

## **Photo caption details - Mima and Centre Square**

### **REGENERATION SUCCESS IN MIDDLESBROUGH**

mima's (Middlesbrough Institute of Modern Art) success has exceeded expectations with 80% of projected annual visitor numbers achieved in the first 6 months of opening, building confidence in the regeneration currently underway in the Tees Valley.

More than 81,000 people have visited the £14.2 million gallery since its opening in January which has led to increased visitor numbers and money spent in the region.

mima opened to the public on Saturday 27 January with a spectacular firework display where thousands gathered on Central Square to watch. Many queued outside for the chance to be one of the first to see inside the new gallery designed by Erick van Egeraat Associates. The inaugural exhibition 'Draw' attracting national and international media attention featured works by Damien Hirst, Andy Warhol and Gavin Turk.

Godfrey Worsdale, mima Director, said: "We are delighted with the overwhelmingly positive feedback mima has received since opening. We have welcomed over 81,000 visitors to the gallery so far and with our changing exhibition programme and the range of activities and events we offer, we hope that visitors will come back again and again. We know some of our visitors have already been several times in just six months."

The gallery attracted funding from Middlesbrough Council, Arts Council England, One NorthEast, Government Office North East, Northern Rock Foundation and The Christina Foyle Foundation.

John Holmes, Director of Regeneration at One NorthEast said: "We are proud to have made a significant contribution to the funding of mima and are delighted by the success of regeneration taking place in Middlesbrough. mima

is a fantastic asset to the Tees Valley and complements the regeneration going on in creation of the nearby BoHo Zone as well as the redevelopment at Middlehaven.

“mima is a significant asset in the cultural and economic regeneration strategy for Middlesbrough and the Tees Valley - its success also leading to increasingly positive perceptions of the region.”

Recent comments in mima’s visitor book include, “I think that mima has given Middlesbrough back its heart and soul, it beats lots of the London galleries!”, “Fantastic to have this in Middlesbrough,” and “Super building and exhibitions - an asset to the area.”

Projects such as Middlehaven will bring eyes across the globe to the Tees Valley, and build on the international attention received by the opening of mima. Having combined public and private sector investment of £500 million to develop a 250 acre site in the heart of Middlesbrough – its vision is to be a waterfront destination of international stature.

The BoHo zone is set to become the region’s answer to the creative quarters of New York and London after having received £17 million investment from a partnership of the One NorthEast, Middlesbrough Council, Erimus Housing and the European Regional Development Fund.

In conjunction with the University of Teesside, the development of a ‘Digital City’ will boost the existing and successful industry in the area, adding an economic base in the digital technologies sector with an international reputation for creativity and innovation.

Over £100 Million will be invested by One NorthEast during 2007-2009, to develop key regeneration sites across the region, which include the Tees Valley.

“By working with partners such as Tees Valley Regeneration, the local councils and English Partnerships and leveraging substantial amounts of private sector investment, our aim is to create internationally significant city and town centre developments,” said John Holmes.

Councillor David Budd, Executive Member for Economic Regeneration and Culture, Middlesbrough Council said: “We are thrilled with the success of mima, the square and the many regeneration projects currently underway in Middlesbrough. I don't think that the local community really believed how investment would change the area, until they started to see it with their own eyes. This and future developments will help to recreate the ambition and aspirations so vital to the success of the Tees Valley.”

mima has just launched several new shows ranging from sculpture from the Arts Council Collection including works by Henry Moore and Barbara Hepworth; to a major solo show by Edmund de Waal and an exhibition of contemporary jewellery from mima's unique collection.

Following this and opening on 23 November, is a show not to be missed - the first major BAUHAUS exhibition in the UK for 30 years.

Ends