

Walk of Fame – Public Exhibition Overview

The Music Walk of Fame is an international project which intends to celebrate the best of global music, past, present and future. Backed by the Hollywood Walk of Fame, it will honour the truly iconic influences in music. Camden Town has been chosen as the location for this prestigious monument in recognition of the huge contribution that Camden has made to music over many decades from Irish folk through to rock and pop.

Music Walk of Fame will comprise the laying of stones along Camden High Street, at regular intervals, which will be a permanent tribute to all that is great about music.

An exhibition to display the proposals for the Music Walk of Fame in Camden was held on Friday 16th and Saturday 17th November 2012. The exhibition was held in the Castlehaven Community Centre Youth Café, on Castlehaven Road.

A preview for Councillors and local community representatives was held from 4pm-8pm on Friday 16th. Many invitees had given prior notice that they would be unable to attend at this time, however, they requested to be kept updated on the plans. Whilst some councillors did not attend they have all been made aware of the project over the last period of time and have given support and guidance. Meetings will be organised with individual councillors and stakeholders as required and appropriate.

The exhibition was then opened to the public on Saturday 17th from 10am-2pm. A number of people attended during this time and all gave an extremely positive reaction to the plans. There was a high level of interest and enthusiasm for the project and those attending welcomed the recognition of the role of Camden in the international music scene.

The exhibition was advertised in the Camden New Journal and 5,000 flyers were delivered to residents and businesses within the local area. In addition, contact was made with local representative community groups.

The Camden New Journal was briefed individually and ran a detailed article on the proposals along with visuals of the plans. The Camden New Journal also came down to the exhibition and will continue to cover the story to keep local people updated on the proposals.

To date there have been no objections or concerns raised relating to the proposals and the plans have received unanimous support from all those with whom the project team have discussed the proposals.

