



Legal & General Group Plc
07 June 2021

Legal & General amplifies music, art & culture with Musician and Artist Exchange partnership

Legal & General, alongside partner Mitsubishi Estate London, has joined forces with Musician and Artist Exchange (MAX) to recognise the crucial role the arts play in urban economies and provide a platform to enable the UK's creative sectors to reignite.

The creative sectors have faced crippling impacts as a result of the pandemic. With a huge decline in revenues and an increasing number of workers 'placed on furlough, support from Government has not been enough to weather the storm. Recognising this, Legal & General has entered partnership with MAX, to both support and facilitate its drive to bring the arts and culture back to our local communities.

MAX, a UK network of practitioners drawn from music, the arts and culture, will produce a series of events kicking off on 21st June 2021. Born out of the need to present artistically well curated events in new locations, MAX Productions' musical events will be hosted at 245 Hammersmith Road, Legal & General and Mitsubishi Estate London's award-winning office scheme in Central London.

A diverse and inclusive cross-cultural programme has been curated to encourage broad participation, proactively engaging across all demographics – including events for local schools, as well as free tickets for young people through MAX's alignment with CAVATINA Chamber Music Trust. The special programme at 245 Hammersmith Road will present a wide range of talent and variety of genres, including performances from 'Black Voices', a five women strong vocal group, and 'The Pink Singers', Europe's longest-running LGBT+ choir.

Bill Hughes, Head of LGIM Real Assets, said: "Music, art and culture must be realised as an integral part of the urban fabric, key to our communities' post-Covid. The creative sectors therefore require immediate and significant support to facilitate this. LGIM Real Assets has long recognised the crucial role the arts play in society, particularly in attracting talent, spurring innovation and adding positive value to urban economies.

As owners, investors, and innovators we have a responsibility to ensure that we are delivering places fit for the future. The consumer landscape is now different; we prioritise localism, variety, and experiences. Our partnership with MAX will support the recovery of the creative sectors, and is a further strand in LGIM Real Asset's delivery of future ready places across the UK. Through supporting localism and regeneration, we bring significant positive social and economic impact"

"We are delighted to support MAX in such an important initiative, and to continue to deliver social value throughout the lifecycle our assets; 245 Hammersmith Road's local impact is truly testament to this."

Andrew Watts, Artistic Director of MAX - Musician and Artist Exchange Productions Limited, said: "MAX Productions are delighted to work in partnership with Legal & General and Mitsubishi Estate London to present its 'First Edition' of events in the unique space of 245 Hammersmith Road. As the UK comes out of the pandemic, it is vital that great music making plays its part in the recovery of the community, and the nation as a whole.

I am thrilled to present some of the finest UK based performers across our MAX events, and look forward to enjoying with our audiences. There is something for everyone, and everyone is invited."

245 Hammersmith Road opened its doors in 2019, delivering a new standard of office space with unparalleled amenities and initiatives for its occupiers and local community. With the introduction of this new partnership, the building will enable MAX to play a key role in the creative sectors bounce-back, and continue to deliver enhanced social and economic value – increasing local productivity, vibrancy and economic growth.

Ticket sales open on the 7th June.

MAX Events 20th - 27th June 2021

The Main Events

Monday 21st June 2021 - 7.30pm

Joanna MacGregor CBE - Piano ***"It's Time: Music for the Soul"***

Bach French Suite no.5 in G BWV 816
Chopin Four Mazurkas Op.30
Ginastera Danzas Argentinas Op.2
Mary Lou Williams Miss DD; Aries; Scorpio
MacGregor For Nina Simone
Piazzolla/MacGregor Four Tangos: Tanguedia, Michelangelo 70, Milonga del Angel, Libertango.

Joanna MacGregor is one of the world's most celebrated pianists. She's released more than 40 solo recordings, and performed in major concert venues throughout the world. This special programme for MAX @ 245 pairs Bach's sunniest keyboard work with the drama of Nina Simone, Ginastera's wild dances, Mary Lou Williams' cool jazz and Piazzolla tangos. Eleanor Alberga's uplifting, powerful *It's Time* invokes Pushkin's famous poem, depicting transformation through African rhythm. A feast of the highest artistry.



