AT

ISSUE #1



HELLO

—BLEAT HOLBECK

INTRO

« HELLO TO NEW TENANTS

Despite one of the toughest trading years in recent times, many businesses working in the creative industries continue to be performing extremely well. Two such companies, a national music web platform company and a blue chip communications agency, are igloo's newest tenants.

FANTACTICS, which provides online systems for musicians and others in the music industry, has taken a new lease in Marshalls Court. Chief executive Nick Holden and his team of six made up of ex-artist managers, musicians, IT experts, marketing specialists and industry veterans has relocated from The Calls, following the company's expansion thanks to several new client wins including Freebass and Peter Hook which add to FanTactics's growing client base of music industry artists including Grammy nominated Chris Rea, Leeds based The Little Black Hearts and pop punk stalwarts The Blockheads.

An increase in new business has also led to the arrival of communications agency **TOUCH**, specialists in live events, video and interactive media for clients that include Gillette, Birds Eye, Pantene and Max Factor. Previously based in York Place, Touch have now joined us on the first floor of Marshalls Court on a ten year lease.

At the time of writing, full service marketing agency **MEDIA WOW** is unpacking boxes on the second floor of Marshalls Court. Our newest tenant, we will tell you more about Media Wow, Managing Director Kelly Farrington, his team and the work they do in a future 'Bleat'. Welcome to all three companies and best wishes for your continued success.

« GOODBYE TO...

Sadly, Orange's merger with T-Mobile, announced last year, means that we will say goodbye to a great tenant who have been with us for 10 years in the summer. The imminent end of Orange's lease here in Leeds coincided with the business's need to consolidate from two premises to one. So we'll be sad to see the Orange team leave Marshalls Mill but we wish them well in their new work place. Happily, two other long-standing companies are close to renewing their tenancies... more to follow.



01\ THE ENGINE HOUSE
02\ WONDERWOOD



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« MEET THE LANDLORD

We met many of you at our recent events, 'Meet the Landlord' and 'Beat the Landlord', where we learned what we already suspected, that you are a discerning, passionate and talented lot. Many of you are also fiercely competitive and frighteningly clever (**we well and truly lost the pub quiz**).

It occurs to us that whilst you are all working hard to achieve success in your own businesses, sometimes it's hard to find the time to celebrate your successes, or to spend time getting to know what's going on outside your front door.

We want to help our tenants to feel informed about each other's achievements, to know what's going on locally and to hear first hand, from the sheep's mouth as it were, any igloo news that might be relevant to you.

Here, then, is our first edition of 'Bleat', a quarterly publication. We will be looking to you to tell us what you're up to from time to time, so we can help spread the word around Holbeck Urban Village and beyond about this very special, creative corner of Leeds.

Paul Simmons and John Long
— igloo

« VAST EXPANSION

**BLEAT TALKS TO RICH DEMPSTER
CO-DIRECTOR WITH MATT AUSTIN
OF DESIGN AGENCY VAST**

When was Vast born?
2003.

How many staff are on the team?
12, including Vast Direct.

You're changing offices and we're glad to see you're only going round the corner. Why the move?

Happily, we're expanding as a result of winning some new contracts. We've also set up Vast Direct to cater for existing and prospective clients' growing photographic requirements and we needed our own studio space. We have outgrown Round Foundry Media Centre and our own building gives us a bit more independence without losing the things we like about the Round Foundry. Our new studio is a cool space and the whole area is somewhere that our staff are proud to be part of.

Tell us about the new business wins, good news at any time but never more so than in these tougher, highly competitive times.

In a general sense, our client base comes from two very different sectors: fashion and property/regeneration and we have won business in both areas. In the last year, we've been appointed by Hull Gateway (part of Hull City Council) to create place-making branding for a huge regeneration programme called Newington St. Andrews.



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We won a 4-way pitch for Invest in Nottingham (the council's inward investment team) to brand and promote Southside, a new business district in Nottingham City Centre. On the fashion side, we have won several new clients including Gabicci, ONETrueSaxon (part of the Pentland group), Moda In Pelle and Duck & Cover.

What attracted you to the building on Water Lane?

Matt and myself are both ex-Attik who were the tenants of the space before us, so moving in here feels very much like keeping it in the family. And it's right next door to the pub. Our landlord – err, you – pointed out what a good idea it would be for us to take a bigger unit and, as igloo is also our client, we felt we couldn't say no! In truth, once the practical boxes were ticked, the decision came down to liking the look and feel of the building, there being plenty of expansion space, where we could logically divide the space between the two businesses and affordability.



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01\ MATT & RICH
02\ THE NEW STUDIO

We've made friends with lots of people here from working in the Round Foundry and we will still be bumping into them regularly. Probably in the pub.

Did you work at Attik when the business was located here? How long did you work there?

Matt and I were part of the senior creative team in Huddersfield, but left in 1995 to set up our first design business. I was there for nearly six years; Matt for four years.

What do you like about being based in Holbeck Urban Village?

