



BeatWoven[®]

BeatWoven x Warner Music UK collaborate for Harrods' Art Partners

BeatWoven, the award-winning woven art label, has partnered with Firepit Tech, Warner Music UK's innovation lab, to produce a bespoke piece of art inspired by David Bowie's 'Let's Dance'.

The artwork, created using pioneering sound technology, will launch exclusively as part of Harrods' Art Partners celebration, which will see a series of partnerships showcased at the Knightsbridge store this April.

BeatWoven uses skilfully coded audio technology as an instrument to translate and reveal the geometric patterns created by the beats and sounds and has been applied to 'Let's Dance'. Simply by listening to a song and sounds it visualizes and orchestrates pattern formations that fuse harmoniously with textiles, particularly with the traditional craft technique of weaving.

Nadia-Anne Ricketts, Founder and artist of BeatWoven says "The BeatWoven x Warner Music UK 'Let's Dance' collection is the first time that we've worked with a record company. I chose this particular song because it resonated with me the most due to my previous career as a professional dancer. This was also the ultimate song that took Bowie into the music mainstream globally which is why I'm so honoured to have been given this opportunity. I'd like to thank Warner Music's innovation lab Firepit Tech and the Bowie Estate for helping to make this possible."

Emmy Lovell, VP, Digital, WMUK, "Firepit Tech can fast-track the development of start-ups in a range of ways, such as providing investment and access to Warner Music's world-class catalogue as well as giving expert advice on how best to work with rights holders. It's exciting to see that come to fruition in this collaboration. David Bowie was a true pioneer and we're proud to help find new ways to preserve his legacy and, at the same time, support a new generation of new creators."

As part of Harrods Art Partners initiative, which sees design and lifestyle brands join forces with contemporary artists and innovative organisations, the store's famous Brompton Road windows will be reimaged. An artistically inspired display will be created to showcase each collaboration; with the exclusive BeatWoven x Warner Music UK art piece and a limited edition range of homeware accessories taking centre stage. The range will also be available in the Harrods Fabric Library, on the Third Floor of the store.

For more information about BeatWoven please contact Julia Demetriou / Julia@beatwoven.co.uk or visit the website at www.beatwoven.co.uk.

For more information about Harrods Art Partners initiative, please contact Maya Verber / maya.verber@harrods.com.

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