

## **NEW DIORAMA THEATRE AND BRITISH LAND LAUNCH NDT BROADGATE, A 20,000 SQ FT REHEARSAL COMPLEX OFFERING FREE SPACE TO INDEPENDENT ARTISTS FOR A YEAR IN WORLD FIRST**

- **NDT Broadgate will be one of the biggest rehearsal complexes in London: 20,000 sq ft, 29 high quality rehearsal spaces, meeting rooms, design studios and communal areas – designed by artists, fully staffed and equipped.**
- **The first of its kind in the world, NDT Broadgate will be totally free of charge for artists to use, attracting footfall of over 80,000 creatives to Broadgate over the year, providing independents and freelancers with free space, resources and training, and supporting hundreds of new theatre productions.**
- **This project supports the renewal of London’s arts and culture industry post-pandemic, creating a blueprint that can be replicated across the UK and globally.**
- **A partnership with the Culture & Commerce Taskforce (Chaired by the Lord Mayor of the City of London and led by the City of London Corporation with Culture Mile), NDT Broadgate will be a testbed for how culture and commerce can work together for mutual benefit to accelerate London’s recovery.**

New Diorama Theatre in partnership with British Land today announce **NDT Broadgate** – a major new artist development complex opening in the City of London this July. Based at British Land’s Broadgate campus, London’s largest pedestrianised neighbourhood, **NDT Broadgate** will comprise 29 high-quality, fully resourced rehearsal rooms, large design studios, presentation spaces and offices for independent artists to use throughout the year.

**NDT Broadgate** will be the first of its kind in the world: a large complex completely free of charge for artists to use, focused on resetting the arts sector following the pandemic. Providing an adrenaline shot to independent and freelance creatives, NDT Broadgate will welcome a footfall of over 80,000 artists to Broadgate across the year, supporting hundreds of new theatre productions, providing artists with rehearsal and development space free of charge.

As part of the launch, New Diorama Theatre and British Land will publish a blueprint for this project so similar partnerships can be replicated globally, as artists return to creating live performances.

NDT Broadgate is the brainchild of London’s New Diorama Theatre, who won The Stage’s Innovation award for their support of artists in 2019. Alongside New Diorama, NDT Broadgate will be co-programmed and overseen by four NDT Broadgate Associate theatre companies **Nouveau Riche, The Pappyshow, Migrants In Theatre** and **Chinese Arts Now**. Supported by **Jerwood Arts**, each NDT Broadgate Associate will have dedicated office and rehearsal space at NDT Broadgate, gifting space at NDT Broadgate to their own networks.

NDT Broadgate will also provide a home for theatre designers, who have been among the worst-hit in the arts community. The interior spaces are being imagined and realised by freelance theatre design team Joshua Gadsby and Naomi Kuyck-Cohen. In collaboration with New Diorama’s Staff Associate Designer Shankho Chaudhuri will launch a design studio and make-space at NDT Broadgate, free for early-career designers to use.

NDT Broadgate is in partnership with the Culture and Commerce Taskforce, chaired by the Lord Mayor of the City of London and led by the City of London Corporation and Culture Mile, which will run a series of pilot projects as part of its [Fuelling Creative Renewal](#) report, published earlier this year. Working with the City Corporation, NDT Broadgate will be part of the City's vibrant offer; creating the world's most inclusive, innovative, and sustainable business ecosystem.

**New Diorama Theatre Artistic & Executive Director, and NDT Broadgate founder, David Byrne** said: *“Through lockdown we’ve all been imagining what a better world could look like. NDT Broadgate will be an engine for change – a place where artists will come back together and catalyse a new wave of creativity, accessing free shared assets to make inspiring new performances that will energise the nation, while investing in new ways of working and a more inclusive future.*

*None of this would be possible without the generosity and insight of our partners British Land. Over the last decade they’ve stood shoulder-to-shoulder with NDT. When the pandemic struck, they were the first on the phone offering help, and now this historic investment in independent artists right in the heart of their Broadgate neighbourhood cements them as one of the UK’s most insightful supporters of the arts.*

*Everything we’re doing will be made completely free to the country’s artists, in a world-first act of radical generosity to support the return to live performance.”*

**David Lockyer, Head of Broadgate at British Land** said: *“Over the past 10 years we have built a strong partnership with the New Diorama Theatre at our Regent’s Place campus, so we are proud to welcome them to Broadgate. This exciting partnership in such a vibrant and diverse part of London will play an important part in supporting the UK’s cultural recovery, and will pave the way for similar projects across the country and abroad.*

**Ryan Calais-Cameron, Artistic Director of Nouveau Riche, and one of the NDT Broadgate Associates** said: *“Nouveau Riche are delighted to be one of the theatre companies to occupy the new NDT Broadgate spaces.*

*We aim to fill the rehearsal space with artists that want to bring change, to entertain and create lasting memories that will inspire other journeys. Like a huge majority of artists across the world we have struggled over the last year, we’ve had to cancel shows and postpone future projects.*

*NDT Broadgate has come at a time where Nouveau Riche are expanding and creating even more opportunities for new writing that is thought provoking, challenging and culturally inclusive. We are incredibly thankful to New Diorama Theatre for the in-kind support especially during these unprecedented times. We cannot wait to open more doors and push more boundaries. ”*

**Lord Mayor of the City of London, William Russell, said:** *“The New Diorama Theatre and British Land should be applauded for this ingenious programme and we are proud to support it.*

*“COVID-19 has had a devastating impact on the capital’s cultural sector. But collaborations between the creative and commercial industries will boost London’s economic growth and help us build back better from the pandemic.*

*“We want to promote stronger collaboration between the culture and business sectors, and encourage owners, occupiers, and employers to make unused space available for creatives for mutual benefit.”*

