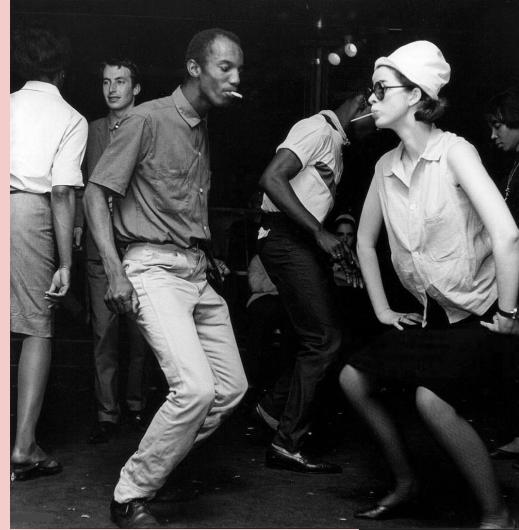


WATERLOO PLACE: A SUSTAINABLE, EXCITING NEW CULTURAL HUB FOR LONDON

FARSIGHT
COLLECTIVE

In the 60s and 70s the area around St James' wasn't just a magnet for musicians and artists, but a melting pot where the different sections of London society came together.

Aristocrats and artists, students and shop assistants, pop stars and kitchen porters would mingle in spaces like the Indica Gallery, Scotch of St James and the Scene Club.



What we're proposing is a new cultural hub that builds on that heritage, on that melting pot.

A place where a commitment to leading with culture builds a sustainable audience and business.

Where people of all backgrounds can come together once again.



So what do we mean by a ‘cultural hub’?

- A hangout for the local creative, independent, arts and retail communities to connect over great drinks, food and atmosphere, seven days a week.
- Accessible and open-to-all, but with the key imperative being to build a genuine and loyal community around the venue.
- A showcase for exciting and carefully programmed art, music, film and experience with a global resonance and an emphasis on promoting new talent.
- An ethos rooted in sustainability: environmental, financial and cultural.

That's the mission. The 'method' is curation.

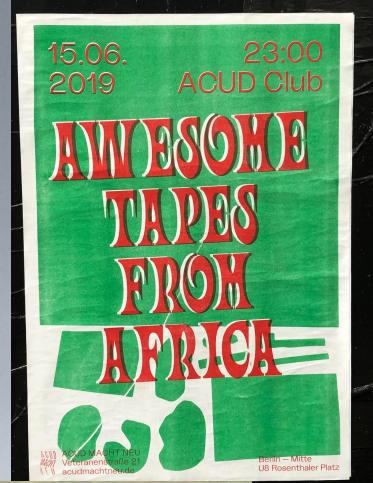
From the art, to the events, to the drinks, to the food, to the music.

A unifying vision led by the Farsight Collective team working in collaboration with leading artists and cultural figures.

A monthly guest curator will work with us to shape a unique, ever-evolving program and environment, sustained by a loyal, committed audience.

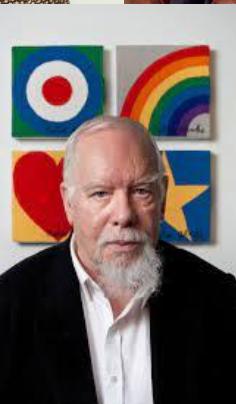
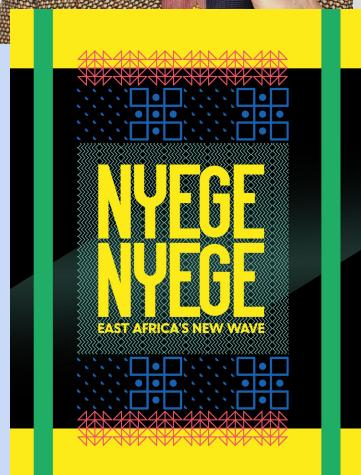
Our monthly curators will be chosen from the worlds of art, fashion, cinema, music and literature.

From cutting-edge young artists with hype and impact, to overseas festivals looking for an outpost in London, to well-established figures and rediscovered legends, what they'll share is a fascinating hinterland and an interest in culture in all its forms.



