

Manchester  
International  
Festival  
2021 1–18 July  
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## ABOUT THE FACTORY

In the heart of Manchester, on the site of the former Granada television studios, a superb new national cultural venue is taking shape. This is The Factory, one of the largest and most significant developments of its kind in Europe.

Uniquely flexible in its design, and providing extraordinary spaces, The Factory will have the capability to produce work in all the art forms – dance, theatre, music, opera, visual arts, spoken word, popular culture, and innovative contemporary work drawing on multiple media and technologies – in a state-of-the-art environment.

Alongside, The Factory will provide space and time for the world's leading artists to explore and invent, in a city that has invented so much. Out of this crucible, young creatives will grow and audiences will embrace the unexpected. The Factory will be a place where Manchester will innovate and electrify, a place where artists will love to work.

### National impact

A powerhouse of the arts, the benefits The Factory will deliver – in economic growth, the reputation of the city and the confidence and wellbeing of its young people – will radiate across the north. The regional economy will be fired up through an array of employment and training opportunities. As a national project, The Factory will contribute to the entire creative economy of the UK. Post Covid, its presence will do much to revive the nation's cultural sector, attracting audiences from far and wide and generating major tourism to the region.

The acclaimed Manchester International Festival will take the commissioning role at The Factory, providing its unique creative force, and stamping the enterprise with a world-class vision from the start. From the local to the international, The Factory will stimulate new productions and events that otherwise would not happen in the UK, adding energy, innovation, diversity and depth to the national cultural offer and putting Manchester, more than ever, on the global map.

### Economy and Employment

The Factory will add £1.1 billion to the economy of Manchester and the surrounding region over a decade, creating or supporting up to 1,500 direct and indirect jobs. In addition, it will create thousands of skills and training opportunities, plus many routes to learning and engagement.

Over the next five years, The Factory will create up to 1,400 training places (including training academies, traineeships, work experience programmes and paid internships), and reach as many as 10,000 young

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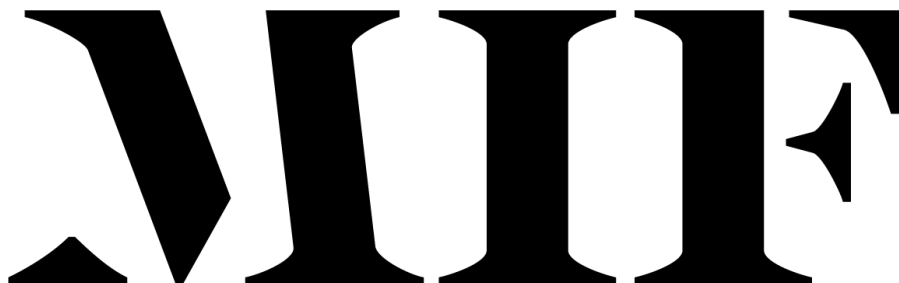
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people in Manchester and the city region, through digital learning and engagement opportunities.

While there will be openings at The Factory for people of all ages, entry points to employment will be energetically targeted at young people. Talent retention and development will not be limited to graduates: the aim is to deliver skills in all areas that serve the creative industries, and to offer training to aspirational young people from all backgrounds. This focus has never been more important, given the disproportionate impact that the current crisis has had on young people.

Meanwhile, Manchester's drive for the retention of high-calibre graduate talent will receive strong support from The Factory, which will forge strong partnerships with the city's leading higher education institutions and create jobs for their graduates – talented creatives will stay in Manchester.

### **Contribution to Manchester**

The Factory has levered £106.05m of new public funding into Manchester made up of £78.05m HM Treasury investment, £7m Arts Lottery and £21m Kickstart Capital from the Cultural Recovery fund all administered by Arts Council England. These are sums that would not have come to the city without this project. They represent a vote of confidence in Manchester's future as a dynamic, world-class beacon for culture, creativity and innovation. Indeed, such is its ambition and scale, The Factory will redraw the UK's cultural map, bolstering Manchester's and the North's credentials as an economic and creative centre to rival London.

Thanks to The Factory, Manchester's reputation as one of the top five creative cities in Europe will be cemented. The Factory will confirm the way the world sees the city, with its culture and creative industries contributing £1.4 billion to the local economy.

