

Shortlist Publicity Paragraphs

Placemaking Award sponsored by VisitScotland

Partnership	Publicity paragraph
Caledonian MacBrayne	CalMac Culture, an initiative by lifeline ferry service provider CalMac, is the umbrella brand for a programme of cultural events, competitions and joint ventures across a range of strands. Its overarching aim is to champion the wealth of cultural activities available to enjoy and explore along Scotland's west coast, and in doing so attract new and repeat visitors from a diverse visitor profile.
Glasgow Airport & Royal Scottish National Orchestra	The dynamic partnership between Glasgow Airport and the Royal Scottish National Orchestra is now in its fifth year and continues to go from strength to strength. Our series of annual events animate an important public space, bring great orchestral music-making to new audiences across Scotland and promote Scotland's rich cultural landscape in innovative ways at local, national and international level.
Peebles Creative Place 2014 & Crossing Borders	The Working Perspectives project took twelve individual artists and ten small businesses and paired them up in an epic blind date. The businesses hosted artists' residencies and the interaction with business owners, staff, suppliers and customers inspired the artists to produce new work for a major group exhibition. The artists became embedded in their community and a broad cross-section of the community gained a new understanding of, and appreciation for, the work of artists.
Raasay House & ATLAS Arts	<i>Patterns of Flora / Mapping Seven Raasay Habitats</i> was an ATLAS Arts commission by artist Frances Priest in collaboration with Stephen Bungard and in partnership with Raasay House. Frances created a bespoke collection of ceramic artworks for Raasay House inspired by the flora of the Island of Raasay. To accompany the project a map was created, offering an imaginative survey of seven botanical walks alongside two new ATLAS Editions; a series of limited edition parian vases and an editioned colouring book.
The Buccleuch and Queensberry Arms Hotel & Absolute Classics	Absolute Classics and The Buccleuch & Queensbury Arms Hotel came together through Arts & Business Scotland's New Arts Sponsorship Grants programme to build a project that created enormous continuing success for both organisations. The partnership was a natural fit as both have a deep commitment to cultural investment in the local area; bringing the highest quality musical experiences closer to home for people throughout Dumfries & Galloway, and attracting new visitors to the region from as far as Australia.
Urban Union & WAVEparticle	<i>Art & Living Laurieston</i> is the art strategy developed for the area by WAVEparticle in partnership with New Gorbals Housing Association and regeneration specialist Urban Union. WAVEparticle is a Glasgow based art organisation, set up nine years ago to support and direct a team approach to large urban arts projects, public art commissions and various levels of community engagement. WAVEparticle works with artists, writers, poets, filmmakers, historians, architects and engineers, and especially local communities, with the goal of helping to build better spaces.

People Award sponsored by Chevron Upstream Europe

Partnership	Publicity paragraph
A1 Toys & Children's Classic Concerts	In 2014-15 specialist retailer A1 Toys super-powered their long-term niche partnership with Children's Classic Concerts (CCC). CCC's season-opener, "Monsters' Ball", was a strictly spooktacular success; high-impact A1 Toys-sponsored visuals left the 2000-strong audience spellbound, while social media campaigns, competitions and a trolley dash at A1 Toys increased PR, brand awareness and digital traffic for both companies. CCC's Glasgow ASN schools tour provided opportunities for further joint social engagement - with A1 props and CCC music, disadvantaged young participants felt like superheroes.
Accenture & Scottish Opera	Scottish Opera and Accenture are opening up opera to young people in Aberdeen, through their Under 26 £10 ticket scheme. Young people have the opportunity to secure tickets for any seat at any performance for £10, promoting opera to a group who would not otherwise see opera as accessible to them. As a result, people under 26 years now form 12.5% of opera audiences in Aberdeen, developing a love of and engagement with opera which will enhance their wellbeing throughout their lives.
Buchanan Food & Woodend Barn	Woodend Barn and Buchanan Food of Banchory successfully collaborated on a year of sponsored activities designed to showcase the environmental values and sustainability practices of both organisations, and to highlight the significant role of artists and creativity within community well-being. The sponsorship delivered three diverse projects – Seasonal Dishes workshops, Young Chefs classes and Pull Up A Chair Fundraising Dinner & Auction – each of which supported the creative and financial sustainability of Woodend Barn.
Malin Marine Consultants Ltd & National Theatre of Scotland	In an unforgettable year for Scotland, Malin Marine Consultants and the National Theatre of Scotland worked together to create <i>The Tin Forest</i> – one of the highlights of the Glasgow 2014 cultural programme at Glasgow's famous South Rotunda Building. Together we created a magical theatre space in an iconic building at the heart of the Games Zone, which provided a truly unforgettable experience for thousands of visitors, participants and artists alike.
ScottishPower Foundation & Edinburgh International Book Festival	To mark its tenth year of sponsoring the Edinburgh International Book Festival, in 2014 ScottishPower Foundation worked with the Book Festival to launch Library Energiser: a brand new initiative giving primary schools across Glasgow and Edinburgh & Lothians the opportunity to improve their reading spaces, book collections and win a £2,000 makeover for their school library. The schools also won their very own "mini book festival" with an author visit to their school and activities to complete the festival atmosphere.
ScottishPower Foundation & National Theatre of Scotland	Intensely physical and loud, driven by explosive choreography and a live four piece band, <i>In Time o' Strife</i> is a powerful reimagining of Corrie's rarely-performed play exposing the lives of a Fife mining family staring hunger and defeat in the face during the General Strike of 1926. A poignant meditation on class and power, the show garnered critical praise for its raw energy, emotional impact and its subtle yet powerful representation of the complex human issues surrounding the strike.
Shell (UK) Ltd & Modo – Circus with Purpose	Aden-eeen, the Shell Fireworks Parade 2014 was a youth regeneration project led by Modo in partnership with Shell (UK) at Aden Country Park, Mintlaw. Young people bursting with energy and enthusiasm delivered an extravaganza bringing together the community in a high profile celebration of its culture and community.

