

Welcome to the latest newsletter from Edinburgh Inspiring Capital.

The summer has officially started and so too has Festival season. This July edition will focus on the highlights of the upcoming 2007 Festivals, whilst also aiming to highlight some of the other events and projects that the city region brand is involved in. As usual we also aim to inform you of how to get involved and get more out of our Inspiring Capital.

Below are listed in date order, some of the highlights of the major August Festivals for you to create your own pick and mix section of comedy, literature, film, dance, theatre, art and music! Book early to avoid disappointment and to sort out all accommodation and travel needs go to www.edinburgh.org

Edinburgh Art Festival – 26 July – 02 September 2007

This year's Edinburgh Art Festival showcases the work of over 100 Scottish, national and international visual artists. Visit over 35 of Edinburgh's leading galleries, institutions and artist-led spaces. Enjoy free guided walks, special events, topical discussions, debates and artist's talks. See major exhibitions of work on loan from some of the world's most prestigious collections, artistic talent from Scotland and collaborative work by both established and emerging artists working at the cutting-edge of contemporary art.

International highlights from this year's programme include; two exhibitions looking at the work and life of Picasso, a major retrospective of Andy Warhol's work, William Kentridge's prints from the David Krut collection in Johannesburg and New York and, a world premiere of magnificent colour photographs taken by American artist William Eggleston in 1974.

Plus don't miss a whole host of solo exhibitions by some of the UK's leading artists including; new work by Richard Long, Alex Hartley, David Batchelor, photographer John Stezaker, Rachel Whiteread and Turner prize shortlisted artist Nathan Coley,

The Edinburgh Art Festival - world-class art in a world-class city.

www.edinburghartfestival.com

Edinburgh Jazz and Blues Festival – 27 July – 05 August 2007

The 29th edition of the Edinburgh Jazz Festival celebrates long standing ideals. This is the Festival that presents high quality Jazz and Blues across all styles and aims to satisfy the interests of aficionados and first timers - and every point in between. We have a programme packed with exciting music, so that you, the listener, can make up your own jazz festival, to suit your own tastes and interests.

To find out full details please go to www.edinburghjazzfestival.co.uk

Edinburgh Military Tattoo – 03 – 25 August 2007

THE EDINBURGH TATTOO - AN INTERNATIONAL FAVOURITE

From its early days, the Edinburgh Tattoo has been an international favourite. Performers from 30 countries have presented here, and around 35 per cent of the 217,000 audience each year are from overseas.

In addition, the Tattoo has been televised in 30 countries. An annual television audience of 100 million watches the coverage worldwide.

The international flavour of the Tattoo has been deliberately developed as a key element in its capacity to entertain a huge, cosmopolitan audience. This highly successful event is sold out every year in record time and tickets can on occasion be obtained by returns only!

For further information and details please go to www.edinburgh-tattoo.co.uk

Edinburgh Fringe Festival – 05 – 27 August 2007

Mix a record breaking two thousand and fifty shows, sprinkle with Seven new awards, add a teaspoonful of new venues and watch as the 61st Edinburgh Festival Fringe, rises into the largest and tastiest festival to date. The Fringe continues to be the world's most unique celebration of the arts and provides the best platform in the world for new work.

This year a series of new awards confirms that Edinburgh is still the essential destination for performers and producers.

For full programme details please go to: www.edfringe.com

Edinburgh International Festival – 10 – 27 August 2007

The Edinburgh International Festival 07 celebrates the best from around the world with an invited line up of world class dance and theatre companies and orchestras and musicians. EIF 07 brings Trisha Brown Dance Company, Forsythe's masterpiece Impressing the Czar, Alan Cumming starring in The Bacchae, Mabou Mines daring DollHouse, Pulitzer nominated theatre Orpheus X, a NY choreographer Stephen Petronio world premiere to music by Radiohead.

The legendary Wooster Group, the Tiger Lillies running amok with Monteverdi, the San Francisco Symphony Orchestra with top conductor Michael Tilson Thomas and soprano Deborah Voigt, Jordi Savall, Mariss Jansons and the Bavarian Radio Symphony Orchestra and the Chamber Orchestra of Europe with Thomas Ades to Edinburgh's stages. The Festival finishes with the spectacular Bank of Scotland Fireworks Concert on Sunday 2 September 2007.