Clockwise from left: Pam Hogg (fashion designer), Dazed (magazine), Awesome Tapes From Africa (record collector / DJ), Sonár Festival Barcelona

Clockwise from left: Jarvis Cocker (musician),
A\$AP Rocky (musician), FKA Twigs (musician),
Peter Blake (artist) Nyege Nyege Festival Uganda



One parallel might be the South Bank Centre's Meltdown Festival - but in four dimensions.

We'll collaborate with our curators on everything from F&B to artwork to events like readings, screenings and panel events, to live music and DJs.

And through them, we'll prioritise collaboration with organisations and collectives opening up the cultural space to a more diverse range of people. Growing our network and our audience. Remembering our mission.



An example of what that curation might look like in practice over one week, featuring i.e Jarvis Cocker as artist-in-residence

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Unveiling of the art and installations that will anchor the curation, with music and an 'in conversation' with one of the artists whose work features.	Journalist John Savage reads from his book 'England's Dreaming' about the 1970's London Punk Rock explosion, then in conversation with Andrew Czezowski founder of the original London Punk venue 'The Roxy' Followed by DJ set of punk and post punk	An Evening With Heavenly Films: film screenings Lawrence of Belgravia (2011) This Is Tomorrow (2008) Dexys: Nowhere Is Home (2014) Director Paul Kelly in conversation with musician Bob Stanley in main space. Q & A session with audience. Followed by DJ set from Bob Stanley and Heavenly Records boss Jeff Barratt	An Evening With Rough Trade Records Rough Trade founder Geoff Travis and long term business partner Jeanette Lee in conversation with journalist Pat Gilbert from Mojo Magazine. Q & A session with the audience. Live music performance by ex RT alumni Vic Godard and recent signings Goat Girl. DJs chosen by Geoff Travis	Jarvis Cocker 'RADAR NIGHT' Jarvis selects new musical artists and DJs that are currently on his radar Live - Female Takeover, Stush DJ - Julie Adenuga (Rinse FM), Madam X (NTS radio)	An evening with Jarvis Cocker Jarvis reads from his new autobiography 'Good Pop Bad Pop' He is interviewed by Journalist Miranda Sawyer Q&A session with the audience. Jarvis DJ set in main space of records that changed his life. In the basement DJs of his choice would perform eg; DJ Harvey, DJ Trevor Jackson, DJ Richard Norris	Jody Harsh presides over a queer evening of participatory parlour games for cerebral and physical non-binary interaction, plus laid back lounge DJ's set from Martin Green and Johnny Trunk, Sunday roasts and camp cocktails.

Throughout: wall art, installations and visuals curated by Jarvis from the work of some of his favourite artists i.e Karl Junker, Nek Chand Siami, Howard Finster etc. and new talent from Central Saint Martins

We've identified a core audience just waiting for the right space to claim as their own. We call them the 'The Makers': the creatives of the West End with their teams and associates that are the life-blood of the new London.

We will draw our core clientele from:

Gallerists and their staff and the thriving art scene of Mayfair, St James, Fitzrovia and Soho. Fashion designers and their teams from the independent clothing businesses of the West End. Music producers and musicians from the recording studios of Soho. Directors, producers and designers from the local theater and film industry. Tailors, cutters, shop boys and girls from the bespoke fashion industry of Mayfair and St James.

These are the people that work in the creative industries of central London, the creators of the style and culture that give the capital its unique global image - and who are reviving this part of London in particular.

They're just the start. We'll use our expertise to build a committed audience that makes this not just an exciting new spot but a sustainable, constantly evolving cultural hub.



To help us access these ‘makers’, we’ll recruit a **steering committee**. ‘Ambassadors’ to assist in building our clientele from the worlds of art, music, literature, fashion, tailoring, theatre, film and design. Here is a small selection of some of the people we have in mind.



Vassiliki Tzanakou

The founder and director of ARTinTRA; a contemporary art consultancy and curatorial platform. She has curated exhibitions and consulted collections and projects internationally including the UK, Greece, Denmark, Japan, California and Italy for the 55th Venice Biennale, gaining a reputation for staging innovative projects in alternative spaces.



Irvine Welsh

Welsh has published eleven novels and four collections of short stories. His first novel, *Trainspotting*, was published in 1993. It was adapted as a play, and a film adaptation, directed by Danny Boyle and written by John Hodge, was released in 1996.



