Mayor champions innovation

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Innovation and creativity are key to London's future success as the world emerges from the economic downturn and, as the **Story of London** festival kicks off, the Mayor Boris Johnson wants to ensure the city remains a place where bold ideas and the pioneering individuals behind them are able to thrive.

This year's festival features more than 100 events across the capital exploring the city's role in technological, scientific, cultural and social advances over the centuries – and challenges for the future. The Mayor today launched the Story of London at the Royal Institution, alongside its Chairman Sir Richard Sykes and Lord Professor Winston.

The Mayor of London Boris Johnson, said: "London has always been at the heart of technological, scientific, cultural and social advances, as the extraordinary variety of activities taking place during the Story of London shows. From Faraday to Chaplin to Westwood, London continues to be at the forefront of ideas and ingenuity, playing a crucial role in every sphere of human activity.

'Think of our cycle hire scheme, the developments around the Olympic Park and at King's Cross, and the exciting proposals for a Green Enterprise District in Docklands – our city is always looking forward, its adventurous spirit a key factor for its enduring success. I am committed to ensuring that creative and inventive people are able to thrive, so that the city's pioneering reputation for innovation continues, which in turn will ensure its long term success as we emerge from the downturn."

Amongst those taking part are: musicians **Billy Bragg** and legendary Television guitarist **Richard Lloyd**; entrepreneur **Luke Johnson**; design critic **Stephen Bayley**; renowned academic Professor **Lisa Jardine**; poet **John Hegley**; architects **John Pawson** and **Sir Terry Farrell**; Cultural Olympiad Chair and Royal Opera House CEO **Tony Hall**; Royal Academy CEO **Charles Saumarez Smith**; writer and broadcaster **Adam Hart Davies**; climate change specialist Sir **Crispin Tickell**; broadcaster **Simon Fanshawe**; philosopher **Alain de Botton**; milliner **David Shilling**; music writer **Charles Shaar Murray**; authors **Daisy Goodwin**, **Nikesh Shukla**, **Jonathan Green** and **Rachael Dunlop**; **Charlie Kronick**, Greenpeace UK; and broadcasters **Mark Easton**, **Paul Mason** and **Quentin Cooper.**

The Story of London runs from 1- 10 October. Key partners in the Story of London include the Heritage Lottery Fund, Renaissance London and English Heritage. As well as the events programme it includes a major debate series at the British Library covering the following subjects:

4 October Bankers and Bonuses: What has the City ever done for London?
5 October Is London growing too big too fast?
6 October London and the Olympics: Predicting the legacy of the 21st century
7 October Is London missing out on the potential of new technologies?
8 October London and the future: Will we still be a major player in the world in 2050?

Other highlights include a new app that uses GPS to link specially composed music to iconic buildings like Trellik Tower; scratch n sniff linked with an app to reveal what London would be like had Bazalgette not invented London's sewage system; young Londoners 'remixing' archive footage of the capital at the Apple Store; a promenade theatre performance through Islington; an exclusive talk about the Hendrix legacy including renowned journalist Charles Shaar Murray and

legendary Television guitarist Richard Lloyd; plus the chance to create your own 'future archive with My London in Box.

Wesley Kerr, Chairman of the Heritage Lottery Fund Committee for London, said: "It's great to be able to support so many fascinating projects from boroughs across the metropolis involving Londoners young and old and interpreting this year's theme of innovation. The Heritage Lottery Fund is delighted to again be participating in the Story of London. Our awards, will enable an exciting array of events ; including heritage research , exhibitions, street theatre, artworks and guided walks – all showcasing our great old city's wonderful immensity."

Professor Jack Lohman, Director of the Museum of London, said: "London has a long track-record of finding innovative solutions to the problems of urban living. Our galleries tell the story of London's pioneering initiatives in social housing, mass sanitation and mass transport. Today we have to bring our ingenuity to bear on the future. The stunning images in our London Futures display force us to think about ways the city of the future can innovate to meet the problems of climate change. Will we need wind turbines in the Mall or water taxis to get to Piccadilly Circus?"