Digital Innovation Award sponsored by Accenture Scotland

Partnership	Publicity paragraph
citizenM & The Glasgow School of Art	A partnership between citizenM hotel and the Master of Fine Art. The project includes sponsorship of the Master of Fine Art Degree Show and an exhibition of digital artworks at the Glasgow hotel.
Glasgow Airport & Royal Scottish National Orchestra	The dynamic partnership between Glasgow Airport and the RSNO is now in its fifth year and continues to go from strength to strength. The Orchestra's annual performances in an important public space within the principal transatlantic and direct long haul entry airport into Scotland, combined with digitally innovative ways to record, promote and showcase the unique cultural heritage of Scotland, bring Orchestral high-quality music-making to new audiences across Scotland and around the world.
LaChunky Studios & Tromolo Productions	Glasgow based recording studio LaChunky sponsored Tromolo Productions to deliver a three week run of performances of multimedia show Biding Time (remix) at the Edinburgh Fringe Festival 2014 as part of the prestigious Made In Scotland international showcase.
Spectrum Sound and Light & Riddell Fiddles	The partnership between Riddell Fiddles and Spectrum Sounds & Light has exceeded all expectations with benefits on both sides resulting in a heightened profile for the partners. In an area blighted by unemployment and low wage the positive story and the community benefits means that the impact of a relatively modest investment has had far reaching consequences.

Entrepreneurship Award sponsored by Turcan Connell

Partnership	Publicity paragraph
Buchanan Food & Woodend Barn	Woodend Barn and Buchanan Food of Banchory successfully collaborated on a year of sponsored activities designed to showcase the environmental values and sustainability practices of both organisations, and to highlight the significant role of artists and creativity within environmental learning. The sponsorship delivered three diverse projects – Seasonal Dishes workshops, Young Chefs classes and Pull Up A Chair Fundraising Dinner & Auction – each of which supported the creative and financial sustainability of Woodend Barn.
Caledonian MacBrayne	CalMac Culture, an initiative by lifeline ferry service provider CalMac, is the umbrella brand for a programme of cultural events, competitions and joint ventures across a range of strands. Its overarching aim? To champion the wealth of cultural activities available to enjoy and explore along Scotland's west coast and in doing so attract new and repeat visitors from a diverse visitor profile.
Glasgow Science Centre & Cryptic Glasgow Ltd	Glasgow Science Centre's partnership enabled Cryptic to create and deliver <i>Sound to Sea</i> , a spectacular night-time performance featuring live music on boats, dance, lighting and pyrotechnics in and around the former Prince's Dock, taking advantage of the architecture of GSC and its Tower as part of Festival 2014 during the Commonwealth Games. The performances created remarkable memories for both performers and audiences and made an important contribution in developing business expertise and opportunities.
Krispy Kreme UK Ltd & Edinburgh International Magic Festival	Krispy Kreme's Sponsorship of Edinburgh International Magic Festival was an imaginative partnership with tailored benefits fitting immediate business aims. The impact on the festival included massively increased audience numbers at a young festival, the presentation of free performances to new, diverse audiences and a hugely enhanced festival profile within the busy Edinburgh Festival marketplace.