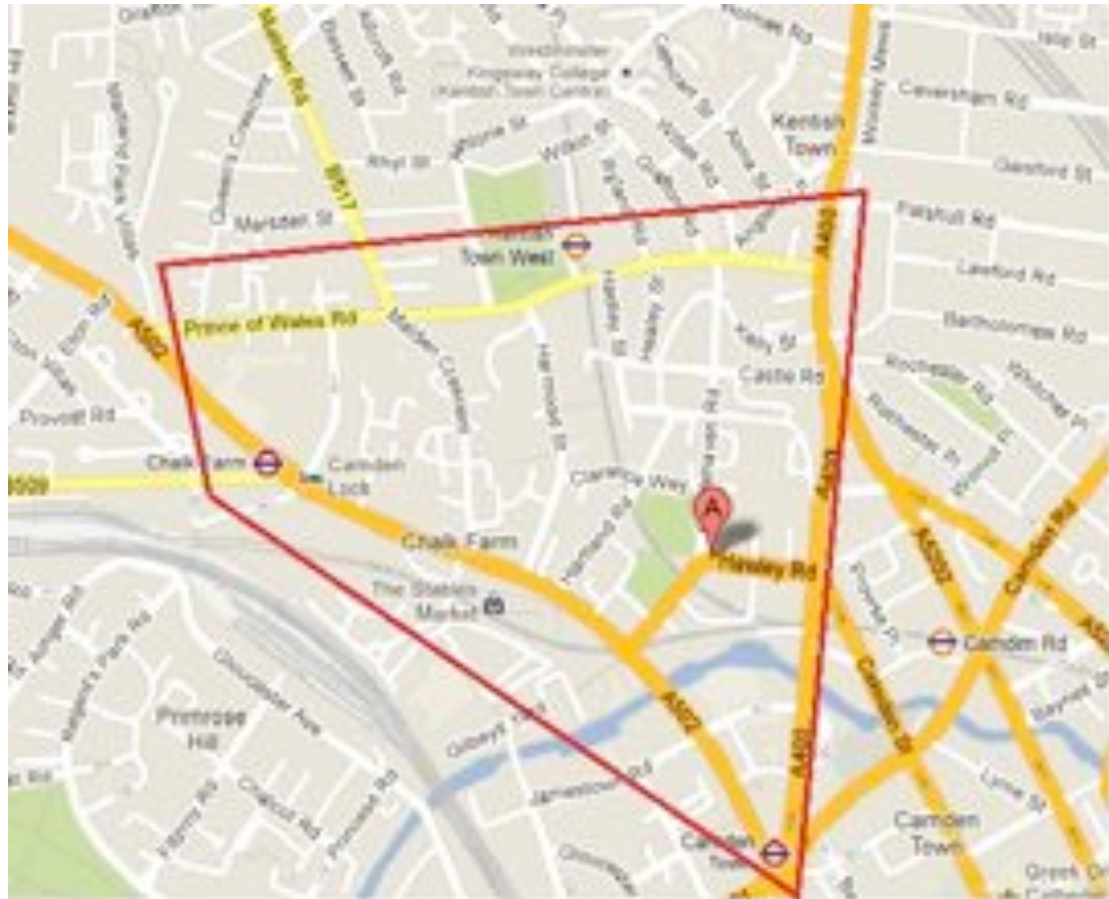
Advertising Flyer

MUSIC WALK OF FAME

INVITES YOU TO THEIR PUBLIC EXHIBITION
TO DISCUSS THEIR FUTURE PLANS
FOR THE WALK OF FAME IN CAMDEN TOWN
SAT 17TH NOVEMBER
FROM 10AM TILL 2PM AT CASTLEHAVEN COMMUNITY CENTRE
HAVEN YOUTH CAFE
21 CASTLEHAVEN RD
NW1 8RU

FOR MORE INFO CALL REBEKAH 0203 176 4161
REBEKAH@SNAPDRAGONCONSULTING.CO.UK

Leaflet Distribution Area



INTRODUCTION

- THE MUSIC WALK OF FAME IS AN INTERNATIONAL PROJECT WHICH INTENDS TO CELEBRATE THE BEST OF GLOBAL MUSIC, PAST, PRESENT AND FUTURE.
- BACKED BY THE HOLLYWOOD WALK OF FAME, IT WILL HONOUR THE TRULY ICONIC INFLUENCES IN MUSIC.
- CAMDEN TOWN HAS BEEN CHOSEN AS THE LOCATION FOR THIS PRESTIGIOUS MONUMENT IN RECOGNITION OF THE HUGE CONTRIBUTION THAT CAMDEN HAS MADE TO MUSIC OVER MANY DECADES FROM IRISH FOLK THROUGH TO ROCK AND POP.
- MUSIC WALK OF FAME WILL COMPRISE THE LAYING OF STONES ALONG CAMDEN HIGH STREET, AT REGULAR INTERVALS, WHICH WILL BE A PERMANENT TRIBUTE TO ALL THAT IS GREAT ABOUT MUSIC.

“THE WALK OF FAME IS A GREAT IDEA AS EVERYTHING THAT HAS COME OUT OF THIS COUNTRY IN THE LAST 40 YEARS AND IT’S TIME WE HONOURED THEM”

ROBIN GIBB
BEE GEES



CELEBRATING GLOBAL MUSIC

- THE CRITERIA FOR MUSIC WALK OF FAME WILL BE BASED ON INDUSTRY AND PEER REVIEW WITH DIFFERENT CATEGORIES CELEBRATING ICONS, INFLUENCERS AND INNOVATORS, INDUSTRY AND THE UNSUNG HEROES OF MUSIC.
- SUPPORTED BY THE BRITS, ACHIEVING A STONE IN THE MUSIC WALK OF FAME WILL BECOME ONE OF THE HIGHEST ACCOLADES IN MUSIC.
- THE PROGRAMME WILL BE ROLLED OUT GRADUALLY WITH THE FIRST FIFTEEN HONOURS BEING ANNOUNCED EARLY IN 2013.

