

# ENGLISH NATIONAL BALLET REHEARSALS FOR CINDERALLA TO TAKE PLACE AT HERE EAST



25TH APRIL 2019

- **English National Ballet has chosen Here East to prepare for their performance of Christopher Wheeldon’s Cinderella**
- **The tech and innovation campus will be home to the company until June as they rehearse for their production of Cinderella in-the-round**

**London 25th APRIL 2019:** Here East has today announced that rehearsals for its upcoming production of Cinderella will be held at the tech and creative campus in the Queen Elizabeth Olympic Park.

As of last week, the world-renowned ballet company moved their dancers into multiple studio spaces using more than 50,000 sq ft at Here East for nine weeks whilst they prepare for their production of Christopher Wheeldon’s Cinderella, ahead of a run at the Royal Albert Hall in June.

The decision for English National Ballet to choose the tech and innovation campus for their full-scale rehearsals illustrates the growing attraction of Here East to creative and artistic businesses and the versatility of the space available on the campus.

As the most successful post-Olympic transformation of an International Press and Broadcast Centre in the world, Here East is now home to a curated community of tenants, spanning start-ups, global corporates, creative businesses and academic institutions.

The ballet company will be joining a community of creative organisations on the campus that includes Studio Wayne McGregor.

Award winning choreographer Wayne McGregor CBE first opened the doors at Here East in 2017. The state-of-the-art studios brings together artists from across dance, film, music and visual art, establishing a creative hub at the heart of the campus which fosters innovation and collaboration between arts and technology.

The V&A is another major cultural institution that is also preparing for a site at Here East. Last year, it announced the decision to move its archive collection to a brand new V&A Research and Collection Centre on the tech campus. The centre, described as an immersive cabinet of curiosities, will be a purpose-built home for 250,000 objects and an additional 917 archives spanning the breadth of the V&A’s collection from fashion, textiles, furniture, theatre and performance, to painting, sculpture, ceramics, glass, design, architecture, and digital.

Gavin Poole, CEO of Here East, comments, “As one of the most prestigious ballet companies in the world, we are delighted that Here East is able to accommodate English National Ballet while they prepare for their summer production and are excited to welcome the Cinderella company to Here East. Our expansive studio spaces on the campus allow us to cater to the unique needs of creative businesses and provide flexible solutions, we value our ability to support cultural institutions in such a way and the range of community activities into schools that this residency will support.

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**Gavin Poole,**  
CEO, Here East



Patrick Harrison, Executive Director of English National Ballet said “The company are already enjoying their time at Here East, and we are happy to be a part of their cultural community as we prepare our upcoming production of Cinderella.”

## Notes to Editors

### About Here East

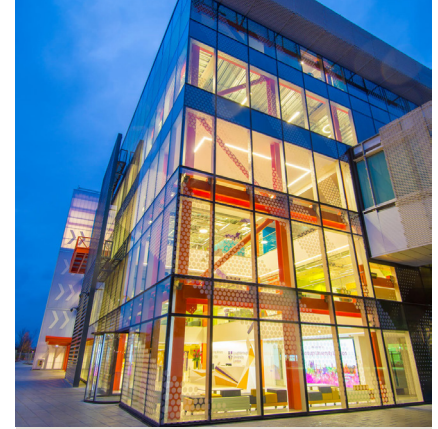
Here East is located at the heart of Queen Elizabeth Olympic Park in London and provides over one million square feet of dedicated and versatile spaces for creative and digital companies. It is designed as a place for start-up entrepreneurial businesses to co-exist and collaborate with global established businesses and support genuine product innovation.

The Here East campus includes shared workspaces and public areas to foster a tight community, with space for discussion and events, a landscaped canalside and artisan cafes, shops and restaurants.

Here East is home to an array of organisations, including Studio Wayne McGregor, UCL/Bartlett School of Architecture and Loughborough University London, as well as BT Sport, Plexal – a world class innovation centre and Ford’s European Smart Mobility Innovation Office. Online luxury fashion retailer MATCHESFASHION.com, UK charity Scope, and video game company Sports Interactive

### About Delancey

Delancey is a specialist real estate investment, development and advisory company whose activities encompass retail, residential and commercial real estate across London and the UK. Collaborating on a wide range of assets, partners and clients, Delancey is recognised for its innovative and diverse approach to creating long term value from real estate. Delancey also advises clients on appropriate capital structures, financing and provides asset management and development services. Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus schools group and the Elephant & Castle Shopping Centre in Southwark. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; it is delivering over 3,000 homes for rent at the multi-award-winning neighbourhood East Village, the former London 2012 Athletes Village in Newham. For further information visit [delancey.com](http://delancey.com)



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