

Creative Campus unites art and sport

Art and sport are joining forces in aid of the Creative Campus Initiative (CCI), which will showcase a series of exciting cultural events and activities in the build up to the 2012 Olympic games. Royal Holloway, University of London launched its participation in the CCI at the College's prestigious STARS Awards evening in November, which celebrated the hard work of elite student athletes at Royal Holloway.

The CCI is funded by the Higher Education Funding Council for England (HEFCE) and will enable a consortium of 13 universities in South East England to provide significant support for the Cultural Olympiad. Support of approximately £30,000 from the HEFCE will support Royal Holloway's diverse range of creative projects on campus.

During the 2012 Olympics, Royal Holloway will be hosting an Olympic Village for competitors in the sports of rowing and flat-water canoeing. With this in mind, academics and students at the College will use the principle theme of 'water', combined with a reflection of Britain's cultural heritage and the ideals of the Olympic and Paralympic games, to unify their artistic responses and produce a high quality and distinctive contribution to the CCI.

In June 2010, the first phase of the CCI will conclude with a display on campus of the creative responses from students and staff. Some examples of the work that may be presented include short films, photography, theatrical performances, research-based creative responses and debates.

These creative projects will also open the door to generating more work to be exhibited internationally, at festivals and at other major cultural events in the South East. There is also the capacity to expand projects, with the second phase of the CCI featuring a high profile international touring exhibition.

Katie Normington, Dean of the Arts Faculty at Royal Holloway, comments, "I look forward to seeing the cultural work that emerges from the Creative Campus Initiative. A wide range of projects will be taking place both on campus and within schools involving the areas of media, music, creative writing and drama. It will be a fantastic showcase for the talent of our staff and students."

Cultural Coordinator Sarah Hogarth is working in collaboration with the College to develop ideas for the campus exhibition next summer, as staff and students endeavour to produce high quality artistic responses that reflect the talent and passion for art and sport at Royal Holloway.