



FOR IMMEDIATE RELEASE Monday 19 September 2011

Victoria BID has arranged a series of tours and events showcasing SW1's creative businesses, to coincide with London Design Festival 2011 and London Fashion Week. Also launched today as part of this celebration of Creative London is the Sharp Eye Photography competition.

From Monday 19 we are inviting Londoners – especially those living and working in and around SW1 – to join an expert team of fashion and design industry insiders to take participants around one of the most fascinating creative destinations in London. They will be revealing the inside track to specialist design and interiors galleries, as well as the latest trends and women's working wardrobe looks on the High Street.

INSIDER FASHION

Fashion trails led by Emily Rusby, a fashion stylist and respected fashion blogger, will be looking at Autumn/Winter 2011–2012's key looks and fashion trends with a particular emphasis on trends for the working, professional woman's wardrobe. Emily has styled singer songwriter and fashion icon Lily Allen's brand Lucy In Disguise, teen sensations JLS and has had shoots published in *Grazia* and *Stylist* magazines. She will take participants to some of SW1's most fashion forward high street brands, including Zara, Top Shop and House of Fraser during a 90-minute tour. Worn by in-store models during each fashion trail the tours coincide with London Fashion Week.

DESIGN ON YOUR DOORSTEP

Jacki Lang, design journalist and curator, will be the expert taking participants on a special tour, encompassing SW1's destination design and interiors galleries and dealer spaces. Destinations will include contemporary auction house Philips de Pury & Company and 1508 London at Howick Place, one of the city's most sophisticated creative quarters. Moving on to the recently designated **Pimlico Road Design District**, participants will visit leading antique and contemporary furniture dealers including Andrew Lamberty and Gordon Watson. There will also be the opportunity to view the top ten pieces selected by Wallpaper Magazine's Editor-in-Chief, Tony Chambers from the galleries along the Pimlico Road. As well as providing a commentary, Jacki will be showing how to adapt high-end trends and sharing great tips to create these look at home.

DOWNLOAD AN ITINERARY HERE <http://www.insw1.com/Walking-Tours-5546.html>

SHARP EYE PHOTOGRAPHY COMPETITION

Victoria BID is also launching this competition as part of London Design Week. Winners could win one of our great prizes:

- **£500+** of photographic equipment
- Winning entries will be displayed in an **exhibition** to be displayed on Victoria Street
- A selection of the best images will be published in a special edition of **inSW1 Magazine**
- Plus runner up prizes

KEY DATES: Submissions from 19 September / **Closing Date:** 17 October 2011



HOW TO ENTER SHARP EYE

Entrants needn't be professional photographers, but do need to live, study or work within the Victoria, Pimlico or Belgravia areas of SW1. Entries (no phone pictures please!) should be sent – **as high a resolution as possible** using www.yousendit.com to paul.vater@inSW1.com with name and details of the category being entered (see below). Images submitted and accepted for consideration will be uploaded onto the Victoria BID's Sharp Eye Flickr page: www.flickr.com/photos/sharp_eye_2011

ENTER USING ONE OF THESE CATEGORIES

CATEGORY 1 – PICTURING SW1

Using the neighbourhoods of Westminster – Victoria, Pimlico and Belgravia as a backdrop to capture portraits of the unexpected or extraordinary individuals in the area or a detail of the urban landscape. Images should capture the spirit of the area as you see it. The judges will be looking for visual originality, local character and an intelligent personal viewpoint.

CATEGORY 2 – BRIGHT SPARKS

We are looking for either figurative or abstract subjects that take light as the main subject of the picture. Your pictures could be about using the contrast between light and dark to say something about your subject, the picture quality could be made unique by using an unusual light source, or how light can transform a subject to give the viewer a new perspective on it.

PANEL OF JUDGES

Beth Cinamon, Westminster Arts Director.

Paul Vater, Creative Director at Sugarfree, and Editor of *inSW1 Magazine*, Victoria BID.

Jacqui Wald, Editorial Director, Camera Press Agency.

Owen Ward, Curator at SW1 Gallery and Artist

People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in their true beauty is revealed only if there is light from within.

Elisabeth Kübler-Ross

TACHBROOK STREET WALKING TOURS

ADDITIONAL TOURS ARE ORGANISED BY LIVING STREETS AND WESTMINSTER ARTISANS

The Tachbrook Street Market walk takes in the beautiful Regency period surroundings that have inspired many famous creative people who have lived and worked in this corner of SW1. En route you will learn a little bit about the lives and works of a few of the actors, artists, designers, writers, memorialised on the many blue and green plaques that speckle the area and hopefully inspire you to find out more.

For Friday's final walk at Tachbrook Street Market participants will be rewarded with a £3 voucher to go towards a delicious lunch from a market trader of their choice (Average price of a meal is £5). Tachbrook Street traders offer some of the best street food in London! The mix is international, African, Middle-eastern and Mediterranean. Delicious vegetarian bites from *Veg as you Go*. *Gastronomica* will make you the perfect Panini using wonderful cheeses and hams from the Italian Piedmont region and Turkish delights can be found at *Calgar Kebabs*. There are many more traders preparing different cuisine and there are bistro tables and chairs for you to enjoy them al fresco. If time is short you can take away your lunch and complete the experience within an hour. It takes 5 minutes to return to Victoria by a more direct route!



NOTES TO EDITOR

Victoria Business Improvement District (Victoria BID)

Victoria BID provides a platform for businesses to work together to improve and enhance the urban context of Victoria. Guided by businesses and organisations based within the SW1 area, the Victoria BID team help shape Victoria's future development. We are establishing a full programme of initiatives, services and events to deliver during the first term of the BID. These will be further complemented by new proposals for regeneration of the area that will help reposition and strengthen Victoria's offer as a central business district over the next decade.

As the collective voice of local businesses, both large and small and across all sectors, we are now underway with a range of activities. Drawing on Victoria's rich and diverse cultural mix, delivering services and opportunities to businesses and organisations, helping to make it not only a better place to work and play but to enhance the SW1 area as a primary destination for visitors to London and as a location with everything needed to encourage growth of the local economy.

PRESS CONTACT FOR STYLE: FASHION/DESIGN

- Victoria BID: Paul Vater, Press Liaison on **020 7619 7430** or **07976 662 378** paul.vater@inSW1.com
- Urban Gentry: Kevin Caruth | Urban Gentry on **020 8149 6253** or **07771 964 595**
- Victoria BID: Rozanne Shipman on **020 3004 0789**

Living Streets

Living Streets, the national charity working to create safe, attractive and enjoyable streets around the UK, is working in and around Tachbrook Street Market to bring to life one of London's most improved walking environments. For more details about Living Streets, please call Julia Crear on 020 7377 4901 or email julia.crear@livingstreets.org.uk. Find out more or sign up for our monthly enews at www.livingstreets.org.uk

Tachbrook market and Westminster Artisans

Walk and Tachbook Market is organised by Westminster Artisans. Call Liz Thorpe-Tracey on 07867803081 or you can email liz@westminsterartisans.co.uk or visit their website www.westminsterartisans.co.uk