

**CULTURE**

# CUL TUR E

*“We want to build a proud new community for Manchester, we want to make a lasting difference, we want to do it in principled ways, we want to involve as many positive voices as we can and we want to do it well.”*

Michael Ingall, Chief Executive, Allied London

One of the key components of creating a new neighbourhood with a thriving community, is the culture that it adopts.

Our vision for a successful culture is focused upon innovation, the arts and creativity.

## CULTURE AT ST. JOHN'S

Right here, on the former site of Granada TV, the Beatles performed to the camera for the very first time. That was 54 years ago. Yet the creative spirit that saw Granada TV become one of the UK's most successful production houses, has never left this place. Now, something remarkable is happening again. A neighbourhood like no other is about to rise up. Inspired by the past and excited by the future.



AFFIRMING, BLOWN AWAY,  
CHILDED, DRAMATIC,  
EXHIBITED, FRESHLY,  
GIRLBOY, GOLDEN, HANDY,  
SIGHTS, ICONIC, JAW,  
UPPER, KICK, AS,  
X-UP, BUGS, MOVING,  
ZIPPY, SEES, OUTDOOR,  
QUACK, SIVERE, QUACK,  
URQU, RELAXING, SLOW,  
ULTRA, VORACIOUS, WOWER,  
X-RATED, YUMMY, ZAPPED.

YEAH!

*St. John's principles:*

*Build upon Manchester's radical history and reputation for world-class creativity and enterprise.*

*Generate new opportunities for creative learning, growth, engagement and contribution to the wider community through contemporary and emerging arts practices.*

*Facilitate productive creative partnerships.*

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## TRANSFORMATION THROUGH INNOVATION

A culture of innovation will be essential to the success of St. John's and those who come to live, work and play here. This will be a stage for exploration and enriching experiences, supporting emerging talent by creating space for artistic experimentation.

Exhibitions, screenings, workshops, leisure and retail will provide inspiration and opportunity around every corner. St. John's will be a place to grow, learn, develop and transform.



INNOVATION LEADS  
TO THE DISCOVERY OF  
NEW EXPERIENCES.

# ARTS

*All about the arts*

*The cultural ecology of St. John's will evolve out of contemporary art, experiential entertainment, and interactive engagement.*

*Exciting venues, including The Factory will host the type of cutting-edge practices that are the lifeblood of the creative industries: graphic design, music production, fashion, photography and print.*

ART HAS THE POWER  
TO ENRICH LIVES,  
ENHANCE WELLBEING  
AND BOOST ECONOMY.



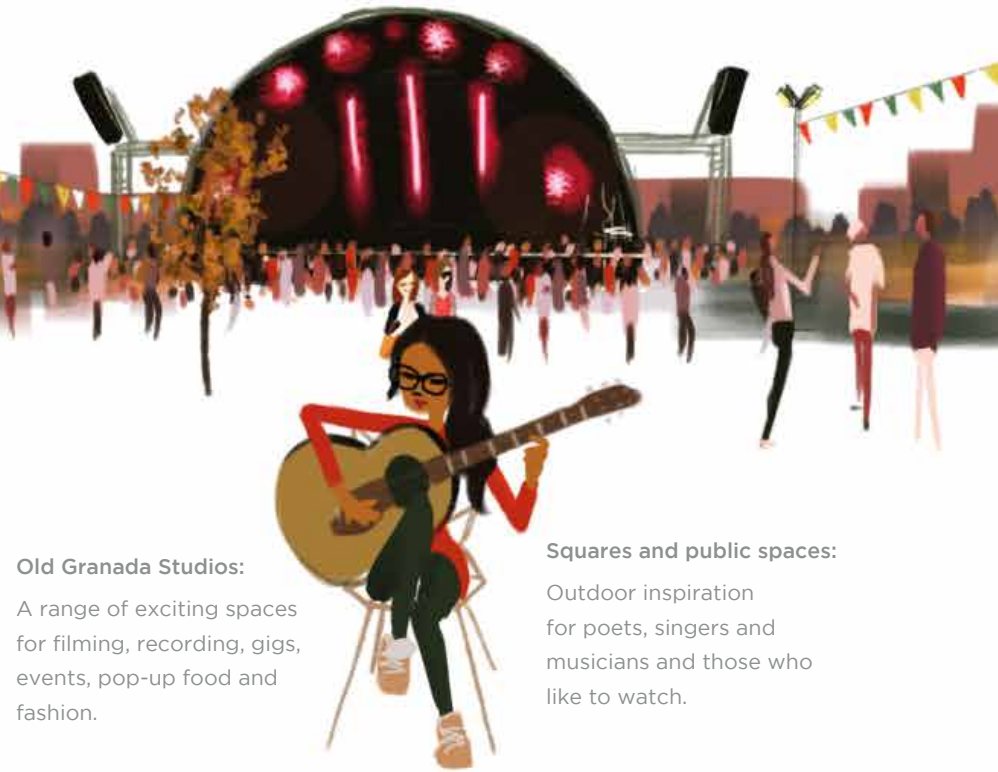
**VENUES FOR WORLD-CLASS  
EVENTS, EXPERIMENTAL,  
IMMERSIVE PERFORMANCES AND  
OTHER AWESOME ACTIVITIES.**

**The Factory:**

800 - 7000 capacity.  
Transforms from a seated theatre  
to a standing environment.

**Three hotels:**

Corporate to contemporary.  
Restaurants, bars, a cinema and  
a private members club.



**Old Granada Studios:**

A range of exciting spaces  
for filming, recording, gigs,  
events, pop-up food and  
fashion.

**Squares and public spaces:**

Outdoor inspiration  
for poets, singers and  
musicians and those who  
like to watch.




## *Creativity rules*

*St. John's will be a playground for imagination and inventiveness. Exciting, energising experiences will be carefully curated and played out in shops, restaurants, cafes, bars, breweries, bookshops, galleries and gyms. Shopping and eating here will have a distinctly independent, artisan flavour. Fashion will be quirky, modern and retro.*

*This will be a vibrant, productive neighbourhood for an enterprising community of thinkers, makers and doers. A new chapter in Manchester's radical history of creativity, enterprise and independent spirit.*

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Forward thinking, cutting edge creative practice will be fostered and incubated, opening up opportunities for creators to join an enterprising community of like-minded individuals and collectives.

EXPERIENCES WILL BE  
CAREFULLY CURATED TO  
ENRICH AND ENERGISE.

EXPERIMENTAL  
INDIVIDUAL  
INDEPENDENT  
ARTISAN  
CRAFTED  
SOPHISTICATED





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**Michael Ingall**, Chief Executive, Allied London



  
**ALLIED LONDON**  
[www.alliedlondon.com](http://www.alliedlondon.com)

CULTURE

ST. JOHN'S

(MANCHESTER)

[www.stjohnsmanchester.com](http://www.stjohnsmanchester.com)