It's unique. We like its independence, its proximity to the city centre and easy access for clients with plenty of parking. We like the array of bars and restaurants. It's easy for our guys coming in on the train. I think it's a draw for both clients and staff. More and more, something good or fun is going on around here.

On an increasingly regular basis there are seminars, art spaces, a summer party and quirky things like Wonderwood which together make the place interesting.

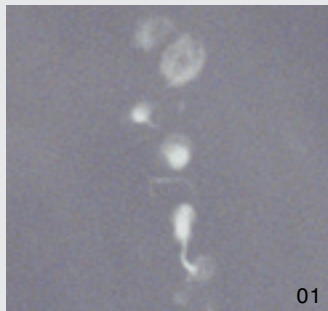
What's next for Vast?

We've just published the eighth edition of Shufti (as in, 'let's have a'). Despite the northern English name it's a lush collaboration of creative talents telling a timeless Italian love story. Shufti has been a 'calling card' of the highest order for us, giving us a breakthrough with some of Britain's leading fashion heavyweights. It's really made a difference in getting us noticed by brands that are on our dream list of clients and, on the back of Shufti, we've been talking to some of these leading fashion brands.

« MEET YOUR LOCAL GALLERISTA

« **GILL PARK** works as Programme Producer (Interaction) for Pavilion. In her role she works with the team to manage the Pavilion Gallery and produce Pavilion's programme of exhibitions, screenings and events. On the first Wednesday of every month she leads the Leeds Art Walk with Amelia Crouch (Project Space Leeds), a whistle-stop tour of exhibitions in Leeds. In her spare time Gill likes looking at art, watching films, walks in the country and eating good food! She is a secret fan of the Archers. [Secret's out, Gill... – Ed].

Pavilion offers prints for sale, providing an original opportunity to own affordable and collectable works of art. Selected works can be viewed and bought online through the Pavilion website, or by appointment at the Pavilion Gallery. All profit generated through sales supports Pavilion's programme and the artists with whom we work. To make an appointment to view Pavilion's print collection please contact gill@pavilion.org.uk



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Favourite building in Leeds?
The restored Howard Assembly Room.

Favourite free thing to do in Leeds?
Go and see art.

Favourite people-watching spot in Leeds?
I went up the clock tower in the Town Hall the other day – you can see right across the city, a great spot for people watching!

Favourite 'date' activity or place in Leeds and why?
The Hyde Park Picture House – it opened in 1914 and has a great art house film programme.

Favourite picnic spot in Leeds?
Wonderwood.

Favourite Yorkshire word or saying?
That ladgin buewer chored me pack up [we're sworn to secrecy but you're not advised to say it to a stranger in the pub – Ed].

01\ Twelve dogs, twelve bitches – Jo Longhurst
02\ Kevin Newark, Nephology. Commissioned by Pavilion
03\ Kevin Newark, Nephology. Commissioned by Pavilion

« BLACK DOGS ARTISTS COLLECTIVE TAKE RESIDENCE

PROFILE



01 THE BLACK DOG
02 IN THE GREEN SAND FOUNDRY



The foundry itself is a fantastic and practical space and pubs nearby are a great place to resort to after (and sometimes during, and sometimes before) our events. We have been successful in securing a bursary which allows us to create a programme of events by visiting artists from across the country.

We've called our residency the Black Lab and through it we have created new friends and new working relationships. Out of it will come new work, exciting new ideas and events which will contribute to our developing work, and to the cultural life of the city. We very much hope that some of those events will be able to happen in south Leeds and for us to continue to engage with the area's past, present and future.

Is it true that next for Black Dogs is an exhibition at Tate Modern?

Is it true that next for Black Dogs is an exhibition at Tate Modern? Incredibly, the answer is yes! We are honoured to have been selected for 'No Soul for Sale, a festival of independents'. Showing in May, the exhibition is a celebration of Tate Modern's 10th birthday. We are one of just 50 international independent art collectives to be invited by visionary curators Maurizio Cattelan, Cecilia Alemani and Massimiliano Gioni to create a project for the Turbine Hall. Black Dogs and the talented bunch at PSL are the only artists from Leeds to have been selected and, interestingly, both have been given invaluable support from developers who have given over their empty spaces for artists.

«**GREEN SAND FOUNDRY** has been proving popular as a temporary creative space for a broadcaster and a group of artists, each bringing hundreds of new faces into the area. Artists collective Black Dogs have been squatting [we invited them in – Ed] at Green Sand Foundry since March, keeping a gorgeous, light and airy space in active use whilst we're waiting for a new tenancy to begin.

'Bleat' asked James Hill, a real life Black Dog, what they've been up to at Green Sand Foundry.

Black Dogs and Friends have been able to use the space as an art 'lab' to experiment and play around with ideas and techniques in a way that wouldn't

normally happen anywhere in Leeds. The time & the space to talk, think, accumulate objects and equipment, expertise and ideas, has meant that we have moved, over the course of the three months, from simple discussion groups to a whole range of things. We have shown films, listened on line to lectures by French philosophers, produced sound installations, created a library... The size of the space has meant that artists have been able to recreate sound installations with magnets and 15 metres of wire, to show their own films on screens 14 foot wide... / THIS KIND OF EXPERIMENTAL SPACE has never been available in Leeds before.

