



## J. SHEEKEY OYSTER BAR

### **J SHEEKEY OYSTER BAR CREATES ICONIC FISHLOVE THEATRE SERIES TO CALL FOR GREATER MARINE PROTECTION IN THE UK**

Leading London seafood restaurant, J Sheekey Oyster Bar, endorses Fishlove by commissioning a series of photographs featuring leading, West End theatre actors holding fish against their bare skin, to support the acclaimed photographic campaign against overfishing in British seas.

The J Sheekey Oyster Bar/Fishlove series includes images of Mark Rylance, winner of this year's Oscar for best supporting actor, Emma Thompson (photographed alongside her husband, actor Greg Wise), Miriam Margolyes, Dougray Scott, Jodhi May and Alex Jennings, amongst others. The series has been photographed by Jillian Edelstein.

With frequently provocative images of naked celebrities holding endangered fish species, Fishlove has become one of the most successful and significant campaigns raising awareness of how destructive fishing practices are bringing the marine environment to the brink of collapse.

Since 1950, it is estimated that 90% of large predatory fish have been lost due to overfishing. Fishlove's image of Helena Bonham-Carter (2015) with a yellowfin tuna is widely credited for having persuaded the UK Government to commit to creating the largest network of Marine Protected Areas (MPAs) in the world.

"It made sense for J Sheekey Oyster Bar to get behind this campaign, especially since the photographs feature wonderful actors who work in the theatres on our doorstep," says Tim Hughes, Chef Director for Caprice Holdings, "We are passionate about marine conservation, and making sure that the suppliers and fishermen we work with are as committed to fish sustainability as we are" Hughes states.

Hughes commits to not selling anything that is red listed on the Marine Conservation Society (MCS) Good Fish Guide and has been instrumental in supporting small UK fishers such as The Ethical Shellfish Company, which harvests king scallops by hand rather than using destructive trawling. He is also very supportive of the Marine Conservation Society's long standing campaign to secure more and better MPAs in UK waters; "I can't imagine not being able to eat fish, or cook fish, or have a restaurant that doesn't serve fish to our guests... But this is exactly what is going to happen if we don't make the industry more sustainable," he comments.

Samuel Stone from the MCS says "It's fantastic to see a seafood restaurant like J Sheekey not only getting behind marine issues, but also incorporating this ethos into their everyday buying practices. Through doing so, they really help raise awareness of and increase demand for more sustainable seafood".

The J Sheekey Oyster Bar/Fishlove Theatre Series will be available to view in the J Sheekey Oyster Bar from Thursday, 24 March, alongside a selection of photographs taken in previous years.

One of the main objectives of the Fishlove campaign is to take pressure away from eating popular fish, such as cod, by encouraging the consumption of lesser-known species like sprats, herring, mackerel, gurnard. To celebrate the launch and raise awareness with guests at the restaurant, J Sheekey Oyster Bar will have a daily-changing, sustainable Fishlove special, on its menu.

Customers who order the 'daily Fishlove special' will receive a complimentary set of limited edition Fishlove postcards, featuring photographs from the series. Prints featuring the new series are available to buy online, where donations can also be made directly: [www.fishlove.co.uk](http://www.fishlove.co.uk). For reservations to experience the Fishlove menu and view the series, call 0207 240 2565 or book online [www.jsheekeyoysterbar.co.uk](http://www.jsheekeyoysterbar.co.uk). – ends-

## NOTES TO EDITORS:

Quotes from participants:

"I felt I was holding a very old being. Our skins were very different, mine smooth and soft, hers, like sandpaper, yet somehow similar as well. Fish are a mystery to me. They are like creatures from dreams. They are evolution. They are also limited and I believe we must create great wildlife parks in the oceans where no human pursues the fish in order to sustain their livelihood, and our own. I posed for Fishlove to join those highlighting the plight of fish on earth at present." **Mark Rylance** (*featured with a Smooth Hound Shark from the English Channel*).

"You do feel a little guilty holding a huge dead fish while you are very much alive, but by doing this Fishlove portrait with a deep-sea Black Scabbard fish we want to make clear the message: if we don't end the overfishing and pollution of the ocean, all these beautiful creatures are threatened. In particular, deep-sea fishing is unsustainable, unnecessary and should stop." **Emma Thompson & Greg Wise** (*with a deep sea Black Scabbard fish from Portugal*)

"I'm usually asked to keep my clothes on; but FISHLOVE is a cause I believe in, so it was easy to say yes. It was very uncomfortable & the spikes on the fish tore my skin but if these photos make people aware of our responsibilities to the next generation - to conserve fish stocks - then it's worth while. And I do love fish." **Miriam Margolyes** (*with John Dory*)

### Full series includes:

- Alex Jennings – Pink Sea Bream
- Chipu Chung – Grey Mullet
- Dougray Scott – Pomfret
- Emma Thompson and Greg Wise – Black Scabbard Fish
- Felicity Dean – Cod
- Gary Avis – Mahi Mahi
- Haydn Gwynne – Conger Eel
- Jodhi May – Swordfish
- Mark Rylance – Smooth Hound Shark
- Tom Bateman – Red Mullet
- Ade Edmundson – Carabineros Prawn
- Joseph Millson – Dog Fish
- Miriam Margolyes – John Dory

