

News release

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The Body Electric Celebrates the Launch of London 2012's Cultural Olympiad in Norwich

The Body Electric by DAWOOD / DEORA
Norwich Castle Gardens
8pm to 9pm, Saturday 27 September & Sunday 28 September 2008

Norwich Castle will be bathed in music and the moving image as international artists Shezad Dawood and Mukul Deora present 'The Body Electric'. A video work will be projected on to Norwich Castle, accompanied by a live electronica set mixed by Mukul. Images of the swimming pool at the colonial Breach Candy Club in Mumbai will be combined with a choreographed aerobic display, exploring sport's power as both a uniting and dividing force in the context of changing international relationships.

This free live art performance in Norwich Castle Gardens is part of the Open Weekend celebrations to mark the launch of London 2012's Cultural Olympiad in the East of England and has been granted the London 2012 Inspire mark. This event will be suitable for all ages and is being led by Commissions East in partnership with Norwich City Council, Norwich Castle Museum & Art Gallery and The Garage, with funding from the National Lottery through Arts Council England, East.

Shezad Dawood's projects reflect a keen cultural awareness by transplanting genres, styles and locations. With a father born in India, a mother born in Pakistan and the artist himself born in London (not to mention an Irish Catholic stepmother), his projects are all about integration. From remaking classic 1960s films such as 'Blow Up' in Pakistan, to his recent film 'Feature', a zombie western relocated to the Fens in Cambridgeshire, his films and performances challenge traditional notions of cultural identity.

"By linking our project between Britain and India we take an obvious history, and map it out anew to look at the whole concept of borders in a new evolving global environment." **Shezad Dawood**

Commissions East

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Mukul Deora is a multi-disciplinary artist living in Mumbai, India. From pioneering electronic dance music in India in the mid 90s, Mukul moved to experimental sound installations and released his debut album 'Stray' in 2006, which reached number 12 in the Indian charts. In 2008, Mukul presented a solo show of sculptures made from silver and his own blood at the Ashish Balram Gallery in Mumbai. He has performed at the Tate Modern and the National Centre for Performing Arts, Mumbai.

'The Body Electric' is being supported by a series of animation, physical theatre and dance workshops for two groups of young residents run by The Garage in Norwich. The groups comprise young people who moved to Norwich supported by The Gateway Programme (see notes for editors (3) below) and others born in the city. The workshops will focus on perceptions of Norwich, and will culminate in a video and dance programme that will be presented as a performance by the young people at a reception in The Garage, after 'The Body Electric' on Sunday 28 September.

"Commissions East is proud to be working with such remarkable artists, and to be one of the organisations to bring the launch of the Cultural Olympiad to the East of England. We hope that the Cultural Olympiad will continue to provide these sorts of opportunities for artists to create new work and reach new audiences, whilst showcasing the UK's world-class talent and creativity." **Charity Green, Commissions East**

"The Cultural Olympiad offers everyone in the East of England a unique opportunity to celebrate the region's vibrant artistic talent and rich cultural heritage. We are delighted to be supporting this commission over the launch weekend, and we are also pleased that several of the projects receiving the new Inspire mark in this region are funded by the Arts Council." **Andrea Stark, Executive Director for Arts Council England, East**

"For four years we'll be celebrating the UK's inclusive, creative and world leading culture. To kick-start this we have a powerful programme of public art and events that will surprise, engage and delight residents and visitors across the region. The Cultural Olympiad has the potential to challenge how we think about who we are and where we live, as well as offering opportunities to be part of large public events and to delight in spectacle." **Liz Hughes, Creative Programmer for the East of England for London 2012**

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'The Body Electric' is a part of Norfolk Celebrating Talent, the countywide partnership programme to maximise benefit from the London 2012 Olympic and Paralympic Games.

Notes for editors

1. Commissions East

Commissions East is one of the UK's leading public art agencies. It works in partnership with the public and private sectors to develop and deliver outstanding visual arts projects that define places, unite people and challenge perceptions. www.commissionseast.org.uk.

2. Arts Council England, East

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. Between 2008 and 2011, we will invest £1.3 billion of public money from government and a further £0.3 billion from the National Lottery to create these experiences for as many people as possible across the country. Arts Council England, East is one of nine regional offices and covers Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. www.artscouncil.org.uk/regions.

3. The Garage, Norwich

The Garage is an exciting creative industries training and performance venue situated in the heart of Norwich. Its broad programme of delivery encompasses a wide range of courses, workshops, holiday activities, festivals, performances, accreditation opportunities and careers related events, Young people are a priority for the organisation, particularly those experiencing barriers to engagement, at risk of exclusion or those with the fewest opportunities. www.thegarage.org.uk.

4. The Garage, Norwich

Set up by the UK Government and the United Nations High Commission for Refugees, aiming to identify some of the world's most vulnerable refugees in order to resettle to the UK where they can rebuild their lives in safety. Norwich is the first location in the East of England to become involved in Gateway and between December 2006 and February 2007 sixty-three individuals (including thirty-four children) arrived in Norwich from refugee camps in Zambia. The Refugee Council in partnership with the Red Cross and Norfolk County Council is working with the refugees to assist their integration into the local community.

5. Inspire mark

London 2012's Cultural Olympiad is a four year UK-wide programme of culture which will welcome the world and inspire young people. The London 2012 Inspire mark recognises outstanding projects and events helping deliver the Games' lasting legacy. Part of the London 2012 brand family, it is the badge of the wider Inspire programme which has sport at its heart and London at its centre, but it is more than London and more than sport. It is for London and the UK, for sport and culture, for education, volunteering and business opportunities. www.london2012.com/get-involved/cultural-olympiad/inspire-mark-projects.php.

You can obtain a photograph of the London 2012 Inspire Mark to illustrate your article/coverage by emailing Rebecca.Miller@london2012.com.

For more information, images or to arrange interviews contact:

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For more information about The Cultural Olympiad in the East of England contact:

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