



## PRESS RELEASE

28 April 2017

# Hull to be caked in colour as part of spectacular event

The colours, tastes and sounds of India are to be celebrated at an incredible event in Hull next month.

Carnival of Colours at Zebedee's Yard on May 29 will showcase the delights of India as part of Hull UK City of Culture 2017.

Everyone is invited to this family-friendly event, which has been organised by Hull and East Riding Hindu Cultural Association.

"India is all about culture, curry and colour and we want to inject City of Culture with a blast of Indian colour", said Dr Navin Jaiveloo, General Secretary of Hull and East Riding Hindu Cultural Association.

On entry to Zebedee's Yard visitors will encounter in dazzling style the sounds of India with Bollywood dancers, drummers and a DJ playing Bollywood music.

Traditional Indian street food will be provided by Tapasya - one of the city's most exclusive restaurants which combines local ingredients with traditional Indian cooking.

The event is part of Hull 2017's Creative Communities Programme, which is being delivered in partnership with the Big Lottery Fund,

Dr Jaiveloo said: "It will be an unforgettable bank holiday weekend for people coming from all over the country who will be able to enjoy themselves to the fullest. People coming to Burton Constable for the Big Weekend are staying an extra day especially for Carnival of Colours, which takes place on the Bank Holiday Monday."

Carnival of Colours is inspired by the spectacular Holi Festival which takes place every March and sees millions of people all over the world gather together to usher in spring by smearing each other in colourful powder.

"Holi has a different flavour in different parts of India, Ganesh - the God of good luck - plays a special role in all festivals of India, there will be dance dedicated to Lord Ganesh. Children will also enact the mythological story associated with Holi.

"Children from different schools in Hull and adults will be participating in Bollywood medley dance, there will be songs by HEY choir (Hull and East Yorkshire choir) and a crash course in Bollywood dancing.

"We want to recreate a carnival atmosphere in our Carnival of Colours.

"We have events like this in our Hindu temple in Hull every year, but this year we would be doing it on a big scale in the centre of the city."

Martin Green, CEO and director of Hull 2017, added: Martin Green, CEO and Director of Hull 2017, said: "Creative Communities is running throughout the year funding 60 amazing projects unleashing the creativity of local people across Hull.

"One of the key aims of the Creative Communities Programme is celebrating diversity in the city. This delightful event, bringing the tastes, sounds and colours of Indian culture, will be on a scale Hull has not seen before."

Tickets for the event, which is 12noon to 5pm on 29 May, cost £3 for adults and £2 for children. They can be bought from [www.hull2017.co.uk/whatson/carnival-of-colours](http://www.hull2017.co.uk/whatson/carnival-of-colours) from 10am on Sunday (30 April).

Coloured powder will be available for £2.

Mouth-watering Indian street food can be purchased from Tapasya stall.

## ENDS

For press information, please contact: Michael Berriman at Hull 2017,  
[michael.berriman@hull2017.co.uk](mailto:michael.berriman@hull2017.co.uk) / 01482 318 921

## NOTES TO EDITORS

*Carnival of Colours* is one of 60 new projects to receive funding through the Hull 2017 Creative Communities Programme, which is being delivered in partnership with the Big Lottery Fund, a Principal Partner of Hull 2017.

A total of £750,000 is being invested in the programme, which was set up to celebrate, nurture and support local talent and develop opportunities for emerging artists.

In addition to cash from Hull 2017 and the Big Lottery Fund, the projects will receive staff support to build capacity in the arts sector, helping to create a legacy. The Creative Communities Programme is also being supported by Hull and East Riding Charitable Trust.

The projects - which range from photography exhibitions to music and food festivals and choral and orchestral concerts to audio-visual installations - will see local artists, community groups, cultural and other organisations in the city working with local people of all ages to create new artistic work, events, installations and other activity throughout 2017.

For a full list of projects visit: <https://www.hull2017.co.uk/discover/article/sixty-community-projects-inspire-creativity-across-hull-2/>

## **About Hull UK City of Culture**

**Hull UK City of Culture 2017** is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

**Divided into four seasons**, starting with **Made in Hull**, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

Hull 2017's second season, **Roots and Routes**, runs from April to June and explore Hull's unique place as a gateway to Europe and one of the world's busiest ports. Its maritime history and global connections inspire the stories of the city; this season of work will also celebrate Hull's international links, including Rotterdam, Reykjavik and Freetown.

**Freedom** runs from July to September. Building on the legacy of Hull-born anti-slavery campaigner William Wilberforce MP, *Freedom* will explore the concept of freedom in all its many forms. The final season, **Tell the World** will run from October to December.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 70 partners supporting the project, including public bodies, trusts and foundations and local and national businesses.

Key contributions are coming from: **Host City** - Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** - Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group. The National Lottery has contributed more than £10m of this funding, making it the largest single funding body for Hull 2017.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017's International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

Follow us on **Twitter** @2017Hull **Instagram** @2017hull **Facebook** HullCityofCulture