



FESTIVAL
of the
ARTISAN
at home



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ENGLAND



For immediate release

Festival of the Artisan to reach global audience with livestream partner Crosscut Media

Festival of the Artisan will benefit from the expertise of award-winning Leicester-based video production agency Crosscut Media who will be responsible for livestreaming the festival worldwide on 26 and 27 March.

This year's festival, supported by Arts Council England, will be an at home edition with a commitment to bringing the whole festival experience home and Crosscut Media will help make this a reality.

Festival of the Artisan Creative Producer Christopher Lydon said: "Festival of the Artisan will celebrate the extraordinary stories of ordinary folk. We want to reach as many people as possible with these stories and share the incredible musical talent on offer with a global audience and we are grateful to be working with Crosscut Media who will help us achieve this."

Crosscut Media Director Dan Flanders said: "We're delighted to be working with Festival of the Artisan this year. It goes without saying that the arts have really suffered over the past 12 months and it's been an honour to work with multiple organisations, including Festival of the Artisan to help bring performances to audiences' screens. Video production and live streaming will never be able to fully replace the experience of a live performance, but we hope that it comes in a close second place whilst giving artists a well deserved platform and a glimmer of hope during these difficult times."

Some of the UK's most exciting acoustic talent and artisan musicians; including previous BBC Radio 2 Folk Award winners Blair Dunlop and Bella Hardy, and 'Artisan Music' pioneers Steve Bonham and The Long Road will be taking to the stage at the Venture Theatre in Ashby-de-la-Zouch, Leicestershire. Festival goers will be able to enjoy the incredible line-up from the comfort of their own home, thanks to the live stream hosted on the Festival of the Artisan website and social media channels. Viewers will be asked to make a "pay-what-you-feel" contribution, with a suggested donation of £5.

- ENDS -

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- Notes to Editors -

Festival of the Artisan is a two-day virtual celebration of the most exciting artists on the acoustic scene, which will be streamed worldwide on Friday 26 and Saturday 27 March. It is hosted by Artisan Creative, which was created to provide a platform for developing distinctive recordings, books and performances from the raw materials of experience and the extraordinary lives of ordinary people.

festivaloftheartisan.co.uk

artisan-creative.com

Crosscut Media is an award-winning video production agency based in Leicester specialising in video production, animation and live streaming. They strive to make use of the latest advancements in video production technology whilst employing some of the freshest and most skilled practitioners around. Whilst the core team can deliver the majority of projects in-house, they have a wider freelance team who bring specialist disciplines to the table such as drone, steadicam and crane operation, script supervision and complex content strategy plans.

crosscut-media.co.uk

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. We invest public money from Government and The National Lottery to help support the sector and to deliver this vision. www.artscouncil.org.uk

Following the Covid-19 crisis, the Arts Council developed a £160 million Emergency Response Package, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of the bodies administering the Government's unprecedented £1.57 billion Culture Recovery Funds. Find out more at www.artscouncil.org.uk/covid19