

## **Arts & Business backs Olympic site cultural development**

**Arts Hub**

**Wednesday, April 11, 2007**

The Olympics has been making cultural headlines, not least with the issue of money being taken away from the arts as lottery funds are redirected to sports. Last week the DCMS announced plans for the Cultural Olympiad that is to accompany the sporting Olympics. But what is happening at a community level, and who is getting involved?

[Arts & Business](#) (A&B) have recently awarded the P&B Cultural Showcase, a new arts initiative in South East London, £30,000



Deptford and Greenwich have already been designated a Cultural Hub by the London Development Agency due to the large concentration of creative industries in the area. [Flickr/Anosmia] towards its development. This is A&B's first investment into the regeneration of the 2012 Olympic site and surrounding areas this year, and according to a statement released by A&B it signals a move by them to back the growing trend for developers to incorporate cultural branding into site development.

Colin Tweedy, Chief Executive of Arts & Business, said: "The London 2012 Olympiad is breaking new ground by recognising cultural as well as sporting excellence. Arts & Business wants to play its role in ensuring the legacy of the games through building arts into the fibre of our communities."

P&B Cultural Showcase is the brainchild of Future City Arts and property developers, P&B Developments, who are planning a mixed-use scheme at Paynes & Borthwick Wharves in Deptford which, on opening in 2008, will become a "new cultural destination" with residential apartments, art galleries, restaurants and retail space providing a focus for the area's already thriving artistic and creative community. Deptford and Greenwich have already been designated a Cultural



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P&B Cultural Showcase will use the investment from A&B to promote the very best artists and creative businesses in Deptford, Greenwich and Lewisham through a website that will showcase artists.

Mark O'Grady, of P&B Developments said: "By showcasing local talent through the website we hope to encourage the input of this talent into the revitalisation of Paynes & Borthwick Wharves and begin to develop a strong cultural identity for the local area."