

# THE LOWRY

Review of 2014



**THE LOWRY**  
ART & ENTERTAINMENT











### **2014 was a record-breaking year for The Lowry.**

We began the year with our most successful ever theatre production – National Theatre’s *War Horse* – which was seen by more than 200,000 people at The Lowry. The summer period then saw unprecedented numbers of visitors come to our Galleries to see *Here’s One We Made Earlier*, a major exhibition with BBC Children’s looking back at over 80 years of Children’s broadcasting. This exhibition now holds the record as the most visited temporary exhibition in our 15-year history.

Away from the Stages and Galleries we have also seen unprecedented outcomes achieved through our work with some of the most vulnerable young people in our local communities through our award-winning Learning & Engagement programme. This year we launched a major new strand of work with Young Parents who worked with writers and visual artists to create and publish their own children’s book, *The Hedgehog and her Hoglet*. This programme continues to demonstrate the phenomenal impact that the arts can have in bringing about change in the lives of hard-to-reach young people.

### **2014 was also a year when we set out our ambitions for the future.**

In our Galleries we staged one of our most ambitious visual arts exhibitions to date, *Akram Khan: One Side to the Other*, marking a new direction of travel for our exhibitions programme. Similarly, through The Lowry Studio, we have kick-started a new, ambitious and wide-reaching programme of artist development work to establish The Lowry as the leading North West incubator for new and emerging theatre talent.

In addition to all of this, we have also taken steps to ensure that we can sustain and grow this work into the future through our 2020 Project. This £5.5million capital project, which has seen us secure our largest ever private donation of £1million from The Law Family Charitable Foundation, will be delivered during 2015 and will create cost efficiencies and new income that will create an Artistic Development Fund to support even more ambitious artistic and community work into the future.

**2014 was a fantastic year and we couldn’t have done it without all of our supporters. I would like to thank everyone who has supported us this year and hope you are as excited as I am for what comes next!**

*Julia Fawcett.*

Julia Fawcett OBE  
Chief Executive

# In Our Theatres

During 2014 The Lowry's three theatres presented 990 performances and 357 productions to 484,222 people - a new record annual theatre audience for The Lowry.

# 484,222

people saw shows at The Lowry

# 357

productions

# 990

performances



Support The Lowry Christmas Appeal  
Text LWRV02 £2 to 70070

Lyric Theatre, The Lowry



2014 began in style with the National Theatre's stunning *War Horse*, which delighted sell-out audiences and returned to us for a nine-week run in July.

In December, the National's award-winning *The Curious Incident of the Dog in the Night-Time* began its nationwide tour at The Lowry to record breaking audiences for the show.

Other highlights included the unique, dynamic and challenging *Not I, Footfalls, Rockaby*, a trilogy of Samuel Beckett plays performed by actress Lisa Dwan. This launches a new relationship with The Royal Court Theatre. We also welcomed Cape Town Opera's highly-acclaimed production of *Show Boat*, which sailed into Salford on its UK première Tour in July.

*'Not easy to watch but beautifully paced and exquisitely, subtly lit... these plays will leave vivid images seared onto your soul.'*

Manchester Evening News, about *Not I, Footfalls, Rockaby*



# 200,000

people saw *War Horse* at The Lowry

*War Horse* contributed

# £15.5m

to the Greater Manchester Economy.



*War Horse*



*Not I, Footfalls, Rockaby*



*The Curious Incident of the Dog in the Night-Time*



This year saw our most ambitious season of Dance to date with 85 dance performances of 37 different productions. A highlight was Akram Khan's *DESH* - his signature piece and a stunning full-length contemporary solo in which one man tries to find his balance in an unstable world.

In April, Matthew Bourne's *Lord of the Flies* brought together professional dancers with 24 local boys who were recruited by The Lowry's dance outreach team and performed to sell-out audiences. Many of these boys had never tried dance before and have now discovered a new talent and passion.

We are also pleased to have established a new creative team who will ensure The Lowry's artistic programme remains one of the most creative and ambitious in the country.

