



PRESS RELEASE

10 December 2009

Peter Saville to sign Manchester gift wrap at Manchester Art Gallery

Peter Saville, Manchester's Creative Director and Co-founder of Factory Record, will be signing sheets of the limited edition gift wrap he has designed at Manchester Art Gallery on Mosley Street in Manchester City Centre on Thursday 17 December between 4pm and 5pm.

The multi-coloured Manchester print has been specially created for the City for Christmas as part of a wider recession-busting marketing campaign commissioned by Cityco.

Manchester's Creative Director, Peter Saville, commenting on the paper said: "I'm really pleased people like it and want to frame it. When I was asked to design a gift wrap for Manchester it was something I have never done before and therefore saw it as a new challenge. The design was created from one of my waste paintings that actually started life as a fashion photograph in a magazine. Designing a successful wrapping paper is not easy but working together with colleague Howard Wakefield, who lent his technical expertise, I think we've come up with a good result as each piece has a completely different look and even colour when wrapped around a present. The aim was to subtly evoke the warmth and emotion of Christmas in a contemporary way and I think we've achieved this."

Kate Harrison, chief executive of Cityco, the city centre management company, added: "These sheets are fast becoming collector's items. People seem to really love the design and it's become quite a talking point around town. With Peter Saville's Factory Records connections and his international reputation as a designer, people see this as a unique opportunity to own one of his designs and we're finding they want to frame it, rather than wrap presents in it, which is great. This signing is a fantastic opportunity to get that special one-off Christmas present for an art-lover."

Councillor Mike Amesbury, Executive Member of Culture and Leisure, Manchester City Council said: "Manchester has a proud history of art and design, which is very well told in the popular Manchester Gallery on the ground floor of Manchester Art Gallery. Peter Saville has played a memorable part in that history, and now with this limited edition wrapping paper, people can own a little bit of our creative history in the making too."



Each tube containing two 1 metre x 70 cm sheets, priced at £2.99 is not only sold at Manchester Art Gallery but also the Tourist Information Centre in St Peter's Square, Urbis, Visit Manchester's Christmas market stall in Albert Square and Vinyl Exchange in the Northern Quarter, Selfridges' Manchester store, MOSI, Northern Flower on Tib Street, the Whitworth Art Gallery and Manchester Cathedral gift shop and the Cathedral's Christmas market stall in Exchange Square. It can also be bought on-line at www.visitmanchester.com.

For more information on Manchester city centre Christmas campaign visit www.visitmanchester.com

- Ends -

For further information please contact Roz Hughes at Cityco on T: 0161 838 3262 or on M: 07967 800395

Notes to editors

Cityco is Manchester's city centre management company. It is an independent not-for-profit company working in partnership to promote and enhance Manchester city centre. Cityco's central aim is to improve and promote the city centre, to create the conditions for businesses to prosper and to develop the city centre's role as the hub of a world-class region. The company plays a coordination role in; strategic initiatives to benefit the economy; promoting the city as a primary retail and commercial location; and to facilitate quality management of the external environment.

Manchester Art Gallery, Mosley Street, Manchester M2 3JL www.manchestergalleries.org ,
Tel: 0161 235 8888. Textphone: 0161 235 8893. Open: Tuesday – Sunday and Bank Holiday
Mondays, 10am – 5pm. Closed: Mondays and 24 – 26, 31 December and 1 January.