



## Win tickets to sold out, headline shows at Manchester International Festival with New Work All Play.

Bruntwood, in collaboration with Manchester based creative studio, The Neighbourhood, has launched 'New Work All Play' - a unique digital installation experience to support their sponsorship of Manchester International Festival.

In the lead up to the festival, a teaser campaign ([www.newworkallplay.com](http://www.newworkallplay.com)) to whet visitors' appetites for MIF 2013 offers an exclusive Twitter competition to win tickets to sold out Festival events including The xx, and Macbeth.

The xx will play a series of intimate shows in an as yet unrevealed location to an audience of no more than 100, whilst Kenneth Branagh makes his first Shakespearean performance in over a decade for Macbeth - both events sold out in record time.

Tickets are also available to win for Massive Attack v Adam Curtis, in what promises to be a truly unique and memorable experience.

New Work All Play is a technically innovative approach to celebrating Manchester culture. It is a multiplatform experience encompassing digital installation, projection mapping, animation, and social media.

Visitors to [www.newworkallplay.com](http://www.newworkallplay.com) will be able to interact with the installation and watch their activity projected back at them.

Alex Hillel, Creative Technologist, The Neighbourhood commented: “ The experience combines the digital and physical, giving users on the web a unique opportunity to interact with a live light projected installation, and see the results of their actions through an online video stream, in real-time.”

Users are asked to go to [www.newworkallplay.co](http://www.newworkallplay.co) or tweet @newworkallplay and complete the sentence: “All ..... and no ..... make ..... a .....”

Sally Hill, Head of Brand at Bruntwood, said: “Bruntwood has sponsored Manchester International Festival since it started in 2007 and we wanted to develop an innovative campaign that celebrates the role it has played in making Manchester an interesting and culturally rich place to live, work and play”.

ENDS

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### **Further info**

#### **Links:**

[www.newworkallplay.com](http://www.newworkallplay.com)  
[@NewWorkAllPlay](https://twitter.com/NewWorkAllPlay)

[www.bruntwood.co.uk](http://www.bruntwood.co.uk)  
[www.mif.co.uk](http://www.mif.co.uk)  
[www.the-neighbourhood.com](http://www.the-neighbourhood.com)

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#### **About Bruntwood**

Bruntwood is a family-owned and run property company with 110 properties across four UK cities, providing office space, serviced and virtual offices, meeting rooms and retail premises to companies

across a range of different business sectors. Bruntwood specialise in creating the right environments for a wide variety of businesses to succeed.

Bruntwood believe that cities need more than just successful businesses; they need culture and life to thrive. That's why we invest sponsorship in top quality arts initiatives that find ways to allow new and emerging artists to unlock their creativity.

Bruntwood has been a proud sponsor of the Manchester International Festival since inauguration in 2007.

### **About MIF**

Manchester International Festival is the world's only festival of original new work and special events. Presented biennially, the programme ranges widely to include premieres of new commissions and re-envisioned classic works, as well as series of unique concerts and one-off events.

MIF 2013 features a host of artists, including; Massive Attack, Adam Curtis, Maxine Peake, Mikhail Baryshnikov, Willem Dafoe, Abida Parveen, Kenneth Branagh, Matthew Barney, Goldfrapp, The xx, Richard Wentworth, Mogwai, Tino Sehgal, Jamal Edwards, Robert Wilson, John Tavener, M O N E Y, Peter Sellars, James Murphy, Martha Argerich, Teodor Currentzis, Romeo Castellucci, Neneh Cherry and many more.

### **About The Neighbourhood**

The Neighbourhood combines technology; imagination and craft to define architecture, to design imagined worlds and tell brand stories. The Manchester company uses insightful creativity to connect clients from advertising, design, broadcast and architecture to their audiences. The Neighbourhood has won over 35 awards including Manchester Evening News, Young Business of the Year 2009, the Grand Prix at The Big Chip Awards and Grand Prix and Digital Design Gold Winners at The Roses design Awards 2011.

Clients include Sony Playstation, Renault, Visa, BBC, TBWA, Land Securities, Hawkins Brown, Red Bee, The Saucy Fish Co. Wallpaper\* Magazine, Derwent London, Make Architects, Urban Splash, Fulham Football Club and the chef Heston Blumenthal.