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# Free Range 2010

Europe's Largest  
Graduate Art &  
Design Show

The Old Truman Brewery,  
Brick Lane  
4 June – 26 July 2010



Photographer Libby Mor

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The 10<sup>th</sup> annual Free Range celebrates the best of young British art and design and looks forward to the future

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Since its inception 10 years ago, Free Range has become the number one platform and launchpad for graduates to showcase their work both to the public and creative industry. Attracting visitors numbers to rival the biggest art events in the capital, the show presents the work of thousands graduates from art and design universities around the UK, in several distinct categories over 8 weeks.

Always fresh and exciting, Free Range embraces all the creative disciplines, from art, graphics & design, to photography, architecture, interiors (including product and furniture design) and textiles. This year's innovations include a separate fashion strand and an expanded interiors strand, while educational charity D&AD are bringing New Blood, their creative talent show, to Free Range for the first time.

The overarching ethos of Free Range is accessibility, and it is this ethos, and a welcoming, all-embracing approach that singles it out from other art and design fairs and is key to the show's extraordinary success and longevity.

"Free Range provides new graduates with their first real opportunity to engage with the general public, future client base, and potential employers, as well as making connections with each other, sparking relationships that can take them on new creative journeys. We're still in touch with many who came through Free Range and are now well-established in their chosen fields", says Free Range Director Tamsin O'Hanlon.

O'Hanlon has been at the heart of the project from the beginning, founding Free Range as part of her role to promote The Old Truman Brewery. Free Range was originally conceived over 10 years ago as a regeneration project for The Old Truman Brewery, alongside 93 Feet East and Fashion East, a hugely successful millennium strategy that has brought people and businesses flocking into the area and established it as a creative hub that consistently sets the trend agenda.

Since then Free Range has taken on a life of its own and become a key fixture in the calendar for the creative industry, as well as for an art-loving public who have free entry and direct access to exhibitors, adding to the uniquely vibrant experience that the show offers during its 2 month residency.

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The Free Range format has been so successful that it is now being studied internationally as a potential model to be rolled out or emulated by arts and design communities elsewhere, with interest being shown in Portugal, India, and Japan.

Together with its partners, London Graphic Centre, theprintspace, Blurb, Art Review, Grafik, Computer Arts, Dezeen and British Journal of Photography, Free Range supports the new generation of artists and designers, providing a one-stop shop for the industry, creatives and public to discover the cream of each year's crop.

Address:	The Old Truman Brewery, 91 Brick Lane, London, E1 6QL	Tube:	Liverpool Street, Aldgate East
Opening Hours:	Private Views Thursdays: 6 - 10 pm Exhibition Days: Fridays to Mondays 10am-7pm Closed: Tuesdays to Thursdays Admission: Free	Prices:	Free



## Editor's Notes

### The Old Truman Brewery

The Old Truman Brewery, East London's revolutionary arts and media quarter, is home to a hive of creative businesses as well as exclusively independent shops, galleries, markets, bars and restaurants. For fifteen years the Old Truman Brewery has been regenerating its ten acres of vacant and derelict buildings into spectacular office, retail, leisure and event spaces. The finely tuned mix of business and leisure has created an environment unique in London, making the Old Truman Brewery a destination in its own right.

The Old Truman Brewery has a history of supporting and facilitating artists and designers. In 2000 'Truman Brewery Special Projects' launched Free Range and Fashion East (a showcase for breaking fashion designers). This was with a view both to present the Old Truman Brewery as a major creative venue and also to provide young up and coming talent with a platform to perform on an international level. Today these Truman Brewery Special Projects have made a name for themselves and very much push themselves forward under their own momentum.

For further info please visit [www.trumanbrewery.com](http://www.trumanbrewery.com)

# Contacts

## For further information / Use of pictures / Interviews

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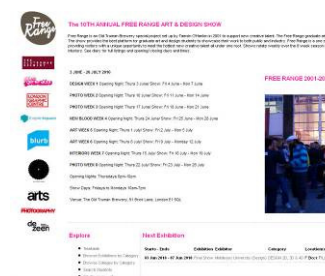
## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company contact detail



[www.free-range.org.uk](http://www.free-range.org.uk)

For:

- Information
- Programme List
- Ccontact detail

# Full Programme\*

**DESIGN Week 1 Private view: Thursday 3<sup>rd</sup> June/ Public show: Friday 4<sup>th</sup> June - Monday 7<sup>th</sup> June**

