



21 WILLIAM OCT STREET 2017 FESTIVAL

WILLIAM STREET FESTIVAL 2017 – PRESS RELEASE

Get ready for another amazing edition of the William Street Festival!

On Saturday, October 21st, 2017 from 11:30am to 10:00pm, William Street Festival is coming back in iconic William Street, Paddington, with its 9th edition. Held in the heart of Paddington, William Street Festival is a celebration of the street, its unique retailers and Paddington lifestyle.

The event is supported by Woollahra Council, Visit Paddington, Be Productions, the William Street businesses and external vendors. This year we are also proud to announce two new collaborations with Head On Photo Festival and Palace Cinemas.

Cosmopolitan William Street is different from other places in Sydney. William Street has great restaurants, bars, pubs, independent stores, boutiques and fashion. It celebrates the finer things in life and iconic heritage buildings. It is a dynamic mix of cultures, styles and people.

A street well known for its array of high quality boutiques, bars and eateries, William Street contains many hidden fashion gems, and the Festival aims to help promote the culture that abounds on this beloved street. The day sets out to showcase the diverse and brilliant bests our community has to offer, with one day of shopping extravaganza. It's giving back to the people who fuel the success of the businesses and it gives William Street stores the opportunity to showcase their workspace and products.

After the last two years' great success, the Festival is going again into the night, ending at 10pm. Festival-goers will enjoy light projections on the iconic The London Hotel and the Paddo Inn's buildings and the Open Air Cinema is also back and bigger than ever. For the little ones, the Festival will have a special dedicated kids area, thanks to the support of Woollahra Council, in the James Cook Reserve, few steps away from William Street; featuring workshops with Circus in Education and the Paddington Library.

Another great addition of this year is the Art Section, featuring an exhibition and workshops by Head On Photo Festival, a sculpture by Gillie and Marc and a live art performance by the talented Venezuelan artists **M-Lon** and **Nadia Hernández**.

Two outdoor lounge areas, live music performances and DJ sets during the day and at 8.00 pm the Open Air Cinema will start its activity. The movie will be announced on a date closer to the event.

The Festival brings together 30 street retailers and 20 external vendors, all having an outdoor activation on the day, offering a wide range of different experiences for the festival-goers, representing different cuisines from all over the world, engaging with people for a whole day of live entertainment, shopping, delicious food and great time.

The music lined up for this edition is just as diverse as the activations and food vendors' offerings.

From the vibrant DJ sets by **Dreamcatcher, Conlimone and Matt Young**, organised by 10 William St from their balcony, the live music bands and artists that will perform at the lounge area all day, to the great DJ Set on Nudie Jeans' balcony and the performance of **Kosta Haich** hosted by The London Hotel, featured music at William Street Festival 2017 is sure to make attendees groove. For the first time in the Festival's history some great dance vibes will be shaking things up at Main stage, thanks to the amazing team of Swing Patrol, the largest swing school in the world.

VENUE

William Street will be fully closed to traffic on October 21st: activations, stalls and activities will be distributed throughout the street, from the corner with Oxford St to Paddington St.

JAMES COOK RESERVE

The newest addition to the Festival is taking over James Cook Reserve and transform it into a Kids Paradise. With Circus in Education running workshops from 11.30am until 6:00pm and the Paddington Library entertaining the little ones with some storytelling and prize competitions.

Circus in Education:

The Circus Space at James Cook Reserve will be an outdoor play space open to participants of all ages. Roll up and enjoy the circus fun, with skilled workshop facilitators to help you learn a range of new skills. Featuring Hula Hoop, Poi, Devil Sticks, Diablo, Twirling Ribbons, Rola Bola, Spinning Plates, Juggling Equipment and more... There's something for everyone!

Circus is a non-competitive way to engage people of all ages and from all walks of life. Circus in Education aims to share the benefits of circus both within school settings, and in the wider community. Circus in Education offers a range of school, preschool and festival shows and workshops that promote fitness, fun and positive risk taking. Circus in Education also regularly partner with organisations, councils, schools and other not-for-profit circus companies to create and deliver unique learning programs that integrate circus into existing projects to deliver specific outcomes.

ART SECTION:

The 9th edition of the William Street Festival is celebrating the Art in all of its forms, from Photography to Sculpture, from Live Art Performance to Dance, from Music to Cinema & Visuals there is something for everyone in the mix.

