

THE FUTURE OF CREATIVE BUSINESS SHOWCASED IN LONDON

Doug Richard's School for Creative Startups Celebrates Rising Star Entrepreneurs

WEDNESDAY 13th FEBRUARY 2013: School for Creative Startups will turn Somerset House into a creative business hub this March, with the arrival of its Startup Showcase. The event at Somerset House Embankment Galleries will provide an inspiring festival celebrating creative business with expert talks, interactive workshops, and a pop-up marketplace featuring the work of students and alumni from School for Creative Startups, the year-long business training course for creative entrepreneurs founded by Doug Richard.

The Startup Showcase is a celebration of the school's wide range of entrepreneurs and their creative businesses. From mixologists and perfumers, to fashion designers and bespoke stationers, visitors will have the opportunity to peruse, sample, and snap up products from some of the country's most cutting edge businesses.

The event will open with a VIP Preview Gala on Thursday 21st March, sponsored by Coutts and Green and Pleasant, followed by an exclusive reader event with *Time Out London* on Friday 22nd March. The Startup Showcase will open its doors to the public on Saturday 23rd from 10 -6pm and Sunday 24th from 11- 5pm.

As well as showcasing the work of Britain's hottest creative entrepreneurs, The Startup Showcase will bring together industry experts and some of the sector's most inspiring creative minds to deliver a range of talks on how to harness creative talent and turn it into profitable business ventures.

Speakers for the Saturday session include entertainment entrepreneur and angel investor, Michael Jacobsen, who will advise on making a business out of that first creative spark, and Silvia Baumgard of Own-It, who will give tips on protecting your IP and avoiding partnership challenges. On the Sunday an array of sessions will be available, including advice on the ever-popular topic of pricing products, presented by Ellen O'Hara of Cockpit Arts.

The Startup Showcase will also host a variety of interactive workshops where visitors can try their hand at a range of skills and activities. Gourmands can enjoy a raw chocolate-making masterclass with master chocolatier Sarah Lantry, while race-goers can add glamour to their wardrobe with a hands-on hat-making course from millinery designer Rachel Drewer. Bespoke perfume-making and jewellery design are among the workshops on offer, along with a wine tasting for dummies class hosted by The Grape School.

At the heart of the event will be two panel sessions which will give the public the chance to try their luck with a five-minute elevator pitch to a panel of industry experts including former Dragon's Den investor Doug Richard; Co-Founder of notonthehighstreet.com, Sophie Cornish; Harvey Nichols Fashion Director, Paula Reed; renowned restaurateur, Oliver Peyton and Angel Investor of 2011, Dale Murray, among others. There will be the opportunity to get instant feedback and, for the lucky ones, adoration and investment advice. Any Startup Showcase attendee can get in line to test their mettle and receive priceless guidance from Britain's best business minds.

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Doug Richard, founder of School for Creative Startups said:

"London is the silicon valley for the creative industries. Nowhere else in the world do we have the same concentration of creative and tech activity all jammed together, and yet until now there has been no formal celebration of this. The Startup Showcase is a wonderful opportunity to highlight and showcase Britain's brilliant creative startup scene and spotlight the rising stars that will become tomorrow's global creative entrepreneurs. My ambition is for this event to become a staple on the British calendar as the premiere celebration of creative business in the UK."

For more information about Startup Showcase and to book tickets, please visit www.thestartupshowcase.com. Tickets cost £7, or £5 for concessions, or £12 for two days. Free tickets are available to some of the Showcase workshops and talks.

ENDS

Notes to editors:

To attend the private press preview on Thursday 21st March, 4.00pm-5.00pm, please contact Krissy Koslicki on 44 20 7199 2208 / Krissy.Koslicki@sevenhillsgroup.co.uk

About School for Creative Startups:

For further information please visit: <http://schoolforcreativestartups.com/>

About Somerset House

Somerset House is a spectacular neo-classical building in the heart of London, sitting between the Strand and the River Thames. Since opening to the public in 2000, Somerset House has produced a distinctive public programme that annually draws over two million visitors to the site, providing a stimulating environment for exploration and relaxation. The varied, year-round programme includes an open air film and concert season and ice rink, as well as temporary exhibitions focusing on contemporary fashion, design, art and architecture, family workshops and free guided tours. In September 2009, Somerset House became the new home of London Fashion Week.

For further information please visit: www.somerset.org.uk

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THE STARTUPS SHOWCASE



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