

# REDGALLERY

CREATIVE GUARDIANS



## FOR IMMEDIATE RELEASE:

RED GALLERY are proudly giving away 2000 coffee table books for free. You are invited to the launch of MAKING SOMETHING OUT OF NOTHING from 7pm, 20th November 2014 at Red Gallery. The 374-page book will also be available free digitally via Issuu.

The introductory essay, written by prize-winning Kirsty Allison, explores Red's maverick 'cultural guardianship'-model and unique 'pop-up'-financing approach. It explains how three cultural migrants have successfully battled re-development threats for 4 years, by turning an empty, 30 000 square foot, £200 million property in central Shoreditch, aside the world's largest Banksy, into an unprecedented urban laboratory.

Designed by the hugely respected Jason Kedgely of the Tomato group, in a style reminiscent of early i-D, MAKING SOMETHING OUT OF NOTHING reflects the fearless saboteur spirit of the founders: Ernesto Leal, Yarda Krampol and director, Giuseppe Percuoco. Photos are by Jason McGlade, of Freestyle, images are also contributed by the vast number of people who have attended events at Red.

30 interviews with East London's key exponents and iconoclasts from various sectors talk about their relationship with the area and how a space enabling pure creative freedom puts a value on cultural heritage (thus retaining the area's authenticity to encourage investment and tourism). Similar initiatives of facilitating live music, arts, exhibition and film are forming independently across Europe and the States: Cinema America and Forte Prenestino in Rome, Bios in Athens, Write-A-House in Detroit, the former-Tacheles in Berlin, Maus Habitos in Porto, Trafacka in Prague and Bristol's Cube.

For further information and advance editions, excerpts, images and all other enquiries: [ernesto@redgallerylondon.com](mailto:ernesto@redgallerylondon.com) t: +44 (0) 207 613 3620

EDITOR'S NOTES & SELECTED QUOTES FROM THE BOOK FOLLOW:

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Editor's notes about the Red project:

**People Traffic:**

30 000 per year - Red Market  
40 000 per year - Red Gallery  
18 000 per year - Material Bookshop  
15 000 per year - Alternative London (approx. tbc)  
35 000 per year - Photos taken of graffiti artworks upon Red Gallery's walls (based on several weeks of daily averages)

**Countries that actively participated in Red Gallery project:**

UK	Germany	Japan
Ireland	Chile	Ukraine
Czech Republic	Slovakia	Canada
Italy	Lithuania	Sweden

30 live music events 2014	20 art projects 2014
100 live music events since 2010	100 art projects since 2010

15 artists-in-residence: using art studios free of charge 2014  
40 artists-in-residence using art studios since 2010 free of charge

**2 years hosting Urban Beehives**

1<sup>st</sup> year production of 12 local honey jars (2013)  
2<sup>nd</sup> year production of 80 local honey jars (2014)

150 creative workshops organised 2014  
350 creative workshops organised since 2010

50 digital start-ups, creative individuals using shared office spaces per year  
200 digital start-ups, creative individuals used shared office spaces since 2010

25 local street-food traders 2014    100 local street-food traders since 2010

5 charity projects 2014    20 charity projects since 2010

2 university projects 2014    15 university projects since 2010

1 primary school project 2014    5 primary school projects since 2010

1 film festival 2014

1 theatre play (4 week-run) 2014

Red Gallery project & all associated business tax contribution per year: £TBC

BOOK QUOTES FOLLOW:

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## Selected book quotes:

"The landlords said: *You want it, for three months? We didn't have anything, so it was easy - that acid-house mentality...*" Ernesto Leal, Red founder

"*We were all lucky to be here when landlords with empty properties that needed to start paying rates.*" Yarda Krampol, Red co-founder

"*I got a maintenance job here in the days when water was falling from the ceiling and we didn't know how any of the wires worked...*" Gergely Konrády, musician and RedSonic festival founder

"*Like a number of other start-ups we co-shared one floor [at RedQuarters] - you never know where this open door policy could lead.*" Soundcloud

"*Red are willing to give people a chance, to do an exhibition, a crazy night...It's like Berlin-past, a bit rough and ready. They've allowed people to curate their own space and that works when you have good people involved.*" Robert Rubbish of Le Gun

"*A vehicle was just pulling off from the end of Rivington Street which had ladders on the top of it. It was Banksy who had just completed one of the biggest pieces he has ever produced.*" James Fallon, Shoreditch Carnival

"*Red sets the agenda for mixed-use spaces and how to get the best out of a space previously left to slip into squalor... What is being done here should be a case study for how to develop areas around the country...this is all done without funding: astonishing and the real achievement of a project driven by imagination, passion and pure force of will.*" Liam O'Hare, licensing consultant

"*There are galleries all over the country that should be doing what Red are doing...*" Violet Richardson, St Monica's School

"*It was the anti-fascists who ran the racists out, we're reaping the rewards of that now.*" Rosanna Leal, Mercadito Productions

"*I'm a Londoner, I'm not British. We have multi-identities, many affiliations, yet our generational tribes are more ideological than heritage-based...*" Stephen Shashoua, 3 Faiths Forum

Additional commentary from visionaries such as Stirling Ackroyd's James Goff, Tom Burger Bear - one of the chefs who led Time Out! to dub Red Market as being the birthplace of '*the new food revolution*', curators and artists such as Alice Herrick of Herrick Gallery, Jerwood Prize winning Svetlana Fialova, Paul Sakoilsky, Chris Bianchi, Matthew Hawtin of Minus, former street artist, Part2ism, Dimitri Hegemann of Tresor Berlin, trends author Dr. Lida Hujic, fashion designers: Roggykei, patron Nick Winter, Stephen Shashoua of 3 Faiths Forum, music consultant: Juan Leal, Gary Means' Alternative London street art tours and more. [ENDS]