Head On Photo Festival Presents Shoot The Wild:

Head On Photo Festival showcased Shoot the Wild in Paddington Water Reservoir as part of their 2017 Festival. The exhibition features finalists and winners from the online competition Shoot the Frame, which has a suite of competitions aimed at enthusiast photographers. Curated in partnership between the Head On Photo Festival team and Shoot The Frame, the exhibition features magnificent and powerful wildlife imagery from the oceans of Mexico to the skies of Scandinavia, and everywhere in between.

The artists featured in this exhibition are: Andy Howe, Brett Lobwein, Dominic Carbonneau, Gal Gross, Gemma Smith, Harry Skeggs, Hymakar Valluru, Jeremy Fratkin, Jing Hu, Joseph Anthony, Kat Mokry, Kim Aikawa, Lotte de la Peña, Max Seigal, Michael Fell, Rivart Matthieu, Sami Rahkonen, Thomas Chadwick, and Usha Harish.

<https://www.headon.com.au/exhibitions/shoot-wild>

Workshops with Instagram extraordinaire Douwe Dijkstra (@monochromevisions)

Explore William St Festival with Douwe, professional designer & mobile photographer. Bring your device and capture the sights, sounds and people on the day. Douwe will lead a photowalk through the festival, giving tips and tricks along the way. He will also tell you which apps he's using and answer any questions you may have. Pick up your phone and get shooting!

Presented by Head On Photo Festival; Workshops at: 1pm and 3pm; starting point: Head On Photo Festival exhibition area

Head On Photo Festival is one of the world's leading photography festivals and Australia's major platform for discovering new talent, re-discovering established artists, exploring new technologies and ideas through exhibitions, workshops, and discussion. It is presented by the not-for-profit Head On Foundation and runs each year in May. At the heart of the Festival are the Head On Photo Awards in Portrait, Landscape, Mobile and Student categories through which Head On has awarded over \$500,000 in cash and product as well as toured internationally. No other Australian arts organisation provides the same opportunity for so many artists, audiences and the creative industry.

Rocky, The Paparazzi Dog by Gillie and Marc

Gillie and Marc's Paparazzi Dogs are the world's most notorious photographers. The four bronze Dogmen have sniffed out the rich and famous in Melbourne's Federation Square, Woolloomooloo Wharf in Sydney, the Jing'an Sculpture Park in Shanghai, outside Raffles City Shops in Singapore, and New York's Brooklyn and Greenwich Village. Rocky, now a permanent resident of Paddington, will join us on the Festival day at William Street.

The sculptures have gone from being an art experiment about photographing celebrities to sought-after celebrities in their own right. When Gillie and Marc first launched the series, within days the life-sized dogs went viral with millions of visitors coming to see them. Gillie and Marc had intentionally created the interactive piece to expose the pack mentality of the media and how we hunt celebrities to get their photo.

<https://gillieandmarc.com/bio/>

Live Art Performance by M-lon and Nadia Hernández

Venezuelan talented artists M-lon and Nadia Hernández will collaborate on the event day and create a live art piece based on Paddington and William Street's history.

Nadia Hernández is a multidisciplinary artist and designer based in Sydney and born in Merida, Venezuela. Her practice focuses on the exploration of Venezuelan Folklore and reflects on ideologies of social and political change.

<http://www.nadiahernandez.com/>

Miguel Gonzalez [AKA M-Lon] from Caracas, Venezuela currently based in Sydney.

Architect, self-taught in visual arts and illustration. He shows through his figurative yet conceptual style issues that affect society thus the people living in it. Traditional methods using acrylic, charcoal, graphite, spray paint, ink and digital media are part of the techniques he uses to express himself.

<http://www.m-lon.com/>

LINE-UP

The Festival line-up will be announced on September 26th 2016, including the full listing of street retailers and external vendors' activations, music program and night activities. William Street Festival 2017 has something for everyone!

11:30 – 13:00	Event Opens: DJ Earl Gray (Main Stage)
12:00 – 19:00	DJDreamcatcher, Conlimone, Matt Young (10 William St Balcony)
12:00 – 19:00	Nudie Jeans DJ set and live band (Nudie Jeans, 35 William St)
13:00 – 14:00	Zane Thompson (Main Stage)
13:00 – 19:00	Kosta Haich (The London Hotel)
14:00 – 14:30	DJ Earl Gray (Main Stage)
14:30 – 15:30	Portia Briana (Main Stage)
15:30 – 16:00	DJ Earl Gray (Main Stage)
16:00 – 17:00	Joe Mungovan (Main Stage)
17:00 – 17:30	Swing Patrol (Main Stage)
17:30 – 18:00	DJ Earl Gray (Main Stage)
18:00 – 18:45	Swing Patrol (Main Stage)
18:45 – 20:00	DJ Earl Gray (Main Stage)
20:00 – 22:00	Open Air Cinema
22:00	Event Ends

PARTNERS ACTIVATIONS:

Head On Photo Festival: Exhibition & Workshops.

