



MODS: Shaping a Generation

**Exciting opportunity for local business involvement
in a unique social history and festival project**

Background to the project

Mods: Shaping A Generation is a unique intergenerational social history exhibition and festival project, exploring and showcasing the story of the Mod youth subculture in Leicester and Nottingham and the connections between young people in the two cities in the early to mid 60s. From April-June 2019 there will be a major public exhibition at New Walk Museum and Soft Touch Arts.

Soft Touch Arts, has received funding from the Heritage Lottery Fund and BID Leicester to launch this exciting project which will capture the stories of Leicester and Nottingham people who were part of one of the first youth subcultures in the 1960s - the Mods. Working in partnership with local author Shaun Knapp, Arch Creative and New Walk Museum, over the next few months, the project will engage with and record the memories of former Mods from Leicester and Nottingham, to be turned into an multi-media exhibition sharing their stories. The exhibition also celebrates the 40th anniversary of the release of The Who's cult Mod film, *Quadrophenia*. It will include ephemera from the era, including some rather special and famous scooters, and original 1960's clothing as seen in the film loaned by former Leicester Mod and well-known film set designer Roger K Burton. Alan Fletcher, the story consultant on the film, will also be contributing items to the exhibition.

Young people in Leicester will hear the stories of the former Mods and work with Soft Touch Arts to make an 'inspired by Mod' music, design, fashion and art exhibition at Soft Touch Arts (opposite New Walk Museum).

ReVive - a new festival for Leicester to tie in with the exhibition - 15th-30th June 2019

During the exhibition period, between 15th-30th June 2019, we will be launching a new tie-in Leicester festival - ReVive. This will include screenings of iconic 1960's British New Wave films at Phoenix Arts; music events at local venues and other specialist exhibitions such as the Mods Now photography exhibition at LCB Depot. On the weekend of 14-16th June there will be a large vintage event, outdoor screening of the film *Quadrophenia* and on Sunday 16th, a city centre scooter rally which is expected to attract a large audience of former Mods.

There is a huge Mod fanbase across the UK, with many scooter and special interest groups that are willing to travel to Mod themed events across the UK. Because 2019 is the 40th anniversary of the cult film *Quadrophenia* and we've not seen any other Mod festivals or exhibitions on this scale we expect this to be hugely popular and draw in significant tourism to Leicester.

How can you get involved?

We want local businesses to get involved in any way they can during the ReVive festival. Ideas could include creating a 1960s themed shop window for clothing retailers, selling 1960s themed food, putting on 60s themed music/DJ nights and bands etc. The idea is that local businesses get to benefit from joint publicity and increased public footfall. With 30,000+ visitors expected to visit the exhibition, there are lots of opportunities for them to enjoy other activities taking place in the city centre to keep them in Leicester and boosting the local economy.

In addition to the *ReVive Festival* programme above there will be a weekend of activity to launch the exhibition from 12-14th April 2019 and other key dates and events to be confirmed throughout the duration of the exhibition.

For more information get in touch: **Christina Wigmore - chris@soft-touch.org.uk**

Funding raised by
The National Lottery
and awarded by the Heritage Lottery Fund



Supported using public funding by
ARTS COUNCIL ENGLAND

