



PRESS RELEASE

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Hats Off to Gallery 37 Edinburgh! Employment Initiative Brings Creative Industry to Leith Walk

You're hired! Art project apprentices young unemployed to society milliner

A group of unemployed youngsters from across Edinburgh are to be apprenticed to top city artists including **hat maker** and **BBC fashion correspondent for Royal Ascot Yvette Jelfs** as part of this summer's **Gallery 37 Edinburgh** employment training initiative.

The project will give up to 40 young people a chance to learn **millinery/bag making, documentary video, jewellery making** and **digital photography/screenprinting** from professional artists in a four week series of workshops held at arts and education trust **Out of the Blue's** newly refurbished multi-arts hub at **The Out of the Blue Drill Hall**, off Leith Walk from **July 24th to August 18th**. Apprentices will also gain key work skills such as negotiation, teamwork and presentation.

The work the apprentices produce will then be exhibited and, if appropriate, offered for sale to the public in Gallery 37 Edinburgh's **Shop 37** outside the **National Gallery** on the Mound from **5th to 18th August** and at an **Out of the Blue Arts Market** at The Drill Hall on **August 19th**.

Participating artist and milliner Yvette Jelfs says, "I am really happy to be involved in this project, and be part of providing opportunities to young people starting out. I set up my business as a single mum and it is good to be able to give back some of the help that I got from others at that time."

Other artists teaching their skills are jeweller **Melissa Viguiet**,

documentary video maker **Fiona Stewart** and printmaker **Derek Gray**.

A series of successful taster sessions were held at various locations around the city this week. However, according to project coordinators, there are still a few places left. **Now Gallery 37 Edinburgh is inviting any interested 16 to 24 year olds who are not in work, education or training to contact project coordinator Rob Hoon at The Out of the Blue Drill Hall.**

The Gallery 37 concept was developed in the USA and then exported to the UK where successful schemes have been run in Birmingham, London, Glasgow and since last year and Edinburgh. Some 86% of participants in 2005 went on to employment, training or further education.

The Edinburgh project has been produced by inclusion advocates **Capital City Partnership**, and is being co-ordinated in partnership with dynamic arts organisation **Out of the Blue**. The two organisations have worked together successfully on past projects, most recently to deliver eight of the 'Cow-Munity' Cows in the ongoing art project **Cow Parade Edinburgh**. Other organisations contributing to this year's Gallery 37 Edinburgh include **CLAN Edinburgh** and **Media Education**.

Contact: For pictures, interviews and more information please contact Rob Hoon on 0131 555 7101 or rob@outoftheblue.org.uk

Notes to editors:

Gallery 37 Edinburgh ran as a pilot in 2005 and this year has places for 40 young people working on one of the four projects; documentary video, jewellery making, millinery/bag making, and digital photography, with a maximum of ten participants per discipline. What is unique to Gallery 37 is that the young people become 'Apprentice Artists' and are either engaged to create quality items to be sold the city centre retail 'Shop 37', or are involved in all the aspects of producing a documentary video about the Gallery 37 project. A core skills programme is incorporated into the design of the programme so that participants gain valuable skills applicable to future employment, such as teamwork, presentation and negotiation skills.

Out of the Blue Arts & Education Trust (charity number SCO22812) supports and promotes cultural ventures. It has an

established track record as a vital catalyst for creativity in Edinburgh and beyond. Out of the Blue gratefully acknowledges the support of the Scottish Arts Council, City of Edinburgh Council, Fresh Futures, Capital City Partnership, Social Investment Scotland, Scottish Enterprise Edinburgh & Lothian, Triodos Bank and kea. For more details please visit www.outoftheblue.org.uk

Capital City Partnership is a partnership of key statutory, voluntary and community agencies in the city working together to promote social inclusion and achieve social justice for the people of Edinburgh. It exists to find creative and sustainable solutions to overcome social exclusion and to promote joined up governance in the city. The key areas in which it works are employment, health, housing, learning and community safety. For more details please visit www.capitalcitypartnership.org

Yvette Jelfs designer of couture, hand-made hats and headdressings, creates a unique and original look for each of her clients, ranging from a wide selection of celebrities and royalty. Also the commentator at Royal Ascot for the past nine years as the fashion guru, Yvette has flair and imagination for design, coupled with wit and enthusiasm. Yvette Jelfs Ltd. is based at St Ann Bank House in Edinburgh, the former Holyrood farmhouse built in 1710. For more information visit www.yvettejelfs.com