Palace Cinemas: Our 2017 partners are offering 5 British Film Festival double passes to 5 lucky Festival-goers; competition's info will be announced soon on our social media. Palace Cinemas is also going to be present with a stall on the event day and will have delicious pop corn and more for our Festival Lovers. The trailer of the British Film Festival will be screened before the movie and we're glad to announce that Verona Cinema will screen a special William Street Festival Ad before every movie from Thursday 12th to Thursday 19th of October.

Palace Cinemas comprises of 107 screens across 20 architecturally significant cinemas nationwide, each with a bespoke bar or café. Palace Cinemas provides an immersive experience into a rich diversity of emotions, cultures, and destinations, focussing on a mature and sophisticated premium cinema experience. A carefully curated program of high-quality new release films sits alongside their trademark collection of international film festivals, bringing local audiences the best of contemporary and classic cinema from Italy, Spain, France, Britain, Latin America, Germany, and Scandinavia.

Paddington Venues:

Chauvel Cinema:

Chauvel Cinema boasts elements of quality and ambiance. The cinema's old world-charm complements its carefully curated program of alternative content and sophisticated films. Chauvel features two auditoria and a quaint café & bar space, downstairs. The cinema is open from 10 – 10pm, 7 days a week.

Chauvel Cinematheque: a program of iconic and cult film favourites exclusive to Chauvel on Friday evenings at 7pm.

Palace Verona:

Featuring sleek and modern interior design with four stylish cinemas and a bespoke café and bar, Palace Verona offers a premium cinematic experience. Verona showcases a range of art-house, independent and festival films, and is open from 10am – 10pm, 7 days a week. The cinema is a haven for locals and film fans alike to catch up on the latest foreign language films.

PARTICIPATING STREET RETAILERS

- Just William Chocolates
- Elph Ceramics
- Mr.Ward home & life
- Kerry Rocks
- Garland Row
- Pierre Winter Fine Jewels
- Pour Tous
- Les Nereides Australia
- East London
- Bailey Nelson
- Underwood Convenience Store
- East43
- Di Nuovo
- Fairbairn Man & Woman
- Pelle
- Paddo Inn
- BELANCÉ
- 10 William St
- Jiva
- Wil Valor
- Poepke
- Neil Grigg Millinery
- The London Hotel
- Nudie Jeans
- By Charlotte
- Venroy
- House of Cannon
- Paddington Alimentari
- Mon Purse

F&B STALLS

- 10 William St
- The London Hotel
- Paddington Alimentari
- The Italian Bar
- Eloquesta Wines
- RawEm Treats
- RivaReno Gelato
- Underwood Convenience
- Paddo Inn
- East London
- Cipri Italian
- Fred's and Charlie Parker's
- Crepe & Coffee Co.
- The Nighthawk Diner
- Noah's Natural Cane Juice
- Paella Del Mar

EXTERNAL RETAILERS

- Alan Buki Hair
- BrasilwearBiz
- Wickett Co
- Dreams in Colour
- LiveLoveLife Chiropractic
- Bandsome
- M.AMA B.EAN

Further information will follow, stay tuned!

Organisation

Be Productions

www.beproductions.com.au

Be Productions is one of Australia's most reputable and experienced production companies, with decades of experience in designing and producing audio-visual content, and planning and managing outdoor and indoor events. Unlike many other event companies, we own all our own audio-visual equipment – so the client can rest assured there will be no surprise hire costs, or unexpected technical hiccups. Thanks to our extensive experience and expertise, we're able to deliver high quality events, even in the most limited of time frames. We are the exclusive re-seller of high quality Aircscreen equipment in Australia and Asia, and offer equipment both for sale or lease. We have an extremely dedicated and experienced team, and we will work tirelessly to help you plan an event that exceeds your expectations.

For more information, interviews and image requests please contact:

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With the support of:

Woollahra Council
Visit Paddington
Be Productions

In collaboration with:

Head On Photo Festival
Palace Cinemas

Official Event Photographer:

Kelly Hulme, @theshutterco

Links

Web. <https://www.visitpaddington.com.au>

Facebook: <https://www.facebook.com/williamstreetfestivalpaddington>

Instagram: @Williamstreetfestival

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