

SHORTLIST ANNOUNCED FOR NEW £50,000 CULTURAL INNOVATION *FUSION PRIZE*

- Shortlisted ideas aim to address skills gap facing young Londoners
- Innovative ideas include creativity workshops, digital platforms, podcasts, digital media skills, community engagement and experience design
 - Winner will receive £50,000 to implement their idea

To find out more about the Fusion Prize click [here](#).

Culture Mile, in partnership with **Foundation for FutureLondon**, has today announced the six shortlisted entries for the **FUSION PRIZE**, a competition designed to invest in innovative and impactful ideas to equip young Londoners with the skills they need to meet the demands of today's employers.

With a judging panel of innovators and cutting-edge thinkers, access to Culture Mile and East Bank experts, and a £50,000 prize for the winner, the *Fusion Prize* will invest in solutions that address the growing skills gap faced by many young Londoners. The prize aims to use creativity to upskill future generations to succeed in the 21st century and develop the fusion skills that are essential for the modern workplace – a mix of communication, thinking, organisational and creative skills.

The shortlisted ideas include digital badging for cultural activities, training for the growing profession of experience designers, a model to turn schools into hotbeds of creativity, a podcast and digital platform nurturing new kinds of artistic and journalistic talent, creative training for young people delivered by young people, and high calibre digital media training. They will each receive £1,000 seed funding to develop their ideas.

The winner of the Fusion Prize will be announced in May and will win £50,000 to implement their idea.

Lord Mayor of the City of London, William Russell: *"We know that too few people are leaving education with the creative and transferable skills which are so in demand across London and the UK. As policy makers, civic and business leaders, we need to find alternative ways to teach these skills to young people, not only so they have the skills to thrive in the world of work, but so UK businesses have the talent they need to prosper and drive the UK economy. I truly believe we must all be doing more to ensure the next generation is prepared for work in business. That's why I am so thrilled that the Fusion Prize has been created, with the aim of addressing these issues. I've been so impressed by the sheer range of ideas and - with the financial support these six shortlisted ideas are receiving today – I can't wait to see what they achieve."*

Fusion Prize – Shortlist

Muted Media

Muted Media is taking a new approach to creativity, discourse and journalism, one that nurtures a new type of talent and changes the landscape of the media industry. Muted Media intend to engage with and showcase creative skills from the margins of society, highlighting perspectives anywhere from inside the care system to the criminal justice system, via the curation and production of various types of content, including podcasts, documentaries and music. Arguments for ending austerity and tackling inequality are gaining ground, but it is still rare to hear from individuals who have experienced them first-hand. Both members of

the team met at HMP YOI Isis in Greenwich offering different interventions and support to prisoners. Jason Mitchell has extensive experience in the music and Radio industry (National Prison Radio, BBC Radio 1Xtra) whilst Rachel Rigby's experience lies mostly within the NHS, therapy and counselling, addiction and the care system.

The Pattern

The Pattern is a cultural production incubator using the power of co-creation and peer learning from subcultural leaders to empower young talent from fringe communities. Giving them the power to co-produce events, which bring their creativity and their communities to the forefront. This will include peer learning workshops with subcultural leaders who are at the forefront of cultural shifts in the city; seminars exploring the theories behind creating change in community groups; and helping the cohort to programme a series of live projects that allow young people to build inclusive spaces for their communities. The Pattern follow them as their projects evolve @playniceldn on Instagram. Ayo Fagbemi (Strategist at Wieden + Kennedy) and Nate Agbetu (Freelance Creative Strategist + Cultural Producer, Ex Nike) will come together to make Play Nice, a studio working to build intersections between communities, focusing on the people making change; developing creative communications and moments that highlight the culture, heritage and the future of fringe groups.

AWAKE

AWAKE is a new initiative led by BitterSuite and Dr John Fass, designed to nurture a new wave of socially conscious experience designers. AWAKE will help this new generation make sense of the world around them through the realisation of innovative, human centred experiences. AWAKE is a process leading to the design of experiences and events that take inspiration from urgent social issues and are oriented towards social and personal transformation. AWAKE will offer a foundation style programme aimed at 18-25 year olds who are experiencing barriers to creative opportunity or who have felt uninspired by the exam-led, tick-box approach taken by UK schools. Experience Design is an emerging creative sector with experience designers working on brand management, government services, in protest groups, and in science communication. Experience Design requires new types of thinkers and makers, people able to move between traditional disciplines, consider the collective issues and individual concerns of society, express new realities, foreground new voices, and push at the boundaries of current practice.