Rupert Thomson, Lucy Dugate and Eckhard Thiemann joined The Lowry's existing artistic team led by the Chief Executive, curating the theatre, digital and dance offering respectively.



Akram Khan, *DESH*



The Lowry's creative team, left to right: Steve Cowton, Michael Simpson, Lucy Dugate, Julia Fawcett, Eckhard Thiemann, Rupert Thomson

*"...I am so excited to be involved in 'Lord of the Flies.' I am so privileged to be on this project, working with such talented, compassionate and amazing people. I feel like the luckiest guy in the world."* Jacob Roberts, 16

The Lowry dance programme 2014 was sponsored by







Birmingham Royal Ballet, *The Prince of the Pagodas*







# The Lowry Studio

This year we continued to establish The Lowry Studio as the leading regional incubator for new and emerging artists.

Our Artist Development Programme, generously supported by the Jerwood Charitable Foundation and Esmée Fairbairn Foundation, provided a tailored programme of professional development for emerging artists. During 2014 we supported the development of artists including Fergus Evans, Tuheen Huda, Laura Lindow and company The Wrong Crowd through our Developed With The Lowry programme. We also launched the Studio Members scheme - a free, entry-level programme of workshops, masterclasses, networking events and discounted theatre tickets that will nurture the next generation of theatre-makers across Greater Manchester. This tiered approach is helping us to create a sustainable community of theatre-makers with The Lowry at its heart.

The Studio Artist Development Programme is generously supported by



JERWOOD CHARITABLE FOUNDATION

We were delighted to share in the success of our Associate Artists Theatre Ad Infinitum, Kill The Beast, Idle Motion and Monkeywood during the year. Kill the Beast's *He Had Hairy Hands* won the Best Studio Production at the 2014 Manchester Theatre Awards and the Peter Brook Festival Award in December. Monkeywood won The Stage Door Foundation Award, one of the Manchester Theatre Awards, which celebrates excellence for a non-building based company over a long period. Theatre ad Infinitum's *Light* enjoyed a headline appearance at the London International Mime Festival at the Barbican Pit before a critically acclaimed, hugely popular national tour, and Idle Motion took their show *That is All You Need To Know* to China as part of a British Council funded tour.

**"This artistic, risk-taking and supportive approach is what makes The Lowry stand out from other venues as a fundamental development hub for emerging artists in the UK."**

Theatre Ad Infinitum, Associate Artist



Kill The Beast, *He Had Hairy Hands*



Idle Motion, *That is All You Need To Know*



Theatre Ad Infinitum, *Ballad of the Burning Star*



# In Our Galleries

In the Spring we opened *Jonathan Yeo Portraits*, the largest ever showcase of the artist's work. One of Britain's best portrait painters, the exhibition featured many of his most famous subjects including Kevin Spacey, Damien Hirst and Grayson Perry. At The Lowry's request, Jonathan Yeo painted a stunning new portrait of Maxine Peake that was unveiled at the Private View.

Summer saw *Here's One We Made Earlier* - the most popular temporary exhibition in our 15-year history with 68,193 visitors exploring the history of BBC Children's broadcasting. Sooty and Sweep from *The Sooty Show* proved the most popular characters in an exit poll with visitors, followed closely by Postman Pat and Paddington Bear!

***" 'Here's One We Made Earlier' has been an amazing celebration of BBC Children's programmes and also a wonderful collaboration with The Lowry. The fact it has been their most popular visiting exhibition just goes to show how much these programmes have helped to shaped British childhoods for so many years."***

Joe Godwin, Director of BBC Children's

In October, we renamed our Galleries The Andrew and Zoë Law Galleries in recognition of a £1m donation by the Law Family Charitable Foundation. Marking the biggest single private donation to The Lowry in its history, we are thrilled to welcome Andrew and Zoë into our family of supporters.

## 136,488

people visited The Lowry Galleries during 2014



Jonathan Yeo & Maxine Peake at the *Jonathan Yeo Portraits* - Private View



Behind the Scenes, *Here's One We Made Earlier* exhibition - Laa-Laa, Teletubbies.





