



EDGWARE ROAD PARTNERSHIP

MIDNIGHT SAMRA

SUBWAY GALLERY

KIOSK 1 JOE STRUMMER SUBWAY

EDGWARE ROAD / HARROW ROAD

LONDON W2 1DX

17 to 26 April 11 am to 7 pm

(closed Sunday 20 and Monday 21 April)

EMBARGOED FOR THURSDAY 16 April 2014

This evening, local businesses, residents, councillors and community groups from Edgware Road will be brought together to experience the launch of *Midnight Samra* at Subway Gallery. Conceived and co-ordinated by Farida Alhusseini, a postgraduate student at London's Central Saint Martins, *Midnight Samra*, is an installation of paper and crepe collages designed by the women of the Church Street Community Champions and Mosaic Community Trust.

The exhibition explores and highlights important social issues affecting these women, (gangs, family, safety and health), and includes photographs, and vinyl cut quotes of the workshops in a number of display cabinets. In another section of the gallery there will also be a short three minute video showing footage of Edgware Road at night, interviews and sounds from the street remixed to music.

As Farida explains:

"A Samra is a fun gathering, a celebration which takes place at night and this exhibition is all about helping all members of the community enjoy their neighborhood throughout the day and into the evening without feeling intimidation. It was great to work alongside the women from the Mosaic Community Trust to produce this fantastic artwork; I hope it is the start of an exciting time for this part of London."

Attending the evening will be Bethany Shepherd, Farida's tutor on MA Narrative Environments at Central Saint Martins, who commented that the colourful art blooming from within the Subway Gallery, set alongside the launch event's live music, created just the atmosphere Farida was hoping to capture:

"This is a great opportunity for one of our students, not only to realise their project, but also to engage with the local community and surrounding business partners. We are very grateful to all involved for their support in making this happen."

Kay Buxton, Executive Director at Edgware Road Partnership, the exhibition sponsors, has said:

"Midnight Samra marks the launch of a programme to introduce and promote more public art in and around Edgware Road for enjoyment by all members of our local community. Together we aim to create a sense of place on Edgware Road, within a new urban realm setting. It's incredible to see the impact of Midnight Samra within this environment. We are delighted to sponsor the exhibition, and are grateful to Westminster City Council, Transport for London and The Subway Gallery for enabling this idea to become a reality for Farida and her colleagues."

This unique exhibition continues at the Subway Gallery to 26 April.

Notes to Editors:

Edgware Road Partnership is a partnership of businesses and landowners, working together for the benefit of the Edgware Road area. Since its launch in June 2013 the Partnership has worked alongside Westminster City Council and Transport for London to lift the appearance of Edgware Road, improve the experience and create a better gateway to Central London and the West End, by working together with local businesses and residents.

Extensive improvements to Edgware Road have already been carried out by Transport for London, repairing and replacing street furniture, resurfacing, de-cluttering, unblocking junction and modernising signals. The Partnership organised a multi-agency clean-up day in September 2013, in which more than 50 volunteers from businesses collected over 70 bags of litter. A Green Infrastructure Audit was commissioned in December 2013, which identified locations for the introduction of additional green schemes, to soften the environment of the A5 corridor.

Edgware Road Partnership is working closely with Transport for London and Westminster City Council to create a new urban realm plan for the Edgware Road area.

Farida Alhuseini is a postgraduate student at Central Saint Martins. Her course, MA Narrative Environments, combines storytelling with experience, interaction and communication design for exhibitions, events, museums and public spaces. Her co-students on this project are Amani Alsaad, Abdullah Alsaad, Maha Alsharif, Noor Aldabbagh, Dalia Hashim, Soumya Basnet, Chirag Dewan, Manasi Pophale and Hera Winata.

Farida was born and grew up in Saudi Arabia and has a BA in Anthropology and Middle Eastern Civilizations from The University of Toronto. Farida has been employed for over four years by Saudi Aramco working on a new cultural centre being built in the Eastern Province called The King Abdulaziz Centre for World Culture. Farida works in the museum department as a gallery co-ordinator.

Farida was sponsored by her employer to complete her MA at Central Saint Martins in Narrative Environments with the aim of putting her learning and experience from London to use in Saudi Arabia, towards developing exhibitions and programmes for the public.

Central Saint Martins is internationally renowned for the creative energy of its students, staff and graduates with an exceptional reputation for educating foundation, undergraduate, postgraduate and research students in arts, design and performance. CSM's award-winning campus at Kings Cross opens opportunities for creative collaboration and has provided an outstanding social scene for students. Alumni include Pierce Brosnan, Sarah Burton, Jarvis Cocker, Matthew Collings, Terence Conran, Peter Doig, Anne-Marie Duff, Michael Fassbender,

Colin Firth, Gilbert and George, Antony Gormley, Tom Hardy, Christopher Kane, Stella McCartney, Helen McCrory, Alexander McQueen, Sandy Powell, Joe Wright.

CSM is part of University of the Arts London (UAL), an international centre for innovative teaching and research in arts, design, fashion, communication and the performing arts. The University is made up of six Colleges: Camberwell College of Arts, Central Saint Martins College, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts. More details are available at www.arts.ac.uk/csm/.

The Subway Gallery (www.subwaygallery.com) opened in June 2006 and is situated within the pedestrian subway below Edgware Road and Harrow Road, W2. Conceived by artist Robert Gordon McHarg III, the space itself is an iconic 1960s kiosk which creates a unique showcase for art, interacting naturally with passersby, visitors and the local community.

The Mosaic Community Trust is a registered charity and was established in 2005 to promote community cohesion and religious harmony by increasing mutual understanding, respect and trust. Please visit www.mosaiccommunitytrust.org.uk for more details.

Contacts:

For further information, please contact:

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Additional information available online at <http://www.edgwareroadpartnership.co.uk>

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