“WE IN HOLLYWOOD LOOK FORWARD TO WORKING WITH
CAMDEN AS ITS A NATURAL FIT ”

LERON GUBLER
PRESIDENT OF HOLLYWOOD

“I WISH I COULD GET A STONE FOR MUSIC AS OPPOSED TO
FILM AS MUSIC IS WHERE MY ROOTS LIE. I WILL DEFINITELY
COME AND VISIT WITH MY FAMILY ”

WILL SMITH
ACTOR/MUSICIAN



THE STONES

- THE STONES WILL BE LOCATED ON CAMDEN HIGH STREET. INITIALLY THEY WILL BE POSITIONED BETWEEN JAMESTOWN ROAD AND CHALK FARM ROAD. EVENTUALLY THEY WILL STRETCH FROM CHALK FARM DOWN TO THE ROUNDHOUSE.
- THEY WILL BE PLACED AT REGULAR INTERVALS, ENSURING PEDESTRIAN CIRCULATION IS MAINTAINED AND SPREADING OUT THE MONUMENT.
- THE FIRST 15 STONES WILL BE LAID IN THE SPRING OF 2013. THE LAYING OF EACH STONE WILL BE ACCOMPANIED BY A CEREMONY TO CELEBRATE THE INDIVIDUAL ARTIST OR ORGANIZATION BEING HONOURED.
- SUBSEQUENT STONES WILL BE LAID EVERY MONTH AS IN HOLLYWOOD WITH A CEREMONY/EVENT AFTER THE UNVEILING. WE ANTICIPATE NO DISRUPTION TO EVERYDAY LIFE.

“CAMDEN IS AND HAS ALWAYS BEEN A HOTBED OF CREATIVITY. I LOOK FORWARD TO SEEING MUSICIANS AND INFLUENCERS HONOURED ON A WALK OF FAME”
THE MAYOR OF LONDON



MWF IN CAMDEN

- MUSIC WALK OF FAME WILL BRING A NEW AUDIENCE TO CAMDEN TOWN – IN PARTICULAR FAMILIES WHO MAY NOT OTHERWISE SEE CAMDEN AS A DESTINATION.
- THE PROJECT WILL BRING DIRECT INVESTMENT INTO CAMDEN WITH ASSOCIATED STREETScape AND PUBLIC REALM IMPROVEMENTS TAKING PLACE WITH THE LAYING OF THE STONES.
- VISITORS TO THE MUSIC WALK OF FAME WILL BE SIGNPOSTED TO ALIGHT AT CHALK FARM TUBE STATION, THUS REDUCING CONGESTION ON CAMDEN TOWN TUBE STATION.
- AS PART OF THE PROJECT, A SOCIAL INVESTMENT PROGRAMME WILL ALSO BE SET UP CENTRED AROUND THE MUSIC WALK OF FAME ACADEMY.
- THE PROJECT TEAM WILL WORK CLOSELY WITH THE COMMUNITY AS THE INITIATIVE MOVES FORWARD TO ADDRESS AND CONCERNS AND MAXIMISE THE BENEFIT.

“THE MUSIC WALK OF FAME WILL BE A FANTASTIC ADDITION TO THE BUSINESS AND COMMUNITY OF CAMDEN, NOT ONLY CELEBRATING A KEY PART OF HISTORY, BUT REINVESTING IN THE FUTURE FOR ALL WHO LIVE, WORK AND VISIT CAMDEN.”



MUSIC WALK OF FAME ACADEMY

- THE MUSIC WALK OF FAME ACADEMY WILL BE CREATED & ESTABLISHED AS A DEVELOPMENT PLATFORM TO IDENTIFY, SUPPORT AND CULTIVATE NEW UNSIGNED LOCAL BASED ASPIRING ARTISTS, IN ASSOCIATION WITH THE ROUNDHOUSE AND COMMUNITY CENTRES IN THE BOROUGH OF CAMDEN LIKE CASTLEHAVEN.
- THE MWF ACADEMY WILL INVOLVE DIRECT PARTICIPATION FROM VARIOUS MWF INDUSTRY PARTNERS TO INCLUDE RECORD LABELS, MUSIC PUBLISHERS, PRODUCERS, ARTIST MANAGEMENT, AGENTS AND BROADCASTERS OFFERING EMERGING ARTISTS A UNIQUE COMPLETE DEVELOPMENT PACKAGE FROM MENTORSHIP, RECORDING, PRODUCT RELEASE TO LIVE PERFORMANCE WITH THE ULTIMATE AIM OF ACHIEVING INTERNATIONAL SUCCESS AND EVENTUALLY SECURING THEIR PLACE ON THE MUSIC WALK OF FAME.
- THE ACADEMY WILL NOT ONLY WORK WITH BANDS AND MUSICIANS BUT ALSO HELP PEOPLE GET INTO ALL FORMS OF THE INDUSTRY FROM MANAGEMENT, EVENTS, PRODUCTION, RECORD LABELS, MUSIC PR AND TOURING VIA MENTORS WORKSHOPS AND INDUSTRY CONTACTS.