Middlesex University	Art & Design	F Block T1
Middlesex University	Design	F Block T3
Middlesex University	Design	F Block T4
Middlesex University	Art	F Block T5
Havering College	Design	Dray Walk Gallery
Matthew Boulton College	Graphics	Shop 14
University of the Creative Arts Maidstone	Graphics	F Block T2
University of the Creative Arts Farnham	Advertising	F Block T2
Goldsmiths, University of London	Design	F Block B4 & B3
Cavendish College	Design	F Block B2
University of Greenwich	Graphics	F Block B5
Middlesex University	Fashion Show	F Block G1 (invite only)
Winchester School of Art	Fashion Show	F Block G1 (invite only)
University of Plymouth Colleges Somerset	Fashion Show	F Block G1 (invite only)

**PHOTO Week 2 Private view: Thursday 10<sup>th</sup> June/ Public show: Friday 11<sup>th</sup> June - Monday 14<sup>th</sup> June**

University for the Creative Arts, Farnham	Photography	F Block T1
Cambridge School of Art	Photography	F Block T1
Plymouth College of Art	Photography	F Block T1
University for the Creative Arts, Maidstone	Photography	F Block T2
Swansea Metropolitan University	Photography	F Block T3
Amersham & Wycombe College	Photography	F Block T4
Barking College	Photography	F Block T5

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Cleveland College	Photography	Dray Walk Gallery
University of Central Lancashire	Photography	Shop 14

**PHOTO Week 3 Private view: Thursday 17<sup>th</sup> June/ Public show: Friday 18<sup>th</sup> June - Monday 21<sup>st</sup> June**

University of Westminster	Photography	F Block T1
University of East London	Photography	F Block T2
City of Westminster College	Photography	F Block T3 (a)
Burton College	Photography	F Block T3 (b)
University Campus Suffolk	Photography	F Block T4
Nottingham Trent University	Photography	F Block T5
Wiltshire College Salisbury	Photography	Dray Walk Gallery
Roehampton University	Photography	Shop 14
University of Brighton	Photography	F Block B4

**NEW BLOOD Week 4 Private view: Thursday 24<sup>th</sup> June and Friday 25<sup>th</sup> June: Public show - til Monday 28<sup>th</sup> June**

D&AD New Blood	Creative Talent Show	F Block T1
D&AD New Blood	Creative Talent Show	F Block T2
D&AD New Blood	Creative Talent Show	F Block T3
D&AD New Blood	Creative Talent Show	F Block T4
D&AD New Blood	Creative Talent Show	F Block T5
D&AD New Blood	Creative Talent Show	Shop 14

**ART Week 5 Private view: Thursday 1<sup>st</sup> July/ Public show: Friday 2<sup>nd</sup> July - Monday 5<sup>th</sup> July**

Goldsmiths, University of London	MA Image & Comm	F Block T1
Edinburgh Napier University	Photography	F Block T1
Edinburgh College of Art	Photography	F Block T1
University of West of England	Interdisciplinary Design	F Block T1
University of Northampton	Art	F Block T2
Bathspa University	Art	F Block T3
University of Portsmouth	Art	F Block T4
Batley School of Art and Design	Art	F Block T5

**ART Week 6 Private view: Thursday 8<sup>th</sup> July/ Public show: Friday 9<sup>th</sup> July - Monday 12<sup>th</sup> July**

Arts University College Bournemouth	Art/ Photography/ Illustration	F Block T1
Leeds College of Art	Art/ Photography	F Block T2
University of Portsmouth	Photography	F Block T3 (a)
West Wales School of the Arts	Art	F Block T3 (b)
Coventry University	Art	F Block T4
Bathspa University	Creative Arts	F Block T5 (a)
University of East London	Fashion with Textiles	Dray Walk Gallery
Northbrook College	Art	Shop 14

**INTERIORS Week 7 Private view: Thursday 15<sup>th</sup> July/ Public show: Friday 16<sup>th</sup> July - Monday 19<sup>th</sup> July**

Interior Educators Group Show	Interior Educators	F Block T1
Loughborough University	Textiles	F Block T2
University of Bedfordshire	Interiors	F Block T3 (a)
Nottingham Trent University	Furniture & Product	F Block T4
Nottingham Trent University	Interiors	F Block T5
London Metropolitan University	Interiors	Dray Walk Gallery
Ravensbourne College	Interiors	Shop 14

**MIXED Week 8 Private view: Thursday 22<sup>nd</sup> July/ Public show: Friday 23<sup>rd</sup> July - Monday 26<sup>th</sup> July**

De Montfort University	Photography	Dray Walk Gallery
University of the Arts London LCC	Graphics	Shop 14

\*Please note that the programme is subject to change.