




V&A Announces *David Bowie is happening now*, a Live Cinema Event

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Today the V&A announces that on Tuesday 13 August audiences across the country will be able to join the Museum for a live cinema event screened from *David Bowie is* as the finale to the enormously successful exhibition.

The V&A's exhibition *David Bowie is* opened to great acclaim in March, selling more than 67,000 advance tickets, far surpassing pre-sales for any other V&A exhibition in its 150 year history. It has already been seen by nearly 200,000 visitors and in response to the incredible demand for tickets the Museum will take *David Bowie is* live to cinemas across the UK.

Martin Roth, V&A Director, said: "*Visitors have gone to great lengths for a chance to see our exhibition so we wanted to give everyone across the country one last opportunity to experience it for themselves. This is the first time the V&A has taken part in a live broadcast event of this magnitude and we are extremely excited to be working with such a talented production team to present the phenomenon that is David Bowie to the widest possible audience.*"

The unique cinema event will be introduced by exhibition curators, Victoria Broackes and Geoffrey Marsh, and will feature special guests offering an insight into the stories behind some of the 300 objects on display from the David Bowie Archive. It will be the last opportunity to experience the exhibition before it goes on international tour, starting at the Art Gallery of Ontario, Canada (25 September – 27 November 2013) followed by the Museum of Image and Sound, Sao Paulo (28 January – 21 April 2014).

David Bowie is happening now will be directed by BAFTA winning director, Hamish Hamilton and produced by Done & Dusted Productions Ltd. Hamilton directed the live TV coverage of the opening and closing ceremonies at the London 2012 Olympic and Paralympic Games.

The event will be distributed to cinemas by Picturehouse Entertainment Ltd, who have been pioneers in bringing alternative content to the big screen. It will be shown at 19.00 on Tuesday 13 August in over 200 cinemas nationwide from Inverness to Jersey and Belfast to Norwich.

Marc Allenby, Head of Commercial Development at Picturehouse Entertainment Ltd said: “*We are delighted to be distributing this amazing exhibition and working with the V&A to bring David Bowie is to cinema audiences around the UK.*”

This innovative project has been made possible with support from the David Bowie Archive, who have also given unprecedented access to the V&A to create the exhibition and show many items never before displayed in public.

Tickets will be on sale from Friday 28 June, for details of participating cinemas and to book visit www.vam.ac.uk/davidbowieis.

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Notes to Editors

- Tickets on sale from Friday 28 June 2013
- The event will be broadcast to over 200 cinemas throughout the UK. Visit www.vam.ac.uk/davidbowieis for all participating venues, booking links and pricing information
- *David Bowie is happening now* will be screened at all participating cinemas on Tuesday 13 August 2013, doors open 18.45 screening at 19.00
- For Picturehouse Cinemas visit www.picturehouses.co.uk/DavidBowieis

About the *David Bowie is* exhibition at the V&A:

23 March – 11 August 2013

The V&A has been given unprecedented access to the David Bowie Archive to curate the first international retrospective of David Bowie’s extraordinary career. Bowie is one of the most pioneering and influential performers of modern times and the exhibition brings together more than 300 objects including handwritten lyrics, original costumes, photography, set designs, album artwork and rare performance material from the past five decades. Bowie’s work has both influenced and been influenced by wider movements in art, design, theatre and contemporary culture and the exhibition focuses on his creative processes, shifting style and collaborative work with diverse designers in the fields of fashion, sound, graphics, theatre and film.

In partnership with Gucci; Sound experience by Sennheiser. Runs until 11 August 2013.

www.vam.ac.uk/davidbowieis

About Picturehouse Entertainment Ltd

Picturehouse Entertainment is the distribution arm of Picturehouse Cinemas, the owner and operator of 21 Picturehouse Cinemas and programming agent for a further 49 venues

around the country. Formed in 1989 to challenge the multiplex model, Picturehouse Cinemas are Britain's largest circuit of independent cinemas, located in city centres and offering diverse programmes that encompass quality mainstream, family, art-house, independent, foreign-language and documentary films.

Sister company Picturehouse Entertainment launched in 2010. Its theatrical releases to date include the record-breaking Werner Herzog 3D documentary, *Cave of Forgotten Dreams*; BAFTA winner *The Imposter* and Shane Meadows' *The Stone Roses: Made of Stone*. Forthcoming releases in 2013 include Ben Wheatley's *A Field in England* (5 July) and *The Pervert's Guide To Ideology*. Picturehouse Entertainment also distributes a wide variety of non-film content to cinemas around the country. These include live satellite transmissions of seasons from world-class arts organisations such as the Bolshoi Ballet and the National Theatre, and special one-off events such as Leonardo Live from the National Gallery, Stephen Fry's talk, *The Fry Chronicles*, and Jamie Cullum live at the Cheltenham Jazz Festival.

For more press information about the V&A or the *David Bowie is* exhibition please contact Olivia Colling or Alice Evans in the V&A Press Office on 0207 942 2725/ 2508 or email press.office@vam.ac.uk

For more press information about Picturehouse Entertainment Ltd and *David Bowie is happening now*, the live cinema event please contact Charles McDonald on 020 7736 3445 or email charles@charlesmcdonald.co.uk