The Great Create

The Great Create is a whole-school approach to embedding a culture of creativity in a school and its wider community. A group of 10-15 young leaders will be trained to facilitate co-creation workshops with teachers and students, designing a bank of over 100 responsive creative challenges that will be taken on daily over a 6-month period. Individual students and teachers, whole classes and whole schools will compete to see who can be the most inventive and collaborative, and bring the most diverse approaches to embedding a creative life in their school. The team includes Jo Hunter, Laura Saxton and Jemima Frankel from 64 Million Artists, educational consultant Ed Watson, Head of Community and Cultural Learning at Westminster Adult Education Service, Sabirah Ali, and Filip Hnizdo, the co-founder and director of Octophin Digital. Also Michaela Tranfield, a student at King's College London and the Director of the Education Policy Centre at King's Think Tank, Dominic Abrokwa a student and creativity ambassador at ELAM and Simon Throssell, the Communications and Content Officer at Common Vision.

THE NEXUS

THE NEXUS fuses project-based learning, workshops from five specialist practitioners and authentic work experiences, supporting six local charities through the co-production of digital media assets (logos, UI, photography, social media, podcasts, 360 video, AR maps), by young Londoners, aged 15-25, within Olympic Boroughs. Situated within the inspiring Plexal complex, and grouped by shared interests to promote meaningful experiences and motivation, 18 participants will research, pitch and deliver these projects, populating online portfolios to reflect on their activities, processes and experiences. Supporting participants,

the team will foster and formatively assess the development of fusion skills, namely communication, critical thinking, problem solving, creative thinking, collaboration and empathy. Academic research and frameworks will be embedded into the programme materials, delivery and assessment processes to ensure transferable and reliable competencies are developed by participants, who will be awarded digital open badges, which will also be created in line with international standards and frameworks. Additionally, an open-source toolkit will be produced to support programme iterations, accredited by HEIs, for use as part of the East London Framework. Finally, projects will be showcased, in order to celebrate the achievements of the participants, which will be attended by digital industry professionals. The diverse team of experts spans a range of interdisciplinary practice, with strong connections and partnership opportunities, comprising: Atif Mohammed Ghani (Producer), Creative Director Martin Percy (BAFTA Director), Dr. Janghir Hussain (Senior Educational Advisor), Jay Younes (Chief Technical Officer), Peter Collis (VR Cinematographer), Amber Ghani (Research Director), Sofia Siddiqui (Executive Director) and Ian Hurd (Digital Learning Specialist).

Knolo

Knolo lets young people develop and gain accreditation of their soft skills, by using gamification mechanics to leverage their hobbies and interests to develop their skillset and increase their employability. The team is a highly creative, proactive and flexible team that has a collective background in technology, design, apps and innovation. Between them they have created and launched several physical and digital products for a variety of large companies, alongside a few start-up projects of their own!

The *Fusion Prize* shortlist was judged by a panel of people renowned in the culture, entrepreneurial, business and education sectors. Chaired by **Sharon Ament**, with **Sanaz Amidi**, **Stephen Bediako**, **Juliet Can**, **Alison Coward**, **Alison Gowman**, **Stephen Heppell**, **Clive Holtham** and **Asif Khan**. For judging panel biographies click [here](#).

The competition responds to evidence that participation in cultural activities can help develop fusion skills, and invites passionate individuals and teams to work together to pitch ideas for innovative programmes or products that are designed to develop the skills of London's young people and children through cultural experiences.

All Fusion Prize applicants were encouraged to attend a series of events from September – December 2019, which gave them the opportunity to engage with speakers and take part in workshops and networking sessions to inspire and develop their ideas and hone their solutions. Schools, charities, businesses, colleges, universities, and anyone interested in skills development, cultural learning, social mobility or the talent pipeline were also invited to the events, to work together and use the power of diversity to spark innovation.