### **Regeneration**

Currently under development by Allied London in partnership with Manchester City Council, Manchester's new £1bn St. John's Quarter revives the entire site of the former Granada TV Studios, a previously derelict area of the city centre. The St John's Quarter creates a dynamic new cultural, creative and technological hub. It is here, next to the Museum of Science and Industry, that The Factory is located. The key attraction within the development, it will make a major contribution to the regeneration of this part of the city.

Moreover, the effects will radiate out, with The Factory becoming the pulsing heart of a new enterprise and innovation centre for the whole region. Around it, new businesses will form and flourish, creating employment opportunities for young people. With the development of The Factory and the surrounding quarter already underway, the effects are already visible.

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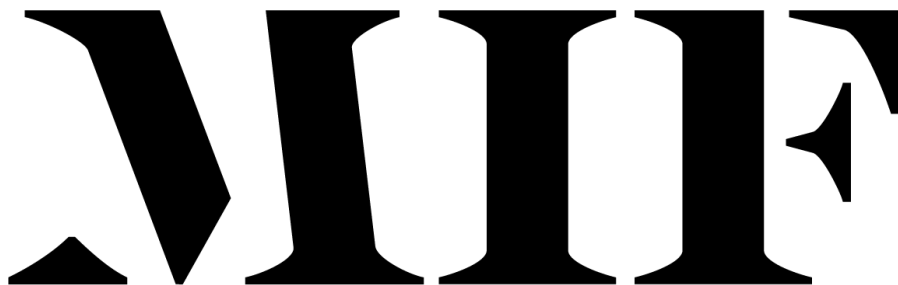
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### Visitors and tourism

The Factory, like the Manchester International Festival, will take Manchester to the world, building on a track record that has seen major work created in the city go on to travel the world, to be seen by around 1.5 million people overseas, in more than 30 countries

The Factory will strengthen Manchester's reputation as a globally important centre for culture and creativity and as a visitor destination. Attracting 850,00 people a year into the city, it will provide a vital boost to the visitor economy and tourism in the city and the region. Notably, the increased spending generated by such a significant growth in visitors will offer crucial support for the hospitality sector, at a time when hotels and restaurants have been so hard hit by the Covid crisis.

### Culture

The Factory is the most ambitious new cultural development in the country – a laboratory of ideas, a hothouse where the art of the future will be made. It will offer audiences the broadest range of art forms and cultural experiences, enjoyed throughout the year in a world-class facility. And it will advance what we mean by 'the arts' by presenting exciting creative innovations, enabled by the physical structure and design of the building.

As a permanent home for the world-famous Manchester International Festival, The Factory will benefit from the Festival's brilliant commissioning and presentation know-how. With a reputation for ambition, innovation and the highest quality, the Festival directors promise for The Factory an outstanding year-round programme. They will invite the world's most exciting artists from across the performing arts, visual arts and popular culture to create work that will be premiered in Manchester before travelling the globe, spreading Manchester's reputation as a centre for the arts.

Locally, The Factory will work with communities across Greater Manchester, involving them as artistic collaborators in participatory projects and in productions which will be shaped by them. Planning is already underway to develop a major series of creative events, co-created and curated with Greater Manchester residents. These will help open The Factory, and the ambition is to deliver at least two major creative co-commissions made with local people each year.

Central to the vision is a focus on providing training and skills for future generations of creative talent through The Factory Academy. Drawn from across Greater Manchester, young artists will gain expertise working alongside world-leading creatives – and so, new talent will burgeon in Manchester.

With artists invited to create new work in the building's extraordinary spaces, The Factory will completely

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transform Manchester's cultural output and standing. It will, importantly, spearhead the recovery of the nation's cultural sector, devastated by Covid, and be part of a positive drive forward.

## Architecture

The Factory has been designed by one of the world's leading architects, Rem Koolhaas' Office for Metropolitan Architecture (OMA). Significantly, it will be the architects' first major public building in the UK. Rem Koolhaas' renowned insight into cities adds extraordinary value to the superb architecture of The Factory. It will make Manchester a destination for world-class architecture, defining it as a modern, cosmopolitan world city.

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