Ebony Renee-Baker

Fashion Editor at Refinery29 UK, the leading global media company focused on young women with a mission to inspire, entertain, and empower through optimistic and diverse storytelling, experiences, and points of view.

Some more of the potential ‘Ambassadors’ we intend to approach, building on our existing relationships.



Kirsty Alyson

A writer, performer and founder of Cold Lips magazine, which publishes books, records and puts on parties with music and poetry. Her poetry films have played in the Tate, Haus der Kulteren der Welt and Gallery46 Whitechapel. Her collection of work from 2007 to 2020 is called 'Now Is Now, Cold Lips', and her debut novel, Psychomania was published in 2022.



Tom Stubbs

A menswear stylist and fashion writer who currently writes a regular men's style and luxury column, The Sharpener, for The FT/How To Spend It. Stubbs has also contributed to publications including The Daily Telegraph, GQ and Man About Town. He styles for The Rake, GQ and Glamour magazine



Katie Grand

Named by British newspaper The Daily Telegraph as "one of the most powerful stylists in the world". Grand is the former editor of LOVE, a bi-annual fashion magazine she launched herself in 2009.. She has worked on fashion shows for Louis Vuitton and Prada. Since leaving LOVE, Grand has launched her own successful independent magazine and creative agency "Perfect Magazine".

Building a committed audience takes patience, authenticity and engagement.

By carefully engaging with our target audience of ‘makers’, plugging in to our artists-in-residence followings, then delivering on the promise of a genuine cultural experience, we’ll quickly start building our own.

Meanwhile every new curation series brings an exciting new story and narrative to share nationally and even globally.

Our expertise in audience retention and digital engagement, our commitment to our shared values, will over time build our own ‘tribe’: a loyal and sustainable customer base.

An audience as invested in the space as we are.

Our food offering will also be rooted in curation and collaboration.

It will be based on an innovative partnership with the renowned Goods Shed in Kent, the leader in sustainable UK produce and cuisine.

Essentially, Waterloo Place's kitchen will become a satellite of the Goods Shed.





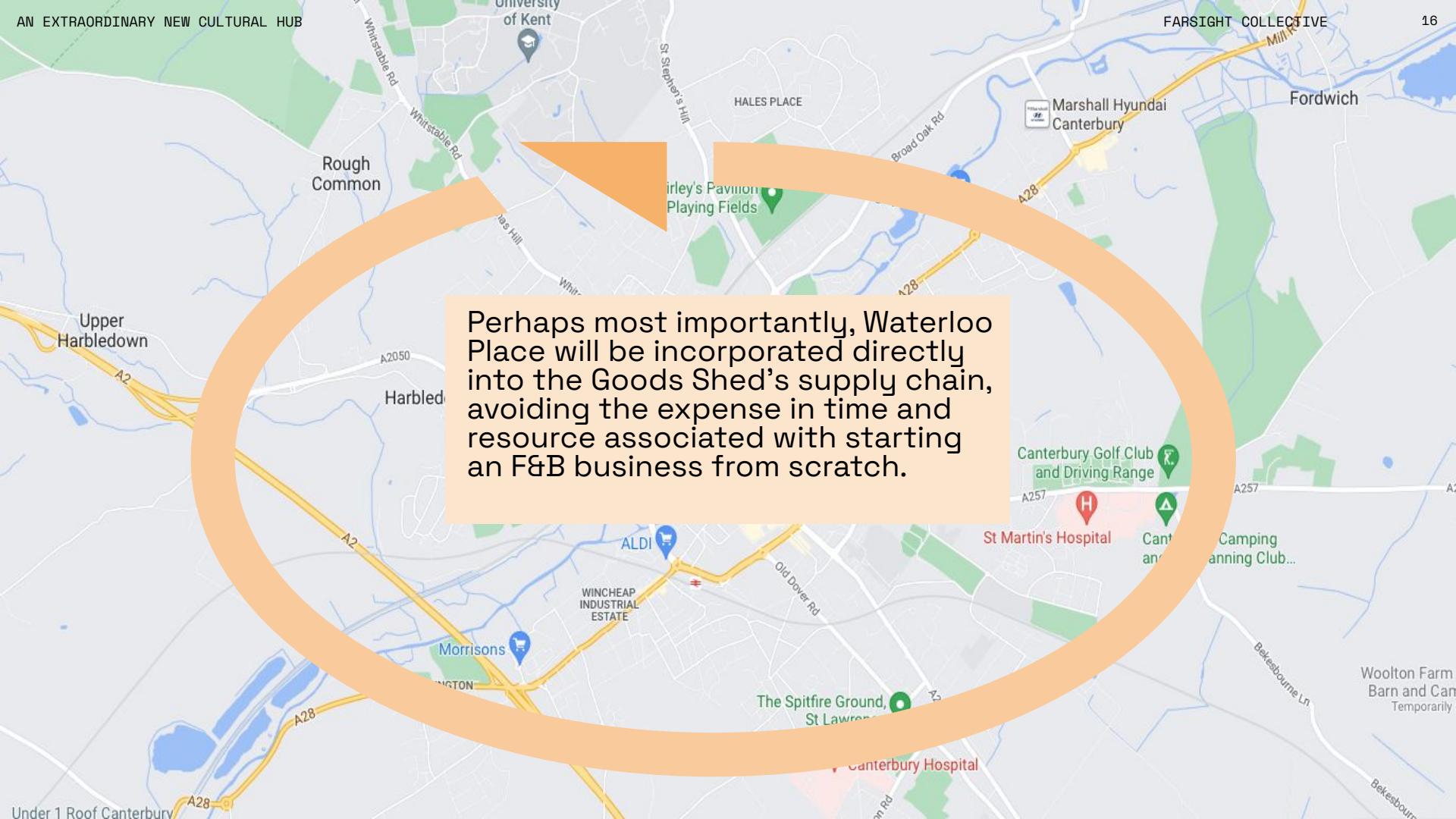
The Goods Shed will direct a small plate menu for Waterloo Place, following closely the ‘British tapas’ of their own offering at the parent restaurant - and offering the opportunity for our kitchen team to develop from their expertise and supervision.

