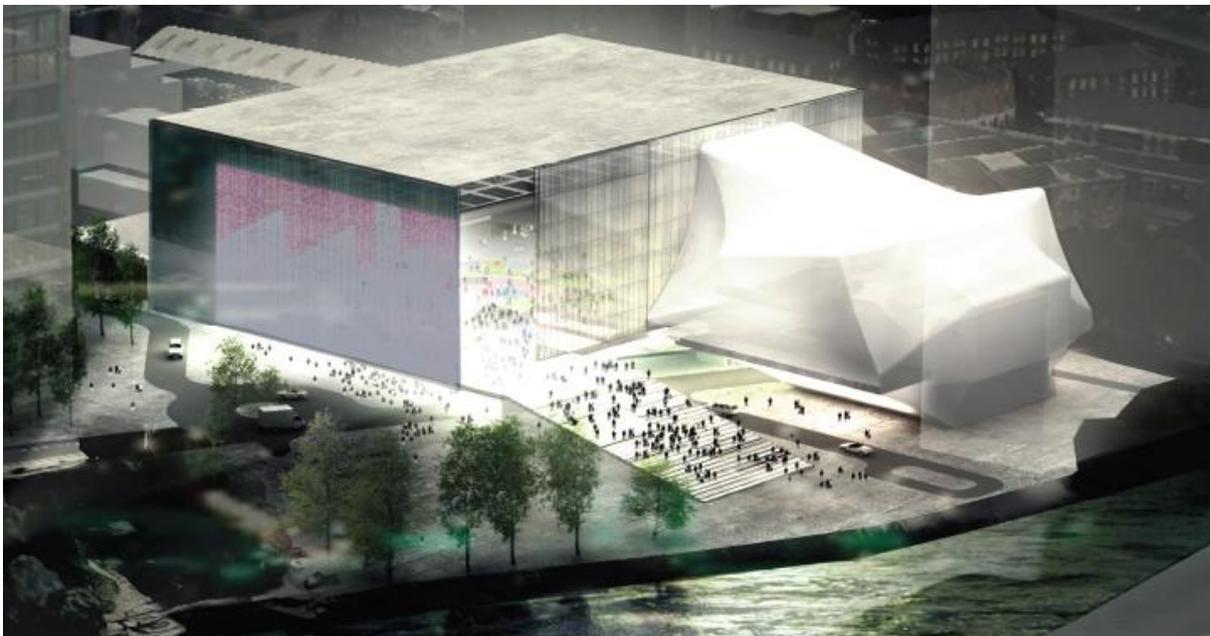


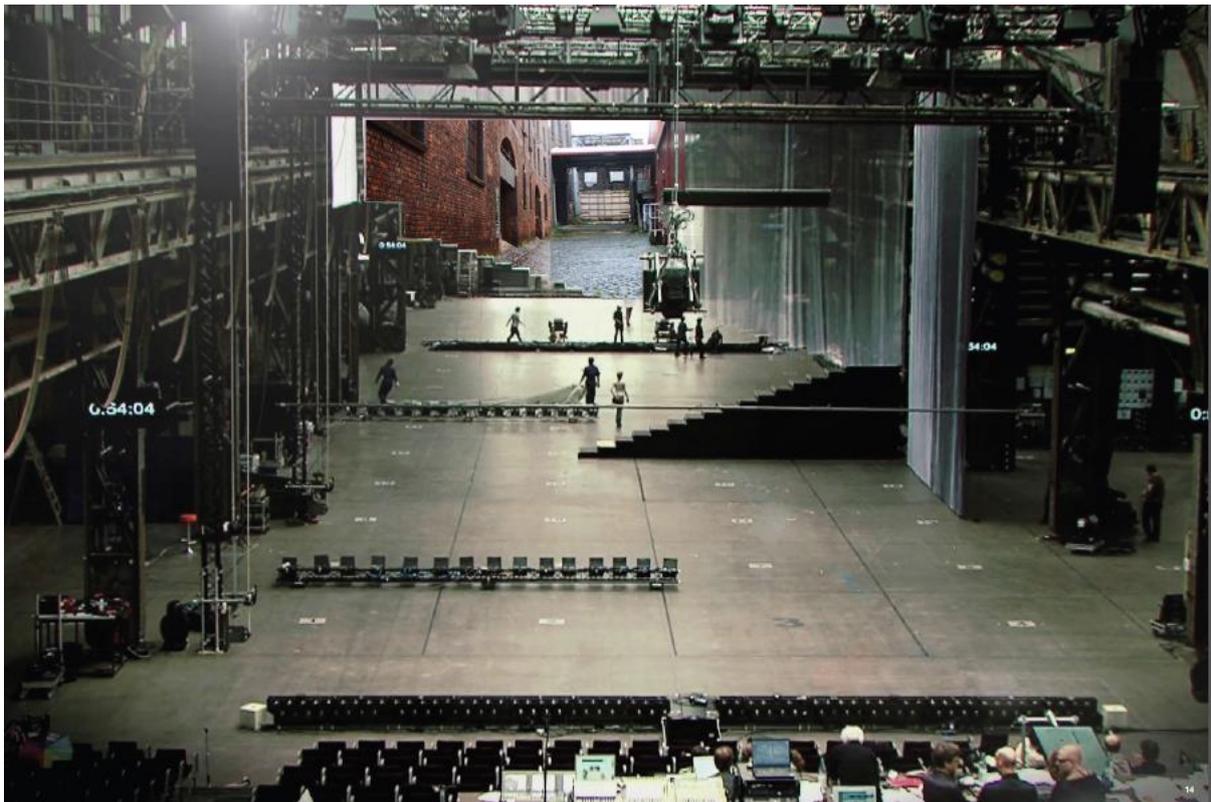
THE FACTORY, MANCHESTER

The Factory is where the art of the future will be made. Designed by leading international architectural practice OMA, The Factory will combine digital capability, hyper-flexibility and wide open space, encouraging artists to collaborate in new ways, and imagine the previously unimagined. It will be a new kind of large-scale venue that combines the extraordinary creative vision of Manchester International Festival (MIF) with the partnerships, production capacity and technical sophistication to present innovative contemporary work year-round as a genuine cultural counterweight to London. It is scheduled to open in the second half of 2019.



The Factory will be a building capable of making and presenting the widest range of art forms and culture plus a rich variety of technologies: film, TV, media, VR, live relays, and the connections between all of these – all under one roof. With a total floor space in excess of 15,000 square meters, high-spec tech throughout, and very flexible seating options, The Factory will be a space large enough and adaptable enough to allow more than one new work of significant scale to be shown and/or created at the same time, accommodating combined audiences of up to 7000. It will be able to operate as an 1800 seat theatre space as well as a 5,000 capacity warehouse for immersive, flexible use - with the option for these elements to be used together, or separately, with advanced acoustic separation. It will be a laboratory as much as a showcase, a training ground as well as a destination. Artists and companies from across the globe, as well as from Manchester, will see it as the place where they can explore and realise dream projects that might never come to fruition elsewhere.

For audiences and users of the building there will be a tangible sense that this is a place where art is being made; that as they move around the building they encounter not the polish and glitz of a temple to high art but the down to earth hum of a 21st century cultural factory. And because its programme and design will be unlike that of any other type of cultural space, so its audiences will be different; young, diverse, reflective of contemporary Manchester.



The Factory is the centre piece of St John's, the 15 acre site around the former ITV:Granada studios, which is being developed by Allied London in partnership with Manchester City Council to deliver a cultural enterprise and production district. St John's will be a seismic catalyst for beneficial economic and social change, driving economic growth by clustering creative industries, digital and HE partners. It will promote cultural innovation, skills development and talent retention across the Northern Powerhouse (Liverpool, Manchester, Leeds). The Factory will play a critical role in this. As well as being a major new force in the UK and international arts ecology, it will also will springboard promising local talent into successful future careers.

Working with a consortium of publically funded and commercial industry partners and FE and HE providers, The Factory will be a new centre of excellence for training the next generation of technicians, producers and creatives for the performing arts and events industries.

For Manchester, The Factory will be a bold statement of the city's future – as a creative city, a city of invention.