“WHAT THE MUSIC WALK OF FAME AND THE ACADEMY WILL BRING TO CAMDEN WOULD BE A VALIDATION OF THE AMAZING CREATIVITY CAMDEN INSPIRES. WE ARE WORTHY.”

HENRY HALL
LIFELONG CAMDEN RESIDENT &
CHALK FARM HOUSING ASSOCIATION

“WE AT MTV WILL GLADLY THROW ALL OUR INTERNATIONAL BACKBONE BEHIND THIS PROJECT AS IT NOT ONLY GOOD FOR CAMDEN BUT FOR US AS A COMPANY GIVEN OUR POSITION AS ONE OF THE BOROUGH'S BIGGEST BUSINESSES AND A GLOBAL BRAND”

MACKY DRESE
VICE PRESIDENT OF VIACOM



NEXT STEPS

- THE MUSIC WALK OF FAME PROJECT TEAM ANTICIPATE RECEIVING THE REQUIRED CONSENTS FOR THE INITIATIVE BY JANUARY 2013.
- WE WILL THEN LAUNCH THE MUSIC WALK OF FAME WITH A COMMUNITY EVENT IN EARLY 2013.
- WE WELCOME YOUR THOUGHTS ON THE PROPOSALS, PLEASE DO LET US KNOW YOUR VIEWS.



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Press Coverage – 15th November 2011

GROOVES: Camden's 'Music Walk of Fame' ready to move a step closer



Lee Bennett (second from left) pictured with Will Smith

Published: 15 November, 2012 by ROISIN GADELRAE

AS if Camden didn't have enough music running through its bones, next year is set to be a huge one for the borough's rhythmic soul.

As music is declared the theme for Camden as chosen by next mayor Jonathan Simpson, and talks are under way for special celebrations to mark Amy Winehouse's 30th birthday, we will finally see Hollywood's golden touch on our pavements as the much-awaited Music Walk of Fame is unveiled.

On Saturday only (November 17), Camden residents will have their chance to catch a glimpse of what the walk is all about and help shape the scheme when a public exhibition opens at Castlehaven Community Centre, between 10am and 2pm.

In a matter of months the streets will be paved with discs commemorating some of the industry's most celebrated figures – many of whom will have been voted for by the public.

It is hoped a place on the Music Walk of Fame will become the highest accolade in the UK music industry, honouring musicians and behind-the-scenes industry greats from all genres of music, old and new, and of all generations. It will bring with it investment in music education and career opportunities for youngsters interested in the industry through the yet-to-be-finalised music academy project, which will include offering some hopefuls the chance to jet off to Hollywood to train amongst the professionals.

Lee Bennett, head of the Music Walk of Fame project, said: "The general consensus is that Camden is the home of global music, past and present, and continues to be so, which is why it should take place here. We're preserving Camden's history and heritage."

While it has been several years in the making and so far has failed to excite Bob Geldof, it

is hoped any doubters will be silenced at the first unveiling. The Walk, which has already won the support of the late Robin Gibb, The Stone Roses' Mani and many more, will ultimately lead visitors on a path through the borough as discs set into the pavement chart the industry's great success, both on and offstage, while passing by Camden's most iconic venues.

Names to be honoured will be revealed closer to the first wave of up to 20 stones due to be unveiled in May or June next year around Chalk Farm.