Full details of the programme are available on www.eif.co.uk

Edinburgh International Book Festival – 11 – 27 August 2007

The Edinburgh International Book Festival will play host this year to authors, playwrights, poets, politicians, journalists and thinkers from around the world including Ben Okri, Joyce Carol Oates, Richard Ford, Richard Dawkins, Quintin Jardine, Douglas Hurd, and Germaine Greer.

With 600 authors from over 40 countries participating in more than 700 events, and nearly 200 Scottish authors, there is something for everyone. Come and join the debate, meet the authors, browse the bookshops or just enjoy an ice cream in the tranquil setting of the beautiful gardens. In addition to events discussing politics, history, food, travel, international relations, poetry and even photography, there is a full children's programme with something for every age from toddler to teenager.



Edinburgh Inspiring Capital

Newsletter, July 2007



Full details of the programme are available on www.edbookfest.co.uk, and tickets can be booked on-line or over the phone (0845 373 5888 – 9.30am–5.30pm Mon to Sat).

Edinburgh International Film – 15 – 26 August 2007

EIFF has a new look, a new Artistic Director - and 61 years of history to celebrate. For 2007 we have the very best in new UK cinema, including our Scottish opening gala Hallam Foe, Anand Tucker's And when Did You Last See Your Father?, Anton Corbijn's Control, and Michael Winterbottom's A Mighty Heart, starring Angelina Jolie. Looking for Hollywood hits-to-be? Try Breach, Ratatouille, Knocked Up and Paranoid Park. We have films from 31 countries, including the breathtaking Blind Mountain, from China; stunning French drama The Witnesses; and new German masterpieces Yella and The Counterfeiters. The retrospective is devoted to early Hollywood's most glamorous and prolific screenwriter, Anita Loos; and we close on a high with Julie Delpy's wickedly funny Two Days in Paris.

Finally, look out for our Trailblazers, scattered throughout the programme. They're our talent tips for the film future, presented in association with Skillset and the UK's 12 Skillset Screen Academies.

For further programme details please go to www.edfilmfest.org.uk

Bowled Over by Sport

Edinburgh in July is a busy time on the sporting event calendar. The British Isles Bowling Tournament took place 27 June – 01 July at Sighthill Bowling Club and spectators were treated to best British bowls has to offer over the five day tournament, with both club competition and Internationals in singles, pairs, triples and fours. This was the third time the tournament took place in Edinburgh, and we anticipate a quick return to the Inspiring Capital.

More sport is lined up for the capital with Urban BeachVolleyball event happening in the Gardens 19-22 July, for more info visit www.urbanbeachtour.co.uk

The British Transplant Games are coming to Edinburgh on the 26-29 July 2007. Approximately 1000 competitors will be participating in the event. This event aims to raise the awareness of the need for organ donation and to highlight how after organ transplant it is possible to live life to the full!

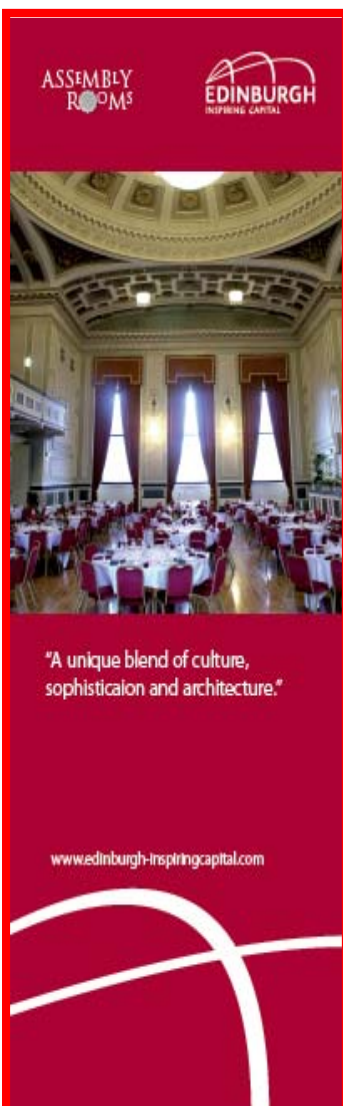
To get full details please go to the website www.transplantsport.org.uk

Questiontime

I hope that you will be aware from previous newsletters that we are currently redeveloping our website www.edinburghbrand.com. We would very much appreciate your feedback on a number of topics including your thoughts on the brand and how useful you find the brand toolkit. Please take a few minutes go to http://www.surveymonkey.com/s.aspx?sm=B7TEJOQ9aUxslW037X90Uw_3d_3d and then fill in our questionnaire.