Naturally, there will also be space on the menu for our guest curator to offer their own input, interpreted by our team.



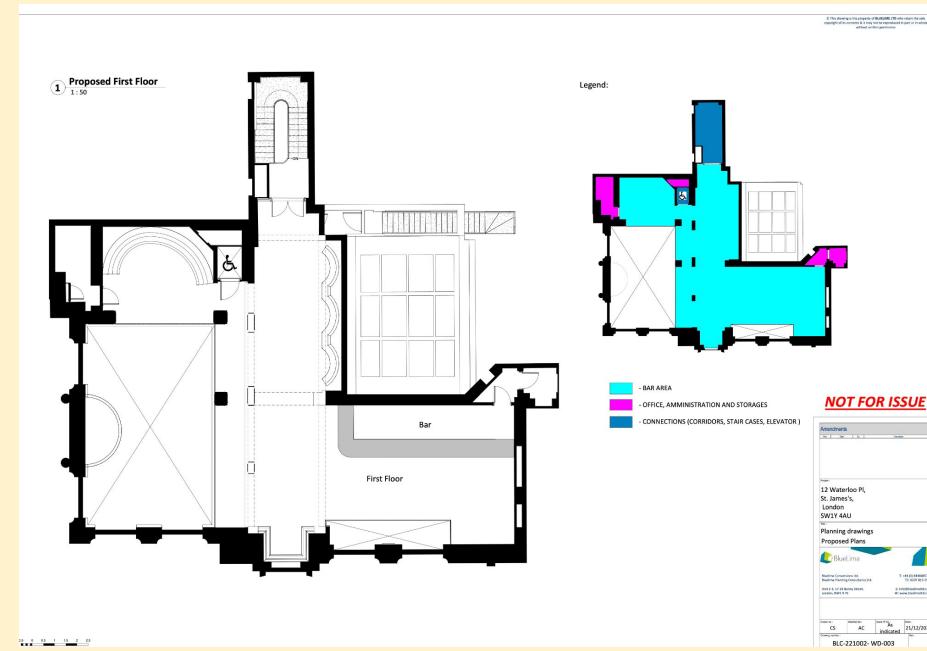
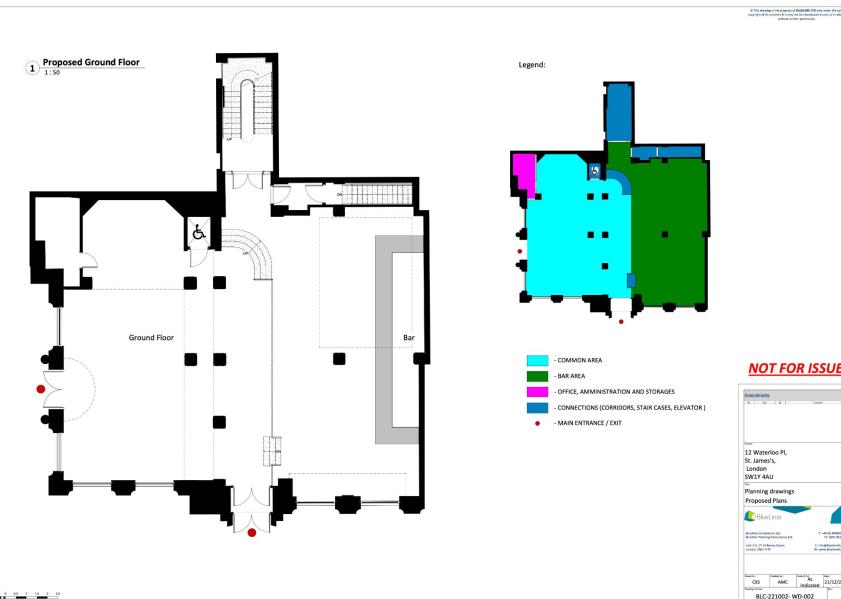
Our F&B will be available all day every day, with an outdoor area open when weather permits.