You mentioned your 'Friends' and we noted the upper case F. Tell us more.

We never intended for our events to have huge audiences and, in fact, not having the pressure of needing huge audiences has allowed us to be a lot more free and creative. Over the course of various events we have brought around one hundred people down to Holbeck Urban Village who have never been before and they keep coming back! These have included students from Leeds who were encouraged to explore and find out about the history of the area and practitioners and policy makers involved in placemaking. We have also been able to invite and host artists and groups of artists from Sheffield, Manchester, Nottingham...

From Manchester?! Seriously?

Yep.

The residency at Green Sand Foundry ends soon but we know you'd like to remain our Artists in Residence. Why's that?

It's a great location. Not quite in the city centre, but not too far away from it and with a fascinating social history.

« **WELL AND TRULY BEATEN**

Our very clever tenants KBW Chambers won our first pub quiz 'Beat the Landlord' on a tie-breaker with True North runners up 'Joyless Division'. Well done to Team KBW who clearly weren't guessing; they knew how long the River Nile was to within 100 miles. We will be getting much more involved in the question-setting next time...

« **WEDNESDAY ART WALKS**

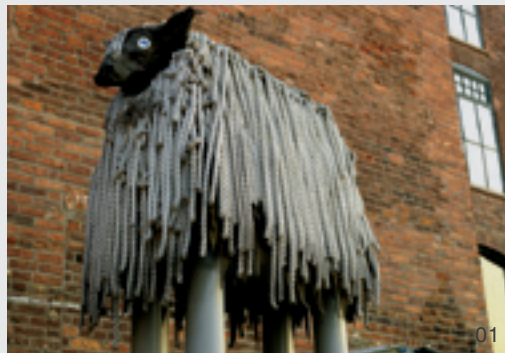
We consider ourselves very lucky to have one of the UK's few specialist contemporary art photography agencies as a tenant, providing a small and discerning gallery with regular displays of work by emerging artists. Pavilion, in collaboration with Project Space Leeds [PSL], regularly organises a whistle-stop tour of art in Leeds. Taking place on the first Wednesday of the month, each schedule is different and the walks are completely free. To find out what's on each month: <http://leedsartwalk.wordpress.com> If you'd like more information, contact Gill at Pavilion: gill@pavilion.org.uk 0113 2425100.

« **ELIZABETH PRICE, 15 – 19 JUNE**

Pavilion will collaborate with artist Elizabeth Price on a week-long programme of events and screenings including an opportunity to see her videos At the House of Mr X (2007) and USER GROUP DISCO (2009) at the Pavilion Gallery. Times: 15 June: 5.30pm 16 June: 3pm, 17 June: 3pm, 18 June: 5.30pm, 19 June: 3pm. See www.pavilion.org.uk for more details.

« **BBC COMMISSIONERS CHOOSE GREEN SAND FOUNDRY**

The BBC brought to Leeds for the first time on 18 March its annual event for BBC commissioners and independent producers. Thanks to Screen Yorkshire's locations scout Chris Hordley, event organiser and Dragon's Den producer Dympna Jackson chose Green Sand Foundry as the venue for this important national event, over many better equipped but ultimately less interesting potential locations. Around 120 delegates from around the UK attended a packed day of presentations, pitches and discussions with a view to shaping new programme ideas in line with BBC commissioners' thinking. Many people worked very hard to make the BBC event run as smoothly as it would in a fit for purpose conference venue and thanks in particular go to the teams at Cross Keys and Out of the Woods. Thanks also to Black Dogs who disrupted their residency for three days.



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01 \ MARSHALL MILL SCULPTURE
02 \ MARSHALL MILL

« **WANT TO KNOW A BIT MORE ABOUT IGLOO?**

The igloo Regeneration Fund is a partnership of pension, life and charity funds managed by Aviva Investors, which invests in sustainable urban regeneration across the UK. The United Nations has referred to igloo as the "world's first sustainable property fund". igloo invests in UK mixed-use real estate through sustainable place-making in partnership with the public sector and local communities.

All of igloo's investments are screened with its pioneering Sustainable Investment Policy 'Footprint'®. Footprint also enables us to align our interests with the public sector. For example, we work with the public sector in public-private partnerships such as Blueprint and ISIS. Footprint is audited independently and reported to an audit committee led by Jonathan Porritt, the first chair of the Government's Sustainable Development Commission. If that all sounds a bit dry, you can get more of a flavour and see it in action by checking out our websites.

« **BLEAT IT**

We are proud of how Holbeck Urban Village is developing and, despite being a Yorkshire breed, we would like to bleat about our tenants' successes, however small. Tell us about any good, interesting or unusual projects you're working on. Please. So we can feature them in future issues of Bleat which is regularly read by Steve Jobs, Barack Obama and one of the sub-editors on the Yorkshire Evening Post.

'weloveholbeck' is where you can find us on Twitter

www.igloo.uk.net
www.blueprintregeneration.com
www.isis.gb.com

D/AD VAST



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