

POSITIVE PUBLICITY

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THE BLACK EXPERIENCE PROGRAMME .

All over the world, people acknowledge London as "the place to be" when the arts are discussed. In recent years this adage is even more relevant and now the Greater London area hosts another "first", another gigantic step for the arts, with the launch of a programme entitled, "THE BLACK EXPERIENCE ". This calendar of extraordinary arts events originated and organised by the ever forward-thinking GREATER LONDON COUNCIL'S RACE EQUALITY UNIT (Department for Recreation and the Arts) will actually encapsulate significant highlights in the areas of dance, music, theatre, film, literature, and visual arts for a mass audience to see and appreciate the considerable contributions Black people have made to British culture and society, which will be of enormous benefit to Londoners.

What makes THE BLACK EXPERIENCE ARTS PROGRAMME so unique? In the words of Parminder Vir (Programme Director), "The Black Experience Programme is without doubt the most ambitious and comprehensive celebration of the Black arts in Britain. It will highlight the very major contributions Black people have made to the social, economic, and cultural life of this country. THE BLACK EXPERIENCE ARTS PROGRAMME covers the full range of arts disciplines; theatre, film, dance music, literature and visual arts."

One of the main concerns is that the organisations who have fought so long and hard to have healthy and vibrant arts programmes, continue to have them. That is why THE BLACK EXPERIENCE ARTS PROGRAMME is so vital to the community. It will help perpetuate and expand this creative movement.

No other programme has attempted to consolidate and document Black Arts achievement. It is fervently hoped that THE BLACK EXPERIENCE ARTS PROGRAMME springboards itself into an annual arts event.

For overall information please contact Eva or Yvonne at POSITIVE PUBLICITY, on number below. For direct contact with individual projects please see enclosed leaflet.