Perhaps most importantly, Waterloo Place will be incorporated directly into the Goods Shed's supply chain, avoiding the expense in time and resource associated with starting an F&B business from scratch.

The venue will be a showcase for ever changing and exciting curation, but we're not proposing a 'blank canvas' or another white-walled gallery.



A location and a building this beautiful deserves its own aesthetic, beyond even what our guest curators bring to it each month.

Two stunning, classic, substantial bars - on the ground and mezzanine floors - will anchor a sense of place and heritage in the venue.



The main room will be screened from the front door, creating a distinct space for performance insulated from the street.



We'll return the mezzanine balcony to its former glory, extending it back around three or possibly four sides.

The result will be an inclusive main space with improved sightlines.

That means maximum visibility for anything happening downstairs, with everyone feeling included and part of the experience.



The venue will buzz with art and design from artists new and established, a selection constantly evolving and changing based on the curator.



Left to right: Cedric Christie installation, Ben Eine, 'Purgatory,' Derrick Santini lenticular lightbox



Immersive, fascinating, announcing immediately to the visitor: *you're part of something special now.*

On the mezzanine floor, semi circular booths will echo the distinctive design of the windows while adding intimacy and inclusion.

Circular tables with seating will fill the rest of the space, with the flexibility of being removable to facilitate events and activations.



While our interior and furnishings will always err on the side of quality and substance, we won't be trying to compete with the luxury or opulence of some of the nearby hotels and private members' clubs. That's not sustainable and not in keeping with our mission.

It's also not what the area needs.

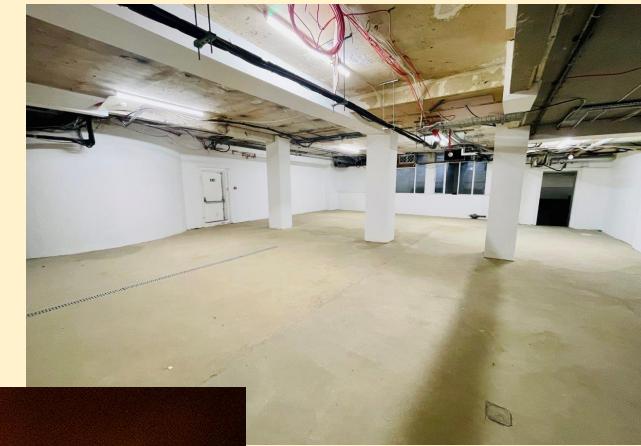
Instead we will look beyond the usual suspects to creatives from the worlds of cinema, theatre and the visual arts. To lovingly create an aesthetic that reflects the area, its history and its heritage.