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Macsween of Edinburgh & IDEOMS Theatre Company	Acclaimed playwright Stuart Delves spent 6 months as writer/storyteller in residence at award-winning family haggis firm Macsween, gathering insights from the whole team from MD to haggis maker, identifying elements that connected the individual employees and what makes the company special in the year they reached their 60th anniversary. Inspired by the experience Macsween, Stuart and IDEOMS Theatre company embarked on a journey to delve deeper into this humble dish which has achieved icon status and thus 'HAGGIS HAGGIS HAGGIS – The True Story' was born.
The Buccleuch and Queensberry Arms Hotel & Absolute Classics	Absolute Classics and The Buccleuch & Queensbury Arms Hotel came together through Arts & Business Scotland's New Arts Sponsorship Grants programme to build a project that created enormous continuing success for both organisations. The partnership was a natural fit as both have a deep commitment to cultural investment in the local area; bringing the highest quality musical experiences closer to home for people throughout Dumfries & Galloway, and attracting new visitors to the region from as far as Australia.

International Award

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IFS Worldwide & Cultural Documents	A collaboration which unites the expertise of IFSWW and Cultural Documents to enable Scots artists to discover new information and create new public projects which tell stories about the international nature of our contemporary Scottish society. Continuing support from IFSWW and New Arts Sponsorship has enabled continued exchange and collaborations between Scotland and Italy to bring exhibitions, residencies, events and films which link both local and global contexts across histories and into the lives of people today.
LaChunky Studios & Tromolo Productions	Glasgow based recording studio LaChunky sponsored Tromolo Productions to deliver a three week run of performances of multimedia show Biding Time (remix) at the Edinburgh Fringe Festival 2014 as part of the prestigious Made In Scotland international showcase.
Ten Acre (Scotland) Ltd, Geokrak Sp z o.o. & Aberdeen-Krakow-Jazz-Bridge	A collaborative effort between two companies in the Energy sector to bring new jazz concerts to Scottish and Polish jazz fans and promote collaboration and cooperation between jazz musicians in both countries for the benefit of all.
Virgin Trains & YDance (Scottish Youth Dance Ltd)	Glasgow 2014 provided the catalyst for YDance to create the first ever Commonwealth Youth Dance Festival. Our principal sponsor was Virgin Trains who were a wonderful company to partner with. Both YDance and Virgin Trains focused on bringing 450 young people from all across the Commonwealth to Glasgow in style.
VisitAberdeen & Aberdeen Festivals	Aberdeen Festivals and VisitAberdeen worked in partnership to promote the region's festivals and cultural offering by targeting the international tourism market of Norway. In addition, the festivals group took part in the Visit Scotland Expo and met with global tourism 'buyers'. The partnership provided Aberdeen Festivals with a brilliant opportunity to put the festivals and cultural offer of the North-east 'front and centre' at tourism and travel trade events, a completely new and exciting approach for the region.

Enterprising Museum Award sponsored by Museums Galleries Scotland

<p>Banchory Museum</p>	<p>ReSound was a project focussed on bringing people together through music and heritage – encouraging some unusual collaborations, and showcasing the wealth of skill and talent in the area. The museums team worked with local musicians and the Banchory Hip Hop school to facilitate the creation of something truly unique: a James Scott Skinner remix. The track was launched at a community music heritage festival.</p>
<p>Biggar and Upper Clydesdale Museum</p>	<p>In 2010 the Biggar Museum Trust decided their unique and significant collection should be conserved and displayed in a way which would meet both contemporary museum standards and the expectations of visitors. The project to construct a new purpose-built museum was undertaken over a five year period. The support from the local community was staggering, who together raised £750,000 for the project, alongside grants and donations received from other generous sources. The new museum opened July 2015.</p>
<p>The McManus: Dundee's Art Gallery and Museum</p>	<p>Using our dynamic Festival of Museums event where The McManus is brought to life with costumed performers, music, collections and activities; we launch our new supporters group McManus 168. It was a perfect opportunity to attract a wide range of people from the community who have an interest in the Museum. McManus 168 is a charitable subscription group that will promote and contribute to The McManus. By combining the two events we were able to save costs while promoting community involvement and maximise income for the new group.</p>
<p>Scottish Maritime Museum</p>	<p>Building on our work in heritage skills our boat building trainees undertook a project to mentor students from Prestwick Academy in working towards achieving their Duke of Edinburgh Award. The partnership focused on the construction of a 22ft. St Ayles Skiff for the local community and took place in the museums workshop. Our trainees worked alongside the students and volunteers and mentored them through the construction of the skiff in a real workplace environment.</p>