



My East End

My East End is an exciting new photography initiative which invites Londoners to document and celebrate the rich heritage of London's East End: its people, cultures, domestic and built environments, and open spaces.

The centrepiece of the project is a high-profile, open photography competition which will be judged by a number of experts in their fields, including: Martin Parr, renowned Magnum photographer; Kate Edwards, Picture Editor at Guardian Weekend Magazine; Steven Berkoff, actor, writer and director; and Gilda O'Neill, much-loved East End author.

Related events will include workshops, exhibitions, history study days, school sessions, a talks programme and free places on photography courses.

My East End launches on 1 February 2010 and runs through to summer 2010. It is led by Bishopsgate Institute, Geffrye Museum, Four Corners and Birkbeck College and is supported by the Heritage Lottery Fund.

The photography competition

My East End's photography competition will bring professional and amateur photographers together alongside local residents, community and school groups to create a collective vision of what this ever-changing and evolving area of London looks like in 2010.

It is open to everyone and free to enter. Categories will be: Professional; Amateur; Young people aged 12 – 17; and Children aged 4 – 11. The closing date is 30 April 2010.

Whatever their age or experience, all entrants must submit a single image that sums up 'their East End'. This can include people, places, interiors and exteriors, but all must encompass a personal view of London's dynamic East End. The competition winner will be the image judged to be the most striking and memorable of all the entries.

In addition to the prestige of winning the competition, the winning and commended images will be showcased at dedicated exhibitions taking place at the Geffrye Museum and Four Corners, as well as on the My East End website.

Additional prizes include:

- State-of-the-art cameras and other photographic equipment provided by a leading supplier
- Free places on Bishopsgate Institute's sell-out Photographing London and Practical Photography courses
- Free places on photography workshops run by Four Corners
- Best-selling, high quality books from the Geffrye Museum

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My East End talks, courses and workshops

My East End isn't just a photography competition. It will feature a range of additional photography related activities, including:

- **Talks programme:** Bishopsgate Institute's popular historical talks programme will feature a series of talks exploring photography in East London.
- **Short courses:** A series of free one-day courses looking at photography and oral history, and their role in local history run by Birkbeck College.
- **Community and school group workshops:** A series of workshops using archive photographs to inspire people to take their own contemporary photos.
- **Exhibitions:** The competition winners will be showcased at exhibitions at Four Corners and the Geffrye Museum in Summer 2010.

For more information, interviews and images contact:

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NOTES TO EDITORS

1. Key dates

My East End competition launch: Friday 1 February 2010

Photography competition closing date: Wednesday 30 April 2010

2. My East End website is www.myeastend.org.uk. The site will be launched mid-January 2010.

3. My East End is led by Bishopsgate Institute, Four Corners, Geffrye Museum and Birkbeck College.

Bishopsgate Institute is a cultural institute offering a wide range of Courses for Adults programme, an exciting cultural events programme, and world-renowned library, with important collections on London and East London in particular. www.bishopsgate.org.uk

Geffrye Museum is one of London's best-loved museums. It explores the home over the past 400 years, focusing on the living rooms of the urban middle classes in England, particularly London. A series of period rooms show how such rooms have been used and furnished over this period, reflecting changes in society and patterns of behaviour, as well as style, fashion and taste. www.geffrye-museum.org.uk.

Four Corners offers support across a range of film and photographic production, including filmmaking facilities, photographic darkrooms, film training programmes, and professional development for freelancers, as well as exhibitions, screenings, talks and events. www.fourcornersfilm.co.uk

Birkbeck College, University of London is a world-class research and teaching institution, a vibrant centre of academic excellence and London's only specialist provider of evening adult education. www.bbk.ac.uk

4. **Heritage Lottery Fund**

My East End is supported by the Heritage Lottery Fund (HLF). Using money raised through the National Lottery, the HLF sustains and transforms 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, the HLF invests in every part of our diverse heritage. HLF has supported more than 28,800 projects, allocating over £4.3billion across the UK, with over £850 million has granted in London alone. www.hlf.org.uk.

