



## PRESS RELEASE

5 September 2017

West Euston Partnership, Fantasy High Street and Old Diorama Arts Centre present:

### Cloud Nine Festival

A free one day family event using arts to celebrate celebrating 40 years of arts, architecture and community life in Euston and King's Cross.

**Saturday 16 September, 12pm – 4pm**

**Cumberland Market, Euston, NW1 3RH**

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The Cloud Nine Festival is returning to Cumberland Market after the highly successful inaugural festival on the site last year. Created and delivered by a partnership of three local organisations: West Euston Partnership, Fantasy High Street and Old Diorama Arts Centre, the festival will once again offer a day of free arts activities, performances and creative workshops to local residents and other members of the community.

2017 marks an important anniversary for many local organisations, including West Euston Partnership which will be celebrating its 25th birthday and Diorama Arts Centre which will be turning 35 years old. So Cloud Nine's theme this year is celebrating local heritage, the community and the changing face of Euston and King's Cross over the last 40 years. Interactive art installations will invite visitors to share stories about where they live and play games; our free arts and crafts workshops will run throughout the event and are suitable for families and children of all ages and our performance stage will include dance and music from local community groups. There will also be hot food, a football tournament and local organisations will provide a range of interactive stalls remembering the past, cherishing the present and imagining what the future of our community could look like.

#### ABOUT THE ORGANISERS

**Fantasy High Street** was conceived by creative producer Lydia Fraser-Ward to reinvigorate high streets and underused public spaces within communities. The company's first event was in July 2013 in partnership with Waterloo Quarter BID and featured performance and visual arts presentations in shops, restaurant and outdoor street spaces. The project was shortlisted for two Arts & Business Awards. Fantasy High Street have subsequently been commissioned to deliver 29 projects up and down the UK from Newcastle to London. Their interactive 'Magical Apothecary Garden' in Saltwell Park in Gateshead was seen by more than 18,000 local people, and their largest installation to date - 2,000 moving, speaking and singing tulips in Leicester Square, was experienced by over 60,000 people. <http://fantasyhighstreet.org.uk>

**Old Diorama Arts Centre** (registered 1981) is a local community creative-hub that provides free and affordable activities (classes, workshops, exhibitions, events) and high-spec rooms for hire. Diorama



is a proud self-funded registered educational charity (no. 283452) who provide subsidized support to the West Euston / Camden communities and the UK-wide creative arts industries. Old Diorama provide completely free space to its local NW1 community partners (such as Fitzrovia Youth In Action, Third Age Project and separate charity New Diorama Theatre) on a regular basis and are open to the public 7 days a week. <http://www.diorama-arts.org.uk>

**West Euston Partnership** is a community charity working in collaboration with local people, businesses and organisations to tackle inequality in health and employment opportunities. As part of our services, we provide free PCs for anyone to use as well as information about local events, courses and activities. We co-create and deliver services that build a united and strong community, inclusive of newcomers and all constituents. In our 25 years as a community charity we have worked to break down barriers to social and economic participation, focusing on shared values. Our successful approach is to listen to people and work together to influence power holders and the shape of our future. <http://www.westeustonpartnership.org>

[#Cloud9Camden](#)

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#### **INTERACTIVE ART INSTALLATIONS:**

##### **Happiness Health Check**

An interactive performance / game where people can assess their happiness levels and receive a prescription for a special 5 minute treatment to improve their wellbeing. Celebrating West Euston Partnership's involvement in the community over 25 years.

##### **Crazy Creative Corner**

An arts tent for children to paint, play, glitter and glue. Get creative and express yourself any way you like! Celebrating the work of Old Diorama Arts Centre over 35 years.

##### **Local Listening Post – by ScreenDeep**

An interactive audio installation of oral histories from local residents including a game where people listen to sounds and stories from the local area and try to guess where they are recorded to win prizes.

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#### **CREATIVE WORKSHOPS:**

Creative Writing workshop – with Mary Paterson

Story cubes workshop – with British Library

Photography treasure hunt – with Street Style

Cookery workshop – by local residents

Football tournament for under 12's by Fitzrovia Youth in Action

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## **PERFORMANCE STAGE**

Local dance, theatre and music community groups will be performing on our stage throughout the day including the Taiko Meantime Japanese Drummers, Regent's Park Singers and Khiyo Bengali music.

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## **INFORMATION STALLS & FOOD**

There will be information stalls and stands from local community groups and arts organisations, as well as hot Caribbean-style cuisine.

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## **Listings information**

16 Sept Cloud Nine Festival  
Cumberland Market, Euston, London NW1 3RH  
12pm–4pm  
Free

West Euston Partnership: <http://www.westeustonpartnership.org>  
Old Diorama Arts Centre: <http://www.diorama-arts.org.uk>  
Fantasy High Street: <http://fantasyhighstreet.org.uk>

**Ends**