Lee said: "The borough will see a better footfall as the initial stones are planned to be spread out across Chalk Farm at 10-metre intervals close to the Roundhouse. We'll hopefully open up Camden so people will be encouraged to arrive at Chalk Farm tube rather than add to the congestion at Camden. We'll be looking at putting money back into the community, into schools and community centres."

While a committee made up of global industry figures and local community representatives will generally pick the first names to be honoured, some will be chosen by a public vote.

Lee said: "We've widened voting. It's not just who you may see as icons and unsung heroes, but also those behind the scenes, anyone from Chris Blackwell to Bill Fuller, who set up the Electric Ballroom as a rockabilly club. It could also be technical people like Gibson and Technics. So it's not just who you expect."

Organisers are also in talks with the Amy Winehouse Foundation to possibly tie in a further wave of unveilings next September with celebrations for what would have been Amy's 30th birthday, although this is yet to be confirmed.

Mr Bennett said the scheme would be more than an aesthetic addition to Camden, encompassing a wider programme of music education for local youngsters, and investing in local schools and community groups.

Budding musicians, producers and behind-the-scenes industry wannabes will be able to develop their talents at the Music Walk of Fame music academy, a programme yet to be finalised.

Lee said: "We've engaged with council officers, councillors, community associations and got feedback on what they want to see. We've keyed in on the music academy, where there will be mentoring, the opportunity to work with bands, in production and with record labels. We'll be able to guide people into college."

There will also be an enhanced music programme at Castlehaven Community Centre.

Lee, who has spent much time over the past few years over in LA in talks with Hollywood Walk of Fame, has even won the support of singer and actor Will Smith.

He said: “When I spoke to Will about the project he said he wished he could get a stone for music as opposed to film as music is where his roots lie. He would definitely come and visit with his family.”

While the rights to the Walk have been granted by its Hollywood namesake, one element is conspicuously missing. Where LA’s Chinese Theatre bears the handprints of the chosen ones, Camden’s Walk will not be the same. Instead, the stones will emulate vinyls bearing the important details of each figure set in a star shape.

In the end, the discs will lead visitors on a tour around some of the borough’s most significant music venues.

Where possible, discs with connections to certain areas and venues will be placed nearby. For example, The Doors have a history with the Roundhouse.

. Public exhibition, Castlehaven Community Centre, Saturday November 17, 10am-2pm.

Press Coverage – 22nd November 2011

**Music czar says Walk of Fame 'will encourage visitors to visit Camden
and boost our local economy'**



Walk of Fame organisers Mat Morrisrow and Lee Bennett. The Walk of Fame's opening is set to coincide with the second anniversary of the death of local icon Amy Winehouse

Published: 22 November, 2012 by RICHARD OSLEY

THE world's most important, influential and downright brilliant musicians are going to be honoured with Walk Of Fame discs cut into the pavement in Camden Town.

Organisers showcased the new scheme at Castlehaven Community Centre in Camden Town over the weekend.

They have the backing from the Town Hall to instal the first plaques in Chalk Farm Road. The idea is to extend the trail up to Camden Town tube station at a later stage.

Significantly, it is the only scheme to be officially twinned with the Walk Of Fame in Los Angeles which sees a trail of stars lead the way down Hollywood Boulevard. This sets it apart from celebrity trails in other areas of the UK, such as stars seen in Birmingham.

Camden has been chosen as it is seen as the world's centre for music. The project has been in the pipeline for four years but was put on hold so the launch did not clash with the Olympics.

The first discs are due to appear next year and will coincide with what would have been Camden Town singer Amy Winehouse's 30th birthday.

Purple Turtle boss Lee Bennett, who has funded the project, said: "It is the perfect recognition for Camden. We will have a series of unveilings every year and events to mark them. Some of the world's biggest acts are behind this and will be coming to Camden to see their stones laid."

Camden's live music czar Councillor Jonathan Simpson added: "You can't help but be impressed by the passion and thought that has gone into the Music Walk of Fame. Thousands of people come to Camden every day to visit the area that music legends started their career – and like many I believe that we are the rock and roll capital of the world.

"The Walk of Fame will encourage visitors to visit Camden which will help our local economy."