**Policy Chair of the City of London Corporation, Catherine McGuinness, said:** *“The Square Mile is evolving in order to provide an ecosystem that remains attractive to workers, visitors, learners and residents. And a renewed creative sector, building on our existing cultural strengths, will play a leading role in this recovery.*

*“I am entirely confident that many independent artists will be tempted to take up this very generous offer – the opportunity to write, design, rehearse, and perform their work in free space here in the City.”*

**Lilli Geissendorfer, Director of Jerwood Arts, said:** *“The project has been designed with inclusion at its heart, working with not one but multiple artistic visions from the NDT Broadgate Associate Companies, creating a powerful and dynamic new approach to supporting early-career artists and creatives across the performing as we emerge from the pandemic.”*

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**For artists and potential new partners wanting to make enquires** please email: [broadgate@newdiorama.com](mailto:broadgate@newdiorama.com) or visit [www.newdiorama.com](http://www.newdiorama.com)

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## **Notes to Editors**

NDT Broadgate is a partnership between New Diorama Theatre and British Land. The project is made possible through investment from **Arts Council England** and **Jerwood Arts**. Project partners include City of London Corporation, and Theatre Deli, who are currently also based on British Land’s campus at Broadgate.

With inclusion at the heart of its culture, more than half the available space will be reserved exclusively for artists from the global majority and work that is disability or D/deaf-led.

## **About New Diorama Theatre**

New Diorama Theatre is a pioneering studio theatre in the heart of London at British Land's Regent's Place campus. New Diorama are dedicated to providing a home for the UK's best theatre ensembles. Since opening in 2010, New Diorama have received three prestigious Peter Brook Awards for their programme, been named Fringe Theatre of The Year at The Stage Awards and in 2019 won The Stage's Innovation Prize for their programming model.

Work commissioned and produced at New Diorama regularly tours nationally and internationally, including regular transfers Off-Broadway.

[www.newdiorama.com](http://www.newdiorama.com)

## **About British Land**

Our portfolio of high-quality UK commercial property is focused on London Offices and Retail around the UK. We own or manage a portfolio valued at £13.7bn (British Land share: £10.3bn) as of 30 September 2020 making us one of Europe's largest listed real estate investment companies.

Our strategy is to provide places which meet the needs of our customers and respond to changing lifestyles - Places People Prefer. We do this by creating great environments both inside and outside our buildings and use our scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable, long term performance.

Our Offices portfolio comprises three office-led campuses in central London as well as high quality standalone buildings and accounts for 65% of our portfolio. Our Retail portfolio is focused on retail parks and shopping centres, and accounts for 31% of our portfolio. Increasingly our focus is on providing a mix of uses and this is most evident at Canada Water, our 53-acre redevelopment opportunity where we have plans to create a new neighbourhood for London.

Sustainability is embedded throughout our business. Our places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment, and promote wellbeing.

Further details can be found on the British Land website at [www.britishland.com](http://www.britishland.com)

### **About Broadgate**

Broadgate is where innovation and finance play.

It is the largest pedestrianised neighbourhood in Central London: a diverse community connecting innovation and finance, and a public arena for new food, retail, and culture.

Lying adjacent to the busy transport hub of Liverpool Street station and surrounded by Shoreditch, Spitalfields, Old Street and the City, Broadgate connects Europe's capitals of investment and technology.

Joint owners British Land and GIC are investing £1.5 billion in Broadgate's evolution into a world class, mixed use destination for London.

Their masterplan for Broadgate will deliver 4.9 million sq. ft of new and redefined workplaces, retail, and restaurants, bringing people together to work, shop, drink and dine.

Broadgate's rare collection of public spaces combines the community and feel of the historic piazza with the energy of modern London. These spaces play host to over 100 cultural events annually, providing a showcase for emerging ideas and talent.

Further details can be found on the Broadgate website at [www.broadgate.co.uk](http://www.broadgate.co.uk)

### **About the City of London Corporation**

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)

The City of London Corporation is the fourth largest funder of heritage and cultural activities in the UK and invests over £130m every year.

### **About The Culture & Commerce Taskforce**

Chaired by Lord Mayor of the City of London William Russell, the City of London Corporation - in partnership with its creative district, Culture Mile - formed the Culture and Commerce Taskforce in October last year. It assembled leading figures from across the capital's commercial, civic, tech, and creative organisations to find new ways in which London's culture and business sectors can work together to maintain the city's competitive advantage as a global creative and commercial hub. Its *Fuelling Creative Renewal Report*, published earlier this year, provided a blueprint for a deeper relationship between the creative, civic, and commercial sectors, with three key recommendations: Creative Activation: Bringing London alive through creativity; Exchange: Sharing knowledge and building skills between culture and commerce and Creative Enterprise Hubs: Developing dedicated spaces for cross-sector innovation. [Culture and Commerce Taskforce - City of London](#)

### **About Culture Mile**

Culture Mile is the City of London's new cultural district, stretching from Farringdon to Moorgate. Led by the City of London Corporation, with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and Museum of London, the five partners are together creating a vibrant, creative area in the north-west corner of the Square Mile. Alongside animating the whole district with imaginative collaborations and events, delivering major enhancements to the streets and improving wayfinding, Culture Mile will be working with organisations from across the City to build a world-class hub of creativity, innovation and learning that delivers economic growth and social mobility for London. [www.culturemile.london](http://www.culturemile.london)

### **About Jerwood Arts**

**Jerwood Arts** is the leading independent funder dedicated to supporting UK artists, curators and producers to develop and thrive. We enable transformative opportunities for individuals across art forms, supporting imaginative awards, fellowships, programmes, commissions and collaborations. We present new work and bring people from across the arts together in the galleries at Jerwood Space, London, across the UK and online. [jerwoodarts.org](http://jerwoodarts.org)