

PRESS RELEASE

Thurs 20 May 2021

Bloomsbury Festival in association with The Bedford Estates present:

Bloomsbury Festival Summer Pop-up

A free one-day festival of performances, music, food and art, seconds away from Tottenham Court Road

Friday 16 July, 2021, 2-8pm

@bloomsburyfest | bloomsburyfestival.org.uk

Bloomsbury Festival welcomes the return of summer with an afternoon and evening of performance and activities in Bedford Square Gardens. This private garden will be open to all for an afternoon and evening of free events and entertainment in this beautiful outdoor space in the very centre of London.

The music programme contains jazz, folk and world musicians including *Akimbo*, performing a unique blend of jazz and popular music. *The Place* bring dance performances, and groups from the award winning *Arunima Kumar Dance* present the best of South Asian Dance.

Bloomsbury partners including the **British Museum**, **UCL Astronomy Dept**, **Holborn Community Association**, **The Place**, and **RADA** share craft activities, object handling, hands on environmental displays and storytelling. **The Bureau of Silly Ideas** will be mingling in the crowd with giant mobile flower pots and assisting the gardeners with the watering, and **Kate Flatt Projects** presents theatre for young children and families with *Weather Machines*.

Food and drink stalls and a bar will be available throughout the afternoon and evening.

Family friendly activities will be the focus until 5pm, before moving into an evening of music, dance and entertainment for the grown-ups.

Festival director Rosemary Richards said, "This will be a lovely afternoon of outdoor festival activities in a beautiful garden in the heart of Bloomsbury. We look forward to welcoming people of all ages."

A world class local festival Bloomsbury Festival is a distinctive creative programme made by the artists, academics and residents of London's premiere cultural quarter. This event launches the Bloomsbury Festival programme, presented in venues across the area 15-24 October 2021.

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Listings information

Friday 16 July

2pm – 8pm

Bedford Square Gardens, London WC1B 5BL

Free entry, no booking required

<https://bloomsburyfestival.org.uk/bloomsbury-festival-summer-pop-up/>

Supported by The Bedford Estates

MOBIUS.

The Lower Vestry
St George's Bloomsbury
6-7 Little Russell St
London WC1A 2HR

Notes to editors:

Bloomsbury Festival: For hundreds of years Bloomsbury has been a catalyst for ideas that have impacted across the world. The Festival celebrates contemporary Bloomsbury; a hotbed of creativity and pioneering development with one of the youngest and most diverse populations in the country. Bloomsbury's strength lies in its vibrant diversity. Famous for its globally renowned academic and cultural institutions, it also includes areas of multiple deprivation, and it is home to 11,000 residents. The Festival is uniquely placed in relationship to residential communities, local institutions and businesses, and the UK arts infrastructure, and works across all three, uniting specialists with residents from all backgrounds and of all ages in an equal exchange of skills and experience

Each October, the streets, parks, museums, laboratories and public and private buildings of this vibrant historic area host up to 130 events which attract audiences from across London and beyond.

With a unique blend of academic and cultural institutions, businesses and diverse communities, Bloomsbury has been a catalyst for ideas that have had impact across the world for hundreds of years. Bloomsbury Festival celebrates contemporary Bloomsbury; a hotbed of creativity and pioneering development which has one of the youngest and most diverse populations in the country.

Outside the Festival period, Bloomsbury Festival delivers community engagement and arts projects across the year. These include a set of creative development labs bringing together Bloomsbury artists, academics and residents which has led to two commissions in the 2020 festival. And Festival in a Box, which takes artists into the homes of people living with dementia to provide life-enhancing and joyful cultural experiences for people who are often lonely and isolated.

Above all, Bloomsbury Festival aims to be enlivening, engaging, entertaining, and fun!

Bloomsbury Festival is funded and supported by many organisations and businesses across Bloomsbury and beyond including major funders The Bedford Estates, University of London, UCL, Camden Council and Arts Council England alongside major sponsors, SHM Foundation and Bee Midtown.

Patrons:

Her Grace The Duchess of Bedford

The Rt Hon Sir Kier Starmer QC MP



THE BEDFORD ESTATES

The Bedford Estates has owned, developed and managed much of Bloomsbury, at the heart of Central London, since 1669. As a long-term landowner we care deeply about Bloomsbury and its community of residents, workers and students. We are dedicated to protecting the heritage of this historic part of London for future generations.

Our history is important to us but we are not constrained by it: our modern approach to stewardship includes employing the latest technology in developing and maintaining our buildings, encouraging sustainability and biodiversity, as well as supporting new communities to join and contribute to Bloomsbury's rich cultural, academic and commercial mix.

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