Maria Adebowale-Schwarte, CEO, Foundation for FutureLondon, says:

“The Foundation for FutureLondon is thrilled with the bold collaborative proposals that have been selected as the Fusion Prize semi-finalists. From tackling inequality and austerity to giving a platform for subculture leaders and a voice to young people’s lived experience, we are seeing the future of learning and skills development. The Foundation believes in the power of collaboration, creative placemaking and opening up opportunities to improve lives of people in East London. We can’t wait to work with our Fusion Prize partners Culture Mile and East Bank to support these proposals to take shape and impact the lives of young Londoners in the near future.”

Press Information

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Notes to Editors

Fusion skills are made up of:

1. *Communication skills*: Being clear and concise when talking, writing or collaborating, and being a good listener and presenter.
2. *Thinking skills*: Showing initiative, thinking critically and being able to analyse, evaluate and problem solve.
3. *Organisational skills*: Planning well and making the best use of your time when working independently or with others. Being adaptable, flexible and resilient.
4. *Creative skills*: Being imaginative and having original ideas as well as well as making connections across complex concepts.

About Culture Mile

Culture Mile is a corner of London's working capital, where creativity is fast becoming the most valuable currency. The City of London Corporation, together with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and the Museum of London, is leading the animation of the whole neighbourhood with imaginative collaborations and events. Culture Mile brings commerce and culture together in a wealth of creativity. Known meets unknown. Ancient and modern collide as the streets are activated by exhibitions, gigs, pop-ups and events. So, whether you're with family, friends or flying solo, there's something for everyone. And thanks to Crossrail's new Elizabeth line connections at Farringdon and Moorgate, the area is more connected than ever. Join us today where two thousand years of history collide with the world's best culture. www.culturemile.london

The **Culture Mile Network** is an extensive network of organisations in and around the area which are playing a critical role in realising the ambitions of Culture Mile, alongside the five core partners. See www.culturemile.london/who-we-are/ for the latest members.

Culture Mile Learning brings together organisations across the City and beyond to work together on an unprecedented scale to build a world-class learning destination. Culture Mile Learning specialises in the fusion of the creative, thinking, communication and organisational skills needed by today's employers, and includes a diverse range of venues including Keats House, St Paul's Cathedral, Tower Bridge and Epping Forest.

About the City of London Corporation

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. www.cityoflondon.gov.uk

About East Bank

East Bank is a brand-new destination for London with world-class culture and education at its heart.

It is a new centre for innovation, creativity and learning on Queen Elizabeth Olympic Park in east London. It is a unique collaboration between world-leading universities, arts and culture institution that opens up opportunities for everyone who visits, lives and works in east London.

East Bank will be spread across three sites on the Park – UCL East (UCL's new campus), Stratford Waterfront (Sadler's Wells, BBC, the V&A including a partnership with the Smithsonian Institution and UAL's London College of Fashion) and at Here East (which will be home to the V&A's new Collection and Research Centre, and is already a base for UCL).

The development, which is receiving £385m from the Mayor of London, £151m from the Government, and £10 million from Westfield Stratford City, will provide skills and jobs for local people, bring over 10,000 students to the site, and attract thousands of visitors from London, as well as nationally and internationally. East Bank will further cement the capital's reputation as a world leader in culture, education and innovation creating 2,500 jobs, £1.5 billion of economic benefit and 600 new homes.

East Bank will collaboratively build on the local area's existing creative credentials, and East Bank partners have been developing relationships and delivering projects with the thriving arts, fashion and community organisations based in the area, including the artistic community in Hackney Wick, East London Dance, Theatre Royal Stratford East, Studio Wayne McGregor and many more.

Foundation for FutureLondon

Foundation for FutureLondon is an independent charity created to connect communities, the new East Bank and its globally renowned arts, innovation and cultural partners to ensure East Bank is London's must-visit destination and becomes a resilient, thriving, world-class neighbourhood of local and global significance.