Damien Hirst by Jonathan Yeo (2013) © Jonathan Yeo



In the autumn we opened the second in our innovative Performer as Curator series and our most ambitious visual arts exhibition to date, with *Akram Khan: One Side to the Other*.

Contemporary dancer and choreographer Akram Khan brought together a personal selection of sculpture, painting, photography, film and live installation that have inspired his work. This stunning exhibition featured work from some of the world's most famous artists and sculptors - including Antony Gormley and Anish Kapoor.

Khan also invited school children to submit a piece of art with the subject 'Nature' and Thomas Newton, who is 8-years-old and from Salford, had his work featured in the final exhibition.



Thomas Newton (Ellenbrook Primary)



The Foreign City. Darvish Fakhr. 2014 Copyright, Ben Blackall

*"This is a beautifully realised integration of performance, sculpture and art in the widest sense. It combined warmth and humanity in a way that stimulates all the senses. A must see experience for 2014."*

Visitor feedback



Above, *Figure* by Antony Gormley from Akram Khan's *Zero Degrees*





At the heart of the *One Side to the Other* exhibition was a unique dance performance, conceived and choreographed by Akram Khan



In our Promenade Gallery, *Dance on Film* celebrated the moving image and cinematic value of dance captured for the camera. Following that, BAFTA brought red-carpet stars to Salford in *Behind the Mask*, an exhibition by renowned celebrity photographer Andy Gotts MBE of BAFTA-winning actor portraiture.

During 2014, 276 schools participated in workshops and visits to the Galleries. The inaugural Copley Prize named after gallery donors Noel and Alison Copley was won by 7-year-old Jack Barker, from Kirkby Lonsdale in Cumbria. His work, an interpretation of the artist's seascapes, is now hung side-by-side with some of LS Lowry's most-famous work.



NYC Ballet, *New Beginnings*

*“The competition will help coax-out the artistic talent in some of the Gallery’s youngest visitors. Jack is a worthy first winner and I hope the display of his painting in ‘Lowry Favourites’ will encourage more primary school children to enter next year.”*

Noel Copley



Behind the Mask - Robert De Niro, Andy Gotts MBE



Jack Barker.  
Winner of The Copley Prize 2014



# The Home of LS Lowry

The Lowry Galleries bring together an ambitious programme of modern and contemporary art exhibitions, alongside the largest permanent collection of paintings and drawings by LS Lowry.

In 2014, the LS Lowry Collection grabbed the headlines:

*Station Approach, Manchester* (1960) sold for £2.3m under auction at Sotheby's having drawn thousands of visitors to a special pre-sale display at The Lowry marking the first time it has been seen in public since the 1980s.

Nine of The Lowry's most famous paintings travelled to China for an exhibition at the Art Museum of Nanjing University of the Arts in Jiangsu Province *LS Lowry: Artist of the People*. It is the first time Lowry has been exhibited in China.

45 LS Lowry paintings and drawings from our collection were photo-captured up to 'gigapixel' quality by Google as part of the Google Cultural Institute's prestigious Art Project, enabling people from across the world to view the work in detail.



Station Approach, Manchester, LS Lowry © Lowry Estate



The Thames at Greenwich, LS Lowry © Lowry Estate



# Learning & Engagement

Sitting alongside our Theatres and Galleries programmes is our life-changing Learning & Engagement programme which works with over 35,000 people every year.

This year we were thrilled that the Chairman of The Lowry, Sir Rod Aldridge, made a £400,000 donation with his wife Carol to support our Learning & Engagement programme. In recognition, The Lowry Studio - where many of our community workshops and activities take place - has been renamed The Aldridge Studio at The Lowry.

Further testament to the impact of the work we deliver, in June we won the Community Award at the Salford Business Awards for our work with disadvantaged and vulnerable young people across the City.