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| Address         | 33-35 St Martin's Court, London WC2N 4AL   |
| Area            | Covent Garden  |
| Website         | <a href="http://www.jsheekeyoysterbar.co.uk">www.jsheekeyoysterbar.co.uk</a>                   |
| Reservations    | 020 7240 2565 (strongly recommended but not essential)   |
| General Manager | Marco Fazzina  |
| Head Chef       | Andrew McLay   |
| Twitter         | @jsheekeyrest  |
| Instagram       | @capriceholdings   |
| Press Enquiries | 020 7307 5903   <a href="mailto:press@caprice-holdings.co.uk">press@caprice-holdings.co.uk</a> |
| Opening times   | Monday to Saturday: 12 noon to 12 midnight<br>Sunday: 12 noon to 11pm                          |
| Outside terrace | Yes  |

*About Fishlove* - Fishlove is a campaign that supports and promotes sustainable fishing. We believe that fish stocks should be conserved so that people will be able to eat fish for generations to come, and that people who depend on fishing for their livelihoods can continue to do this into the future.

All of the fish shown in these photographs are commercially fished, although some species shown are regarded by scientists as being over-fished and threatened. We believe that the use of these fish in these photographs is justified so that we can highlight what species could be lost if over-fishing continues. None of the fish depicted in the photographs have been specifically caught for the purposes of making these photographs, and would have been landed irrespective of whether these photographs were taken or not. Other than in very unusual circumstances, the fish we photograph are eaten afterwards.

Fishlove has supported a number of campaigns to promote a sustainable future for our oceans, including "The End of the Line", OCEAN2012, BLOOM, and the Deep Sea Conservation Coalition. We have received support for our work from a large number of NGOs, including Greenpeace, the Marine Conservation Society, and the Environmental Justice Foundation. Maria Damanaki, previous European commissioner in charge of fisheries has used our images to further her efforts to reform Europe's fisheries. [fishlove.co.uk](http://fishlove.co.uk)

*About Jillian Edelstein* - London based photographer Jillian Edelstein began working as a press photographer in Johannesburg, South Africa. In 1985 she attended the London College of Printing. Her portraits have appeared in many publications including The New Yorker, The New York Times Magazine, The Financial Times Magazine, Vanity Fair, and Interview.

*About The Ethical Shellfish Company* - The Ethical Shellfish Company was established in April 2010 by husband and wife team Guy and Juliet Grieve from their home on the Isle of Mull. Working as a scallop diver, Guy was shocked to see the damage that is being done to our fragile marine environment by invasive fishing methods.

Large sections of the seabed have been reduced to rubble with the complex benthic habitat completely destroyed. Talking to other divers and creel fishermen it was clear that he wasn't the only one who was concerned. He heard from people who are vigorously campaigning for changes in marine legislation, yet whose voices have been ignored, despite the many models that have shown where we are heading unless changes take place. Thus he set up this fishing company with a difference, which pledges to support sustainable fishing methods, in the hope that we can contribute towards the recovery of our seas.

The Ethical Shellfish Company will never sell shellfish that has been fished in a way that has caused damage to the marine environment. Hand dived scallops are fished with no damage to the seabed, no waste or bycatch, and small scallops are returned alive to the sea to allow them to grow and spawn. Dive fishermen work from small boats which use very little fuel. [ethicalshellfishcompany.co.uk](http://ethicalshellfishcompany.co.uk)

*About J Sheekey Oyster Bar* - J Sheekey Oyster Bar is a gastronome's hidden jewel, nestled between the Leicester Square lights and Covent Garden cobbles, on the doorsteps of jostling Chinatown and action-fuelled Soho. Open daily from midday until late, food is seasonal, delicious and affordable. Appealing to seafood enthusiasts, but neglecting no one, the menu offers small sharing plates of fish, shellfish, salads and occasionally game with the classic Plateau de Fruits de Mer priced at £36.50 per person. The team is passionate and knowledgeable, serving from an open kitchen 'as cooked', with a measure of discretion and theatre to perfectly suit its West End location.

An excellent wine list compliments the menu offering a variety of over 40 wines served by the glass, carafe or bottle. Portraits of 21st century acting luminaries, by celebrated photographer Alison Jackson, adorn the walls and the terrace provides an enviable setting for enjoying the outdoors in the heart of the city; heated in the winter and a perfect sun spot in the summer. An informal and fun dining experience for any time of afternoon or evening, tables or seats at the bar can be booked, but walk-ins are also encouraged!

*The fish served at J Sheekey Oyster Bar is responsibly sourced.*

*About the Marine Conservation Society (MCS)* - MCS is the UK charity dedicated to the protection of our seas, shores and wildlife. MCS campaigns for clean seas and beaches, sustainable fisheries, and protection of marine life. Through education, community involvement and collaboration, MCS raises awareness of the many threats that face our seas and promotes individual, industry and government action to protect the marine environment. MCS provides information and guidance on many aspects of marine conservation and produces the annual Good Beach Guide ([www.goodbeachguide.co.uk](http://www.goodbeachguide.co.uk)), the Good Fish Guide and [www.goodfishguide.org](http://www.goodfishguide.org) relating to sustainable seafood, as well as promoting public participation in volunteer projects such as MCS Great British Beach Clean ([www.mcsuk.org/beachwatch](http://www.mcsuk.org/beachwatch)) and Basking Shark Watch [www.mcsuk.org](http://www.mcsuk.org)