We're fundraising to expand grant-making opportunities for East Bank communities and partners and facilitating creative placemaking, to support local places, learning, training and employment through arts, education, culture and innovation. Our vision is for a vibrant and inclusive creative East Bank, creating authentic engagement with local people of East London in the boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest. <https://futurelondonfoundation.org>

Culture Mile and East Bank Organisations:

- Bank of England Museum
- Barbican
- Barbican & Community Libraries
- BBC
- City Business Library
- City Gardens
- City of London Corporation
- City of London family of schools
- City of London Police Museum
- Epping Forest
- Guildhall Art Gallery
- Guildhall Library
- Guildhall School of Music & Drama
- Hampstead Heath
- Highgate Wood
- Keats House
- London College of Fashion
- London Metropolitan Archives
- London's Roman Amphitheatre
- London Symphony Orchestra
- Monument to the Great Fire of London
- Museum of London
- Museum of London Docklands
- Sadler's Wells
- Smithsonian
- St Paul's Cathedral
- The City Centre
- The Charterhouse
- The Goldsmiths' Centre
- The Salters' Company
- Tower Bridge
- V&A
- West Ham Park

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About the Barbican

A world-class arts and learning organisation, the Barbican pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over 1.1 million people attend events annually, hundreds of artists and performers are featured, and more than 300 staff work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, the Pit, Cinemas One, Two and Three, Barbican Art

Gallery, a second gallery The Curve, foyers and public spaces, a library, Lakeside Terrace, a glasshouse conservatory, conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

The Barbican is home to Resident Orchestra, London Symphony Orchestra; Associate Orchestra, BBC Symphony Orchestra; Associate Ensembles the Academy of Ancient Music and Britten Sinfonia, Associate Producer Serious, and Artistic Partner Create. Our Artistic Associates include Boy Blue Entertainment, Cheek by Jowl, Deborah Warner, Drum Works and Michael Clark Company. The Los Angeles Philharmonic are the Barbican's International Orchestral Partner, the Australian Chamber Orchestra are International Associate Ensemble at Milton Court and Jazz at Lincoln Center Orchestra are International Associate Ensemble.

About Guildhall School of Music & Drama

Guildhall School is a vibrant, international community of young musicians, actors and production artists in the heart of the City of London. Ranked as one of the top ten performing arts institutions in the world (QS World University Rankings 2019), and recently awarded top conservatoire in the [Complete University Guide Music League Table 2020](#), the School is a global leader of creative and professional practice which promotes innovation, experiment and research, with over 1,000 students in higher education, drawn from nearly 60 countries around the world. Guildhall School is also the UK's leading provider of specialist music training at the under-18 level with nearly 2,500 students in Junior Guildhall and the Centre for Young Musicians, as well as a joint Creative Learning division with the Barbican which seeks to create inspiring arts experiences for all.

About the London Symphony Orchestra

The LSO was established in 1904 and has a unique ethos. As a musical collective, it is built on artistic ownership and partnership. With an inimitable signature sound, the LSO's mission is to bring the greatest music to the greatest number of people. The LSO has been the only Resident Orchestra at the Barbican Centre in the City of London since it opened in 1982, giving 70 symphonic concerts there every year. The Orchestra works with a family of artists that includes some of the world's greatest conductors – Sir Simon Rattle as Music Director, Gianandrea Noseda and François-Xavier Roth as Principal Guest Conductors, and Michael Tilson Thomas as Conductor Laureate. Through LSO Discovery, it is a pioneer of music education, offering musical experiences to 60,000 people every year and over 100 live events at its music education centre LSO St Luke's on Old Street. With the formation of its own record label LSO Live in 1999 the LSO pioneered a revolution in recording live orchestral music. The LSO strives to embrace new digital technologies – having successfully moved into digital film, Blu-Ray Audio, downloads, streaming and virtual reality – and it continues to innovate with platforms such as LSO Play, a web-based video player that allows people to observe the Orchestra from different angles. The LSO is also a highly successful creative enterprise, with 80% of all funding self-generated. www.lso.co.uk

About The Museum of London

The Museum of London connects people with the lived experience of London and tells the ever-changing story of this great city and all its people from prehistoric times to the present day. It's a story of place and people, evolving through interaction and exchange. We capture the capital's complexity and contrasts through the London Collection of some 7 million objects, including the largest archaeological archive in the world. Through all our galleries, exhibitions, events and learning programmes we contribute to London's cultural, educational, international and economic impetus. Around 1 million people visit our two sites every year, including 150,000 schoolchildren. The museum is open every day from 10am-6pm and is free to all.

www.museumoflondon.org.uk

barbican

**GUILD
HALL
SCHOOL**



LSO