We work with

# 35,000

people through our Learning & Engagement programme every year

With thanks to our patrons, corporate supporters and grants from trusts and foundations, this year we have delivered a range of projects...

## Young Parents

With £20,000 raised from the 2013 Christmas Appeal, Young Parents from Salford took part in a year-long literacy project with The Lowry working in partnership with Salford City Council.

The Lowry's team of professional writers, illustrators and storytellers ran activities with teenage parents and their children to bring the world of books to life through song, movement, rhyme and theatre.

The project culminated in the launch of a new children's book inspired by their experiences called *The Hedgehog and her Hoglet*. As well as being on-sale on Amazon and in Manchester's Waterstones, the book has been distributed to all libraries and Sure Start Centres in Salford.



Sir Rod & Lady Aldridge



Young parents from Salford take part in a workshop



*“When you become a parent at a young age it can be difficult, it might mean you don’t finish school or college and whilst all your mates are off out having a good time, you can get quite lonely, spending all your time at home and you have to grow up quickly. All your confidence goes, as a Mum you look different as your body changes, you lose your friends. Projects like this*

*mean that you can meet new people who have had similar experiences to you, you start to build friendships and by getting out and about your confidence starts to grow. Our book ‘The Hedgehog and her Hoglet’ is a story about these feelings in a really simple way. It’s a collection of all our stories woven together and I can’t wait to have a copy!”*

Young Parent Melissa, 19, Salford



Illustration from *The Hedgehog and her Hoglet*.



## Young Carers

For the third consecutive year The Lowry worked in partnership with Salford Young Carers Service to use creativity to help young carers to reflect, express and explore their thoughts and feelings about their caring responsibilities. This year, we've worked with Young Carers as young as seven on a film making project to challenge people to think about how young a Young Carer can be.

15 children, aged from 7-12 from Salford who

look after a parent or sibling at home, came together to work with professional actors, directors and film makers to create a story that represented their lives and how being a Young Carer affects them at Primary School.

This film has been used by Salford Young Carers Service in Salford primary schools to raise awareness amongst teachers, education professionals and young people of the youngest of carers in our city.



Young Carers Project

## Looked After Children

Since 2013, The Lowry has been working on targeted creative projects with 30 Looked After Children from residential care homes and foster homes across Salford. During 2014 they took part in #GetInvolved - a free, weekly, drop-in arts provision for young people in Salford. The Looked After Children now make up 70% of young people attending these sessions, and take part in a variety of creative performing arts activities, which enable them to explore themes and issues that are important to them. The group are working towards their first showcase event to be performed in The Aldridge Studio.

Lauren, a participant in our Looked After Children project was awarded the Total Youth Hero Award for Salford for her work with The Lowry, and is now leading the way to help other Looked After Children by helping to lead creative sessions alongside The Lowry team.

***"This project has changed how I think about my future. I used to think that working in theatre was for rich people with loads of money. Now I feel like it's a possibility for me. My behaviour has also got better because I'm mixing with new people."***

Christmas Appeal Project Participant, Young Carers



*"I'm here, I'm happy, my experiences haven't stopped me from pursuing what I love and dream for, that just happens to be theatre, it's my form of escapism."*

Lauren, participant in our project with Looked After Children





## Arts Award

The Lowry is one of the country's leading deliverers of Arts Award (a nationally recognised accredited qualification whose highest level carries UCAS points) and in 2014 we were recognised as an Arts Award Good Practice Centre. This year we have worked to ensure that the young people who take part in Lowry Projects have the opportunity to complete an Arts Award and during 2014 over 22 young people, many of whom were not in education, employment or training, achieved an award that equates to a GCSE qualification. Receiving this qualification gives a significant boost to their self-esteem, confidence and hugely improves their future prospects.



Emily Brown and The Thing - Relaxed performance

## Lowry Youth Employment Programme

During 2014, 260 young people aged 14-19 who are Not in Education Employment or Education (NEET) took part in our vocational work and skills development programme. Using the inspirational and creative environment of The Lowry, we have supported vulnerable young people from across Salford and Greater Manchester to return to formal education and to discover practical pathways into employment. Activities ranged from 8-week work-based placements to skills-development workshops and short-term challenges in Technical theatre, The Lowry Restaurant, Marketing and Maintenance.



