

PRESS RELEASE

LAUNCH OF UNIQUE NEW ARTS & ECOLOGY DAY

City Hall, London, 5 June 2008 – Today on World Environment Day, the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA), in association with Bash Creations, announces the launch of **Arts & Ecology Day**.

This pioneering initiative will engage the creativity and influence of the arts community in making London a more sustainable city. 'Arts & Ecology Day 2009' will raise the profile of sustainability by celebrating new plays, poems, music, artworks and dance across London, with the aim of developing into a world-wide campaign.

The event aims to inspire and seek input from London's art community on what form Arts & Ecology Day 2009 should take. It will focus on ways in which the arts community can engage with environmental issues. The event takes place this evening at 6pm at City Hall and will be attended by leading figures from the arts and environment sectors. Support for the initiative is also provided by the London Sustainable Development Commission under its 'London Leaders' programme.

Arts & Ecology Day itself will provide an opportunity for the arts community to present itself as a united platform in the bid to tackle climate change and raise environmental awareness amongst both the general public and business community.

Tonight there will be a fast moving one-hour programme of performance and commentary by people committed to responding positively to sustainability challenges. Music, poetry, practical ideas and inspiration will be provided by a range of contributors including Royal Institute of British Architects President Sunand Prasad, theatre director Nigel Hinds, musician Marmaduke Dando, and world leading expert in the development of sustainable cities, Peter Head, Director at Arup.

Matthew Taylor, Chief Executive of the RSA, said: "We call on London's vibrant arts community, environment organisations, other community groups across the capital, politicians and the media to work together towards ensuring London is at the forefront of the campaign to promote a global Arts & Ecology Day".

Justine Simons, Head of Cultural Strategy for the Mayor of London said: "London is renowned across the world for the quality of its arts and creative industries. We are working in partnership with the creative industries in the capital who have shown real leadership in tackling climate change and specifically in the development of practical green guides for film, music and theatre industries. Today's launch of the Arts and Ecology Day is a great way of furthering this discussion amongst artists and cultural professionals and I wish the RSA and Bash Creations the best of luck in this venture."

(1) The RSA is one of the UK's most established think tanks combining enlightenment thought and multi-disciplinary practice. We undertake influential and varied research projects, host the UK's most ambitious free lecture series, and oversee the activities of our 27,000 strong international Fellowship. Arts & Ecology, an RSA partnership with Arts Council England, is creating a pioneering new centre for the interface between the cultural sector and the unprecedented environmental challenges of the 21st century and their human impact. A catalyst for the insights, inspirations and imagination of artists.

(2) BASH Creations specialises in making the cultural sectors more environmentally sustainable, by catalyzing creative ways to green the world of entertainment. BASH was founded to promote fun yet professional events while adhering to the highest environmental standards. Working with BASH enables people to maximize their enjoyment while minimizing their ecological footprint.
www.bashcreations.com

(3) The London Leaders programme was set up by the London Sustainable Development Commission and launched in October 2007. The programme brings together 15 sustainability leaders from across London's sectors and from all walks of life, each committing to undertake a project or an action to demonstrate sustainability in action. The London Leaders programme aims to inspire, motivate and catalyse the change needed to help realise the vision of London as a world class sustainable city.

More on the London Leaders programme and information on how to become a London Leader can be found here: <http://www.londonsdc.org/>