Nigel Barker, Acting Regional Director, London region, English Heritage, commented: "Without its pioneers, visionaries, and risk takers, London's unique heritage would be much the poorer - extraordinary and innovative feats of engineering have resulted in some of the city's greatest landmarks. Initiatives like the Story of London are an increasingly important in these times of financial restraint – they champion free access to, and enjoyment of, our capital's outstanding history and heritage. English Heritage are delighted to again be supporting the Mayor's Story of London."

London is currently enjoying a busy season showcasing domestic creativity and the city's significant role as an international hub for the exchange of ideas, with London Fashion Week and London Design Festival having just taken place and the imminent arrival of the London Film Festival and Frieze art fair.

Ben Evans, Director, London Design Festival, added: "London is a global centre of ideas in design. It is why the city is a magnet for global creative talent. But to sustain that position we must continue to be open to innovation and encourage the city to also be the marketplace for ideas."

Caroline Rush, CEO of the British Fashion Council, said: "We fully support the promotion of London as a creative capital. Last week, as part of London Fashion Week, British designers showed their new collections in front of leading UK and international press and buyers – resulting in global headlines for London and a boost to the capital's economy."

Adrian Wootton, Chief Executive of Film London, commented: "London is a wonderful, vibrant city rich with inspirational and talented people. This is one of the reasons London attracts the world's greatest film-makers and right now we have two legends of cinema currently shooting in the capital: Martin Scorsese and Steven Spielberg. The city also has a very strong domestic industry and two London film-makers and films which are currently receiving critical acclaim on the international stage are The King's Speech and Made in Dagenham. And with a host of opportunities and innovative schemes London will continue to discover and nurture the next generation of film-makers."

For more information on The Story of London.

Notes to editors

The Story of London is organised by the Mayor of London in partnership with a host of organisations across the capital. It takes place from 1-10 October and is designed to offer new experiences and insights into the capital, historically, culturally and socially. This year's festival celebrates London's rich and varied history as a place of innovation and ideas, and explores how it will develop as it faces the challenges of the 21st century and beyond. The aim is to inform,

entertain, educate and inspire, with dozens of events and activities covering history and heritage, art and architecture, design and fashion, music, theatre and film.

The Heritage Lottery Fund (HLF) uses money raised through the National Lottery to sustain and transform a wide range of heritage for present and future generations to take part in, learn from and enjoy. From museums, parks and historic places to archaeology, natural environment and cultural traditions, we invest in every part of our diverse heritage. HLF has supported 33,900 projects, allocating £4.4billion across the UK, including £865million to projects in London alone.

Renaissance London is a partnership of four museum services working closely with the Museums, Libraries and Archives Council to deliver the *Renaissance in the Regions* programme of investment in England's regional museums. Renaissance London works to invest in and transform the 250 or so non-national museums in London. This is done through providing a comprehensive service to schools, supporting a range of projects designed to demonstrate how museum collections are vital in communities, improving the regions collections and expanding the diversity of collections. Renaissance London is also engaged in building and engaging new audiences and is leading on London's *Stories of the World* project, which is part of the Cultural Olympiad for London 2012.

The museums supported by Renaissance London to take part in the Story of London festival are: Museum of London; Geffrye Museum; London Transport Museum; Bruce Castle Museum; Orleans House Gallery; London Shh (Benjamin Franklin House, Burgh House, Dr Johnson's House, Freud Museum, Handel House Museum and Kelmscott House); Church Farmhouse; Eastside Community Heritage; Handel House Museum; Greenwich Heritage Centre; Hunterian Museum at the Royal College of Surgeons; Valance House Museum; Bromley Museum.

English Heritage is the Government's advisor for the historic environment. It provides advice on how best to conserve England's heritage for the benefit of everyone. Most of England's heritage is in private hands. It works with landowners, commerce and industry, planners and developers, national, regional and local government, the Third Sector and local communities to help them conserve the historic environment. It promotes public knowledge, understanding and enjoyment of our heritage. It is also entrusted with the custodianship of some of the most important monuments of human history – such as Stonehenge and Hadrian's Wall. www.english-heritage.org.uk

Further information

Public Liaison Unit at the Greater London Authority on 020 7983 4100