



A GUERRILLA POP-UP STORE FOR YOUNG ARTISTS

Manchester City Centre, 42 Market Street

*Opening hours until 30 April 2010, Tue – Sat 12.00 – 20.00
Sunday 11.00 – 17.00. Closed Mondays*

VIP Opening Event and Press Launch Thursday, 28th January 2010

The National arts charity **Noise Festival** has taken over the former Shelly's store on Manchester's Market Street, which has been standing empty due to the economic downturn. The **Noise Lab Guerilla Pop-up Store** will provide struggling young creatives such as fashion designers, musicians, performers, photographers and other artists from across Manchester with the opportunity to showcase and sell their creative products and forge opportunities within the creative industries.

Affordable fashion, photography, music and original art work by up and coming young creative talent will all be for sale to visitors. NOISE LAB is a 'living magazine' with arts, fashion and music all under one-roof, located within one of the UK's busiest high streets, with a monthly footfall of 2 million. Each month the living magazine will have a 'Guest Editor' who will curate content, events, workshops and much more.

Manchester street art supremo **Doodlebug** is the first Editor, and young local talent will be featured alongside established artists in weekly exhibitions under his editorship. There will also be interactive content, creative consultations, live graffiti, seminars, and presentations from the likes of Monsterism toy designer and animator **Pete Fowler**, illustrator and DJ, **Mr. Scruff**, renowned Graphic Artist **Mark Wigan** and multi-discipline artist **Jon Burgerman**. International guests include Berlin based artists **Brad Downey** and **Akim** courtesy of **Backjumps**.

Industry experts like Red or Dead founder, **Wayne Hemingway** and Mercury Prize Winning musician **Badly Drawn Boy** will offer local young people advice and support via one-to-one portfolio sessions, workshops and seminars. Young creatives will also have the opportunity to collaborate with national and international artists.

There will also be film screenings with introductions and Q&As, secret gigs, live performances and much more on offer. The NOISE LAB in-house café has an affordable pricing policy, to encourage local young



'Best Arts, Culture & Heritage Charity' - National Charity Awards 2009

NOISE Festival Ltd, PO Box 4106, Manchester, M60 1WW

T: 0161 237 9009 **F:** 0161 923 6933

Charity No. 1107181 **VAT No.** 856 0243 33 Registered in England **Co. No.** 5303234

Registered Office: Chittenden Horley, 456 Chester Road, Manchester, M16 9HD



NOISE®

talent and arts lovers to network, collaborate and be generally inspired by the learning opportunities. The cafe staff have been recruited via catering and hospitality courses at The Manchester College and 'Back to Work' courses that work with young people who have recently been made unemployed and want to get back to work.

NOISE LAB is a **not for profit business** which has been set up by the Manchester based arts charity www.noisefestival.com, which has over 15,000 members on their multi-disciplinary networking website, which is curated by leading industry professionals such as **Zaha Hadid, Peter Saville, Wayne Hemingway, Badly Drawn Boy** and **Norman Rosenthal**.

The NOISE LAB initiative is supported by **Manchester City Council** with the aim to **increase opportunities for local talent** as well to **regenerate empty spaces** in retail centres, affected by the recession. All sales from the guerrilla pop-up store benefit the artists directly.

For up-to-date listings, information and ways to get involve please visit www.noisefestival.com and click through onto the NoiseLab site, or call into the shop at 42 Market Street (between Schuh and Boots)

NOTES FOR EDITORS

All NOISE LAB events are **FREE** to attend. Workshop places might be limited in numbers.

Please publish a **call to action** for young artists to submit sellable artworks to: labmanager@noisefestival.com or visit www.noisefestival.com for further information on NOISE LAB events and exhibitions.

Noise are committed to **providing young people with employment opportunities**, many of the people who worked on the refit were *long-term unemployed or young people on training courses who were struggling to find work placements*.

NOISEfestival.com is an Arts Council and NWDA-funded biennial online arts showcase, which has so far reached over 15,000 young artists. **NOISE Executive Producer Denise Proctor** set up the Manchester-based national charity in 2005 and is available for interviews.

The first NOISE showcase in 2006 received 5,000 submissions. The 2008 Festival received over 9,000 submissions in categories including **Music, Fashion, Fine Art, Graphic Design, Illustration, Moving Image, New Media, Product Design, Architecture, Photography and Word**.

**For more information, high resolution images or
broadcast material please contact
Sam Brown sam@uproaruk.com or
Emma Mac emma@uproaruk.com on 020 7580 1852**



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