

PRESS RELEASE

6th June 2023

**CARNABY UNVEILS NEW VIBRANT SUMMER INSTALLATION,
MADE FROM RECYCLED PLASTIC FROM LOCAL SHOPS AND RESTAURANTS**

Carnaby welcomes a brand new installation this Summer made from recycled plastic. Working with recycling brand **Are You Mad**, the installation will provide a vibrant feature in Carnaby Street and Newburgh Street, launching the wider summer campaign '**Carnaby in Colour**'.

The temporary art piece, which will be in situ from 6 July until mid September, comes in the form of three hand / heart shaped arches that will be suspended above Carnaby Street and Newburgh Street. These will sit alongside the existing Welcome To Carnaby Street arches that have also been upcycled with the colourful recycled hand embellishments. The installation has been made using waste plastic sourced from local shops and restaurants and the wider district. The installation took **4 weeks** of collecting waste plastic, **16 days** of sheet pressing and a team of **13 people** to create the finished materials. A total of **684 kg** recycled plastic waste was used in the process ranging from bakery crates and buckets to food palettes and unwanted shop decorations.

The project, led by Shaftesbury Capital, highlights the importance of recycling and the innovative approach to recycling from Are You Mad, who reimagine the use of plastic waste. The creative recycling agency collected, processed and cleaned all of the collected materials at their current location at 97 Berwick Street.

Andrew Price, Executive Director at Shaftesbury Capital says *"We are excited to have collaborated with Are You Mad to create this landmark public art feature for Carnaby Street. The installation is a creative take on the importance of recycling, made possible through close collaboration with our local businesses and community spirit. We look forward to welcoming visitors to enjoy the colourful pieces throughout summer."*

James Suckling, Co-Founder of Are You Mad, says *"We are proud to be a part of this project in such an iconic destination. We are grateful to work with Shaftesbury Capital to highlight the work we do for people and the planet. We hope the installation can encourage people to come to our space on nearby Berwick Street and continue to recycle single use plastic."*

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Notes to editors:**About Shaftesbury Capital**

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.
www.shaftesburycapital.com

Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

Carnaby

Carnaby is in the heart of London's West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination.

Follow @CarnabyLondon and visit www.carnaby.co.uk for updates, news and information.

About Are You Mad

Are You Mad is a retail space and experimental recycling company based in Soho. We mix sustainability with community, culture and education in a very tangible format. Developing a solution for waste to never leave the area it's created from. Since July 2022, we have been employing young people between 18-25 (paying them the London Living Wage) to collect single-use plastic from local businesses to our retail space in Soho, central London. We collect everyday, then clean and separate the plastic by type and colour. In the space we have a shredder that turns the plastic into design materials. Which we use in an injection moulding machine, extruder and sometimes a panini press to make furniture, art and products.

Our entire space is built from local waste, anyone can walk into the shop and see things being made and have a go (access is key for us) and we are hosting workshops with school kids from year 9 to university students free of charge at least once a week. We believe creativity is the key to long term sustainable change.

Are You Mad - 97 Berwick Street, Soho, London W1F 0QB

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