More Marketing Materials

We have added to our existing range marketing materials a new selection of pop-ups stands to bring the total number up to 20. These pop-ups are primarily used to promote the city at events and conferences both nationally and internationally. Recent examples of where these have been used include at City of Edinburgh Council events and dinners, local networking events, to greet guests in a number of exclusive hotels, the Six Cities Design Festival launch event, the Edinburgh Tourist Action Group (ETAG) conference, John Lewis staff area and the Edinburgh International Conference Centre (EICC).



The vibrant designs include stunning city views and skylines, beautiful landscapes, including Edinburgh's most iconic sites, as well as a selection of images from various festivals and events. A number of dual branded pop-ups have also been created for the Assembly Rooms and Futuresport highlighting the partnership working that is going on within the city.

These inspiring pop-up stands are easy to use, free to use and can be delivered to your event. To order one of our fantastic pop-ups or discuss creating your own dual branded pop-up please call 0131 529 4446 or email info@edinburghbrand.com.

Business Matters

Action Planning Workshop in West Lothian

Event details - Thinking of starting up your own business? This session will help you to get your business off to the best possible start and will take you through how to:

- research your market
- investigate sources of funding
- understand any legal requirements
- explain what resources are available to you

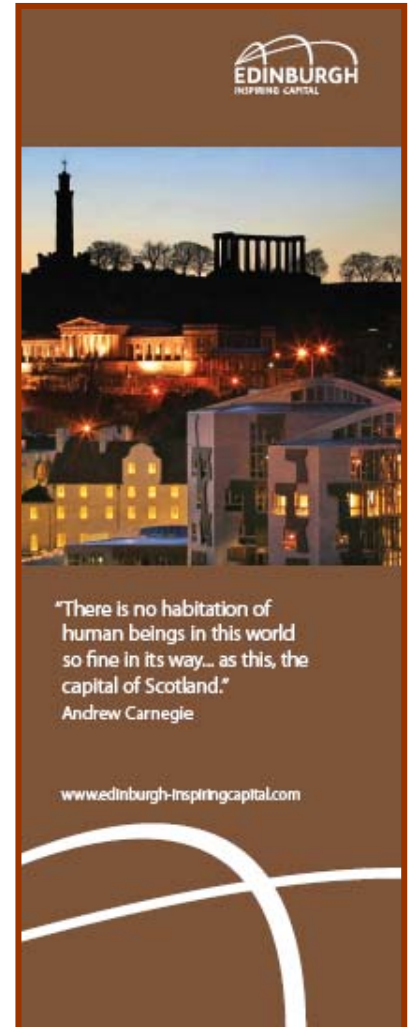
Each session is taken by one of our Business Advisors, and a workshop pack is provided with information unique to your idea, a sample business plan and information to help you get your business idea off the ground. To access this course, please contact Business Gateway.

Where: The Enterprise Centre

When: 19 July 2007, 26 July 2007, 2 August 2007, 9 August 2007, 16 August 2007, 23 August 2007, 30 August 2007, 06 September 2007

Time: 6.15pm- 8.15pm –

Contact Address: Jennifer.Hand@westlothian.gov.uk



Edinburgh Inspiring Capital

Newsletter, July 2007



Join with us

We hope that you have enjoyed reading about all the rich and diverse activities have been happening in the Edinburgh Inspiring Capital and our plans for the future. What we need from you now is to join us and help strengthen the collective messages for the city region. To help us achieve this please:

- Visit www.edinburghbrand.com and sign up to use and adopt the colours, values and messages of the brand.
- Let us know how and where you have used the brand in your business/organisation.
- Volunteer to be a case study for the city region brand project.
- If you want to feature in our events section of the newsletter, just let us know, we will endeavour to feature it.

Contact us directly to find out more about how the brand can assist your business/organisation.

The team are:

- Ailsa Falconer, Edinburgh Inspiring Capital Brand Project Manager +44 (0) 131 529 4449
 - Marie Knock, Edinburgh Inspiring Capital Communications Manager (Marketing) +44 (0) 0131 529 4605
 - Lindsey Taylor, Edinburgh Inspiring Capital Communications Manager (PR & Events) +44 (0) 131 529 4443
 - Frances Spencer, Edinburgh Inspiring Capital Marketing Assistant (Administration) +44 (0) 131 529 4446
- Email the team at info@edinburghbrand.com

We have moved offices: Level 5 Room 5.04, 329 High Street, Edinburgh EH1 1PN

