## PRESS RELEASE

## Bloomsbury Festival awarded Heritage Fund grant

## for The New Bloomsbury Set

*Date: Friday 14th October 2022*

The Bloomsbury Festival has been awarded a £69,500 grant from The National Lottery Heritage Fund for a ground-breaking year-long project called *The New Bloomsbury Set*, it was announced today.

*The New Bloomsbury Set*, made possible with money raised by National Lottery players, aims to redefine the cultural, literary, architectural and heritage landscape of Bloomsbury through the lens of the area’s 21st Century global majority and other residents, inspiring young people and the wider community to reclaim the area for today’s inhabitants.

Around the world, Bloomsbury is famous as the London home of literary giants - renowned writers, artists and philosophers of the Bloomsbury Set (or Group) of the early 20th century such as writer Virginia Woolf, artist Vanessa Bell, art critic Clive Bell, and novelist EM Forster - whose blue plaques adorn the streets today.

*The New Bloomsbury Set* will explore contemporary Bloomsbury beyond the Georgian Squares, literary names and affluent lifestyles. Local communities will be invited to present their own global culture, literature and heritage in the context of the original Bloomsbury Set of the pre-WWI era through the history of migration, empire and culture, while collaborations with local partners will celebrate and explore the physical environment, looking at how plans to improve the area will preserve Bloomsbury for the future.

The project, working in partnership with UCL, Runnymede Trust, Camden Tour Guides and others, will feature paid trainee placements for young people and craft training skills for all ages. Their work will culminate in an exciting programme of events, digital activities, craft skills, walking tours and exhibitions in partnership with major museums, galleries, performance venues and blue plaque sites showcased over ten days at the Bloomsbury Festival in October 2023.

**Rosemary Richards, Director, The Bloomsbury Festival, said:**

“We are thrilled to have received this support thanks to National Lottery players. *The New Bloomsbury Set* aims to develop a completely new context for Bloomsbury’s heritage and cultural history from the viewpoint of local Bloomsbury residents of the 21st century, particularly young people of the global majority. We are excited to support them and the many fascinating stories waiting to be discovered.”

**(Wan Yi) Sandra Lam, Project Manager & Curator, The New Bloomsbury Set, said:**

“As a curator and cultural producer of Hong Kong heritage, I arrived in the UK just a few years ago, and I am delighted to be able to work with the community to explore the heritage, literature and arts of the area and offer new creative opportunities for reflecting global cultures of people locally in the historic and beautiful surroundings of Bloomsbury.”

**Stuart McLeod**, **Director, England - London & South**, **National Lottery Heritage Fund, said:**

“We are delighted to support The New Bloomsbury Set, which thanks to money raised by National Lottery players, will mean that more people will be able to learn about the lesser-known heritage right on their doorstep. Heritage has a huge role to play in instilling pride in communities and giving it a sense of place, and this project is a fantastic example of achieving those aims.”

The Bloomsbury Conservation Area was designated in 1968, just a year after conservation areas were created with the Civic Amenities Act 1967. LB Camden adopted the Bloomsbury Conservation Area into its planning in 2011. The New Bloomsbury Set will be delivered in partnership by The Bloomsbury Festival and key local partners University College London, Central District Alliance BID, Camden Archives, Camden Tour Guides Association, Runnymede Trust, Holborn Community Association, Kings Cross Brunswick Association and Kinetika between October 2022 – October 2023.

**Ends**

## Notes to editors

### About The 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. Each October for 10 days, 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. www.bloomsburyfestival.org.uk

### About The National Lottery Heritage Fund

Using money raised by the National Lottery, we **Inspire, lead** and **resource** the UK’s heritage to create **positive and lasting change** for people and communities, now and in the future. [www.heritagefund.org.uk](http://www.heritagefund.org.uk). Follow @HeritageFundUK on [Twitter](https://twitter.com/HeritageFundUK), [Facebook](https://www.facebook.com/HeritageFundUK) and [Instagram](https://www.instagram.com/heritagefunduk/) and use #NationalLotteryHeritageFund

## Further information

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