

## **Towards a Creative Arts Community in Stratford, East London**

Following Loughborough University's lead - by 2020 – the hitherto economically deprived Stratford area of East London, around the Olympic Park, will be transformed by substantial inward investment. What had existed as a collection of terraces, small-scale arts workshops and performance/exhibition spaces since the 1960s will by then have had to have adapted to the construction of four new apartment complexes, the presence of an internationally-recognised Arts Quarter (e.g. including the V and A, RCA and Smithsonian).

With the Yard Theatre and the SPACE Studios (both based in the Queen's Yard complex), the University has worked extensively in identifying ways and means by these ventures might take advantage of this new set of entrepreneurial and arts opportunities so as to keep the production and consumption of contemporary art firmly on the agenda and community projects helped to grow. This involved (a) the construction of a consolidated map of arts ventures in the vicinity of the Olympic Park, (b) and via detailed questionnaires and individual conferences, to discover their planned activities and aims over a 5-year period. The remaining task is to host a symposium whereby these selected organisations will explore common purposes.

Responding to the invitation to contribute to issues of sustainable heritage in the midst of rapid commercial change, we will present for 20 mins on our interim findings, using PowerPoint.

*Project Investigators:* Professor Nigel Wood (School of Arts), and Ms Louise Donaghy (Placement Officer for Loughborough in London)