Wednesday 23rd June 2021 - 7.30pm

Trio Balthasar
Iain Burnside - Piano
Michael Foyle - Violin
Tim Hugh - Cello

"New Beginnings" - the start of the journey

Joan Trimble Phantasy Trio
Judith Weir Piano Trio
Johannes Brahms Trio no2 in C, op 87

Trio Balthasar is a newly formed piano trio featuring pianist Iain Burnside, violinist Michael Foyle and cellist Tim Hugh. They are committed to imaginative, diverse programming and are delighted to be playing for MAX@245 for their first public appearance.

The name Balthasar was initially suggested by Burnside as a homage to the German baroque architect Balthasar Neumann. As he was on the point of rejecting it as too pretentious, his colleagues pointed out that Balthasar was also the name of one of the Wise Men in the Nativity story. From which there developed the idea of three men on a journey, bearing gifts. Individually each member of the Trio Balthasar has been praised for their vivacity, emotional depth and breath-taking playing.



Saturday 26th June 2021 - 1pm

The National Opera Studio

“Rising Stars Masterclass” with MAX Artistic Director and International Countertenor Andrew Watts

A unique opportunity to hear these amazing singers live in the intimate space of 245 Hammersmith Road. They are the “real” singers of the future. International opera singer Andrew Watts will work with singers from the National Opera Studio in this open session on arts and scenes in an informal masterclass setting.

Saturday 26th June 2021 - 5pm and 7.30pm

Black Voices - “Strong Inside”

This five women strong ensemble have faced many barriers performing a cappella, yet Black Voices has been wowing global audiences for over three decades with their unique repertoire of music and performance in the black oral tradition. The group has appeared before the most prestigious audiences. By public and private invitation, Black Voices has performed for Her Majesty The Queen and most members of the Royal Family. With hundreds of tours and engagements worldwide, the quintet has filled some of the biggest international venues across the globe, including Birmingham’s Symphony Hall, London’s Barbican Centre, Rome’s Coliseum, the Hollywood Bowl and the Royal Albert Hall.

‘Strong Inside’ is a performance of repertoire, rooted in the spirituals, the bedrock and soul of black oral music. Black Voices draw on the hope, spirit and strength originating from these early forms expressed through call and response, jazz, gospel, folk at times fused with more contemporary forms.

Messages of love and hope are delivered through a captivating soulful harmonic blend and is Black Voices’ unique strength! The themes in their songs speak to people universally, and are as relevant today as they were when created out of the experiences of slaves forced to work plantations.



Sunday 27th June 2021 - 3.00pm

The Pink Singers - "SING!" - an outdoor jamboree for the whole family.

Family fun - Picnic in the Piazza

As Europe's longest-running LGBT+ choir, The Pink Singers have grown and blossomed into a group of over 90 singers since we were first formed on 7 April 1983 for the Lesbian & Gay Pride march in London. At that time, the age of consent was still unequal, and AIDS had barely reached the political agenda.

At their core, The Pink Singers are essentially a community choir, made up of talented people from a diverse range of sexual orientations, gender identities and backgrounds united by a passion for singing great choral music.

Over lockdown, The Pink Singers continued to use the power of music to bring people together. In weekly zoom meetings, they sang, worked on behind-the-scenes activities and continued to support each other through difficult times.



Notes to editors

Musician and Artist Exchange (MAX)

MAX was initially founded in 2020 as a think tank in urgent response to the catastrophic impact of Covid-19 on the creative sectors. The organisation is committed to re-imagining and regenerating the arts and culture sector, readying it for a post-Covid world.

More information here: <https://www.maxmusicianandartistexchange.com/>

245 Hammersmith Road

245 Hammersmith Road opened its doors in 2019, delivering a new standard of office space with unparalleled amenities for occupiers and the local community. To date, the scheme has contributed £26 million in local economic value, £2.4 million towards the environmental value, and over £600,000 of additional social value contribution.

More information here: <https://www.245hammersmithroad.com/>

Further information

Name: Jessye Brandon

Role: PR Executive

Division: Real Assets

Tel: 0203 124 4177

Email: jessye.brandon@lgim.com