Participants in our Lowry Youth Employment Programme

## Relaxed Performances

With funding from the Austin & Hope Pilkington Foundation, during 2014 we developed our Relaxed Performance programme - creating a theatre environment that is suitable for people with Autism Spectrum Conditions. Highlights in 2014 included Relaxed Performances of Michael Rosen's *Pinocchio* and *Emily Brown and The Thing* - where we made changes to the production lighting and sound and offered breakout rooms with show-themed activities and a show relay so audience members could take a break from the auditorium whenever they needed it.

***"I thought all the kids at the show were fab... Jayden loved it... it's the first time we have seen him sit down and stay focused for an hour!!... He was biting on his bite toy throughout but it helped him to focus..."***

Parent at a Relaxed Performance



## Youth Talent

As the North West Centre for Advanced Training in Dance, this year The Lowry delivered high quality training in dance to 67 young dancers from across the region. Their year's work culminated with *Flux: A State of Change* bringing together work by distinct international artists Jean Abreu, Laila Diallo and Glen Wilkinson. During 2014, 14 of our students successfully auditioned for professional schools and conservatoires including the Northern School of Contemporary Dance, Rambert School of Ballet and Contemporary Dance and we look forward to watching them embark on professional training in the industry.



## Lowry Young Actors Company

During the year The Lowry Young Actors Company showcased new plays and productions all of which were performed and in some cases directed by young people. As the first port of call for casting agents, theatres and film and television production companies, we were delighted that Sam Retford successfully auditioned for the lead role in a six-episode *Hollyoaks* spin-off series. The company's production of *A Midsummer Night's Dream* also won the Youth Panel Award at The Manchester Theatre Awards.



## Autism Project

Over the Christmas period of 2014 our audiences and supporters raised an incredible £29,200 to fund a new project working with young people in Salford with Autism Spectrum Conditions.

This project will see us work with pupils from two special educational needs schools in Salford, using creativity to explore the world around them, develop their imagination and enhance their learning in school.

# £29,200

raised by audiences and visitors to The Lowry over Christmas and New Year 2014/15





# Quays Culture

The Lowry leads on the Quays Culture programme on behalf of the Quays Partnership which includes MediaCityUK, BBC North, University of Salford, Imperial War Museum North, ITV Granada as well as Salford City Council and Trafford Council.

Quays Culture's mission is to make The Quays the place to see, create and interact with the art of the future and connect with the world. We run outdoor arts and cultural events combining the latest in digital technology with the vision of world-class artists throughout the year. From laser transmitted Morse code messages on the centenary of Alan Turing's birth to a cast of 450 singers, dancers, artists and local residents exploring the impact of World War One, our commissions reached a wider audience in 2014 than ever before.

Our final presentation of the year, *Aeolian Light*, was an immersive structure made of 12,000 individual LEDs that inspired nearly half a million visitors, and was The Times' Critic's Choice. All of the events were free and connected the public with the very best international art in public realm spaces - all made possible through the ongoing support of the Quays Partnership.



*Aeolian Light*

**'Both big and clever. And... twinklingly, magically beautiful too.'** Creative Tourist

**'What a delightful way to use the public space outside The Lowry.'**

Time Out

**"Putting work on outdoors makes for a very different experience to the controlled environment of the art gallery, or indeed any indoor space. There is less of the hushed awe of the art gallery... but what was most extraordinary was the length of time people spent in the work - upwards of an hour in many cases, in the wet and freezing northern English winter."**

Anthony Rowe, Artist at Squidsoup



*HONOUR*, First World War Centenary Event

Quays Culture is supported by



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AUTHORITIES





*Aeolian Light, Squid Soup*



# 2020 Vision Project

The Lowry's 2020 Project is a masterplan for the development of our iconic building and setting that will put the organisation in the strongest position to sustain its mission and maximise the artistic, partnership and financial opportunities presented by its role at the heart of MediaCityUK. This £5.5million capital project will be delivered during 2015 and will include:

- › a major technical upgrade of The Lowry's Lyric and Quays theatres, future-proofing our ability to deliver our high quality and diverse range of performing arts work and making strategic

improvements to our technical capacity and specification;

- › the re-development of a significant aspect of The Lowry's hospitality and catering facilities, providing spaces which both physically connect with MediaCityUK and creating an environment and commercial offer attractive to this new and arriving customer-base;
- › a programme of energy efficiency measures across all areas of the building to reduce current energy usage and generate significant cost savings.

All of the cost savings and new income generated through the project will create a new annual Artistic Development Fund which, from 2016, will allow The Lowry to establish a new, annual festival of building-wide, cross artform work.



## We are hugely grateful for the support of our 2020 Vision Funders

Sir Rod & Lady Aldridge  
 Arts Council England  
 BIFFA Award  
 Fidelity UK Foundation  
 The Law Family Charitable Foundation  
 Viridor Credits  
 Garfield Weston Foundation  
 The Wolfson Foundation



# Our Supporters

Lowry supporters raised a fantastic £25,000 during 2014 at Lowry fundraising events:

- › 10 North-West businesses battled it out at a 5-a-side football tournament
- › 18 teams enjoyed a glorious day of golf at the stunning Dunham Forest Golf and Country club
- › 60 guests celebrated the opening night of *The Curious Incident of the Dog in the Night-Time* with an exclusive fundraising dinner and chance to hear from the National Theatre artistic team
- › A highlight of the year was our Chairman's Dinner where 80 guests dined on the Lyric Stage whilst enjoying performances from The Lowry Young Actors Company

The Lowry Young Actors Company perform at Chairman's Dinner



## Supporters Events

We love to keep our supporters close to our work and during 2014 our Best Friends, Patrons and Quay Club Members enjoyed a diverse calendar of events including ...

- › In Conversation with artist Jonathon Yeo and Royal Academy's Director of Artistic Programmes Tim Marlow in The Lowry Galleries
- › The chance to learn the craft of a sound technician with a behind-the-scenes peek into the sound-check of *Happy Days*
- › Post show Q&A with our CEO Julia Fawcett, and actress Lisa Dwan who shared her experiences of taking on the ultimate challenge of performing Beckett's *Not I, Footfalls, Rockaby* as part of a trilogy of the writer's plays

5-a-side football tournament



- › *La traviata* Insight Event where supporters were treated to a talk by a member of the Opera North company and an exclusive look at the set model along with a wine-tasting
- › In conversation with Sir Nicholas Hytner, Artistic Director of the National Theatre with The Lowry's CEO Julia Fawcett, finding out more about his personal connections to the city, the National Theatre's relationship with The Lowry and the work he has directed during his acclaimed career
- › Launch event for *Peter Pan Goes Wrong* with performances and interviews with members of the cast and creative team
- › A chance to join our expert Gallery team in their workshop and learn how we preserve, conserve and display our precious LS Lowry collection.

## Development Advisory Group

2014 saw us re-form our Development Advisory Group, a group of North-West business leaders - chaired by long-standing supporter of The Lowry Jonathan Rice - who will work with the Development Team to engage further the business community with our work.







# THANK YOU we couldn't have done it without you...

## Funders

Arts Council England  
Salford City Council  
Association of Greater Manchester Authorities

## 2020 Capital Vision Funders

Sir Rod & Lady Aldridge  
Arts Council England  
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The Law Family Charitable Foundation  
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AL Wallace  
Britton & Storey for conservation of the LS Lowry collection

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Karen Proctor  
Adam Waller  
Sean Williams

## Trustees of The Lowry

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Felicity Goodey CBE, DL  
(Lifelong President of The Lowry)



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Image, Iron Baby by Antony Gormley



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ENGLAND**

**Salford City Council**

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