Think Wes Anderson, not Waldorf Astoria (or the W Hotel).



The basement area will become a versatile music and performance space (that also features facilities for film screenings) and with a ground-breaking custom L-Acoustics L-ISA 3D sound system.

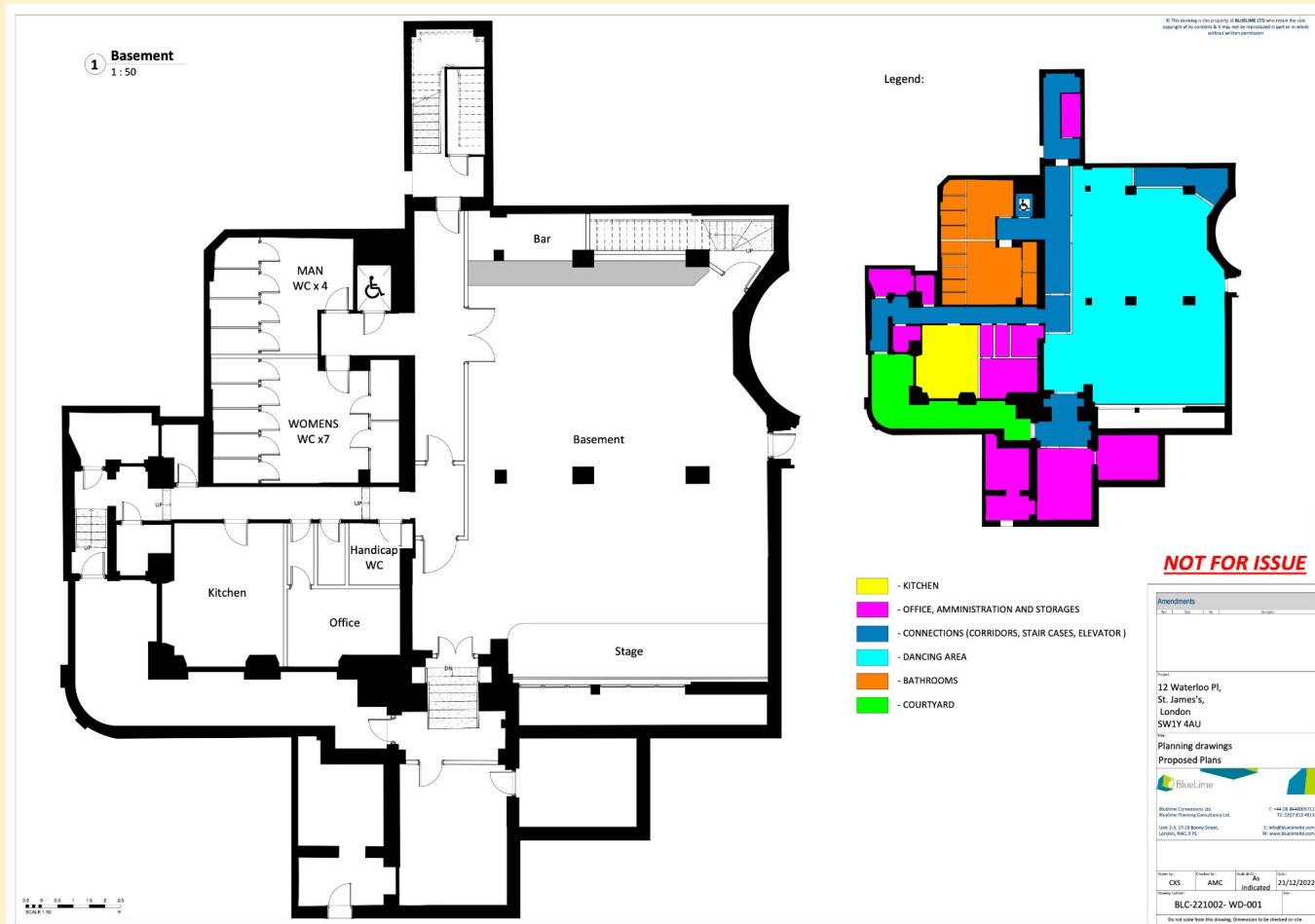
Perfectly judged programming, a raw aesthetic, and an immersive environment created with leading ‘sculptors of light’ will see it becoming the leading destination music space in the area.



