



Jude Kelly OBE is Artistic Director of the South Bank Centre and Chair of Culture and Education for London 2012. Jude is an award-winning theatre director. After founding Battersea Arts Centre she joined the RSC, then took over the helm at the West Yorkshire Playhouse. As both Artistic Director and CEO of the country's largest regional theatre, she established a popular 'centre of excellence'.

Amongst her many successes at Leeds, Jude's production of *Singin' in the Rain* transferred to the Royal National Theatre and won an Olivier for Outstanding Musical Production. She also directed Ian McKellen in *The Seagull*, Patrick Stewart in *Johnson over Jordon* and Dawn French in *When We Are Married*.

Jude left Yorkshire to found METAL, an artistic 'laboratory'. It provides a platform for collaborations between art forms and strategic projects which affect the built environment, people and communities. Jude represents Britain on cultural matters at UNESCO. She has also jointly chaired the Curricula Advisory Committee on Arts and Creativity, with Lord Puttnam. Jude Kelly is a dynamic and inspirational speaker. Drawing from her creative and leadership roles, she tackles complex issues with a combination of wit and wisdom.



Peter Mearns is a Cultural Strategist. He has experience in many arts marketing initiatives including the launch of the Royal Exchange Theatre, Manchester in 1976, the relocation and re-branding of Sadlers Wells Royal Ballet to Birmingham, the UK City of Music in Birmingham 1992, and Liverpool's successful European Capital of Culture 2008 bid.

As Director of Marketing for the North West Development Agency, he led a partnership of Northwest organisations through the Regional Marketing Forum, spearheading initiatives to collaborate on the marketing of England's Northwest in the UK and Overseas for Tourism, Business and Culture.

Peter is a fellow of the Royal Society of Arts, a member of Culture Northwest, a Board member of the Commonwealth Film Festival and Northwest Vision, a member of the Chartered Institute of Marketing and the Institute of Directors and a business in the community mentor.



Helen Marriage, founder member of 'Artichoke' with Nicky Webb - producers of 'The Sultan's Elephant' London 2006 and 'The Spider', Liverpool 2008. They first worked together in the late 1980s at the LIFT Festival, where Helen was Associate Director and Nicky was Marketing Director. Helen set up the Arts & Events Programme at Canary Wharf in 1991, and then took over as Director of the Salisbury Festival. Together, Helen and Nicky created Artichoke, and as co directors are developing the company's future, building on the phenomenal achievement of The Sultan's Elephant and The Spider.

The product of five years' work, 'The Sultan's Elephant' broke new ground on all fronts. To realise the project, Helen raised £1.3 million for a piece of theatrical magic offered free to Londoners without a logo or sponsor's message attached, and persuaded London's agencies and authorities to bring the city's commercial and ceremonial centre to a halt, as a 12-metre high elephant, a sultan and his entourage, and a 7-metre high little girl, shared the joys of London with audiences estimated to number over a million people. The project received media coverage from Afghanistan to the US, and has left an entirely new sense amongst policy makers, artists and spectators of how the arts can contribute to the life and possibilities of a city.

This summer, Artichoke's ambition continues to push the boundaries of scale, but in a different way, when they produce the Anthony Gormley commission for the fourth plinth in London's Trafalgar Square. " It's the opposite of everything else we do in that this is one person at a time. It's the democratisation of art, it's challenging the space," says Helen. They're producing a seamless parade of 2,400 people who'll have the chance to spend an hour on the plinth - 6ft by 12ft, 25 feet in the air space. People can do whatever they want, so long as it's legal, and carry whatever they can. "It'll create a demographic of the nation. We want 60 million people to examine their lives and think, 'it could be me,' "says Helen.

In the autumn Artichoke plans to light up Cambridge. Loosely based on Lyon's Fete des Lumieres and to coincide with the 800th anniversary of the university, they're doing a four day illumination using a variety of European artists.