In fact our plans for the basement go beyond the music venue.

A revamp of the main space and the kitchen is just the start.

Adding offices for the Farsight Collective and a workspace for our curators (and a revolving cast of artists and creatives) will bring the building alive seven days a week - as a cultural and creative hub.



As we've seen first hand with the consistently successful private hire programs at our previous venues, brands and corporates want new, 'edgy', authentic, contemporary spaces. Our proposal will give them just that.

A less opulent, more culturally-relevant offering, unlike anything else in the area.

We expect the occasional early weeknight hire in the space to be part of the revenue stream - but without affecting the accessibility and open-to-all ethos of the space.

The flexibility of the space allows us to use certain areas of the venue (i.e the basement, the mezzanine etc.) to pursue dedicated events and hires - without interfering with the daily public offering.

We also expect to partner with cultural and community organisations and collectives - that align with our values - for events and collaborations.

Engaging with different communities, adding cultural value to the area and bringing ever more engaged and creative people into our own tribe.



In conclusion, what we're proposing is an exciting and substantial project with the potential to shift the local dynamic in a positive way - and tell a story with a global impact.

Walking around the space, quite apart from its beauty and nobility, we felt as if it had been designed to showcase our strengths as a collective! It's been a privilege just to imagine its potential. Thank you for the opportunity.

Beyond bricks and mortar (and even Portland Stone), our proposal is geared towards building a sustainable audience and customer base, organically and authentically. Without that, any project is just empty hype and fleeting interest.

When you bring people together, you bring a building alive again. Culture *is* community. And you're already a part of it.

THE FARSIHT COLLECTIVE



NEGAR YAZDANI
CHAIR

- **Experience** as an investment banker, and as a lawyer, in leading UK and US investment banks and law firms.
- **Particular knowledge** of bond and debt financing and restructuring, liability management, real estate finance and sovereign advisory.
- **Founded** Black Lion Law in 2010
- **Recent work** also includes strategic advice to entrepreneurs and SMEs and debt finance experience at Morgan Stanley, Merrill Lynch, RBS and more.



EUAN JOHNSTON
CEO

- **25 years** creating incredible venues in unusual or challenging London locations.
- **Founder / owner / operator** of legendary venues SEOne, Cable and Crucifix Lane, and The Steel Yard among others.
- **Founded the Farsight Collective four years ago** to transform underutilised spaces into centres for community and culture .



SEAN MCLUSKY
ARTISTIC DIRECTOR

- **Creating and promoting** London venues since 1989 when he launched the Brain Club in Soho.
- **Transformed The Scala cinema in Kings Cross** into a music venue.
- **Created the international club series** Return To New York with legendary producer Arthur Baker At the Great Eastern Hotel.
- **Currently driving the development** of a 1000 capacity music venue in Manchester: NEW CENTURY.

THE FARSIGHT COLLECTIVE



DUNCAN DICK
CULTURE / CONTENT DIRECTOR

- As Editor of **Mixmag**, covered clubs and festivals in 40+ countries – later writing the book 'Destination Dancefloor', an atlas of global club culture released Oct 2022.
- Producer of the 2022 PA Media Festivals Of Journalism in six cities across the UK.
- Pioneered community partnerships with organisations such as shesaid.so, Equalising Music Initiative and Safer For All.
- Founder of content studio Devil's Ivy Creative.



SUSANNA TAIT
F&B DIRECTOR

- Pioneer of sustainable, locally produced F&B and awareness of responsible food production
- Started the UK's first all-week Farmers Market, the Goods Shed, in Canterbury in 2002, based in a Victorian railway storage shed



GUY RODGER
EVENT DEVELOPMENT

- Renowned specialist with 27+ years of venue and events experience in the capital.
- Founder of the Concerto Group, sold to CH & Co in 2017 with sales of £50M per annum.
- Under the Kershaw and Partners banner, recently working with Berry Brothers & Rudd, The National Archives Building, Caswell House, Top Golf, Kirtlington Park and Pollen Festivals.