

PRESS RELEASE

'go reborn'
11-31 August, Edinburgh

Introducing 'go reborn', Edinburgh's pop-up guerrilla collective, who are bringing to the capital a collaborative and creative space & showroom for 21 days over the festival.

'go reborn', on the third floor of the ex-Venue on Calton Road, exhibits art, design, nu-media and crafts with local and national artists. 'go reborn' fashion designers work up live-painted canvases on-site, turning out finished accessories. Fashion workshops, visual artists and musicians inhabit seminars and events showcased in a top class space towering over the festival with a majestic view of the Crag.

- The 'go reborn' collective bring you their vision
- A trailblazing pop-up space for the Edinburgh Festival
- A creative time-out bubble for passing art lovers and fashion foragers
- A boutique with many of Godiva's top designers showing and selling their beguiling garments
- Owl and Lion pop-up workshops
- Live canvas work, digital art, installations
- In-house graphic designers, photographers and nu-media specialists

Opens Tuesday 11 August, 12pm
Launch Party Friday 14 August 5pm-9pm

OPEN EVERY DAY
MON-SAT 12PM-7PM
SUN 12PM-5PM

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'go reborn presented by Godiva Boutique

Godiva Boutique owner Fleur Macintosh has revolutionised the vintage and recycled fashion scene with a massively successful made-to-measure line currently flying off the rails. Her hardcore one-off mentality within Edinburgh's fashion scene has been aped but never mastered, and this summer we take it a step further with the 'go reborn' initiative.

Pop-up culture is by nature elusive. But when it does appear, oozing out of the pavement cracks, something very special occurs. Think Fritz Lang-inspired Tunnel 228, a 15-day culture happening in the bowels of the English capital that shook London to its very core. Even The Clash's Mick Jones has taken advantage of the supernatural pop-up beast and opened a temporary rock n' roll library for treasure-hunting geek enthusiasts. Fashion weeks across the globe have started to embrace the pop-up culture, with surprise stores springing up in vacant lots across cities full of flamboyant one-off pieces. Anyone can enter a pop-up store, if they can find it, and its short-fused life is born, burns and dies like a comet, quick, frenetic, hot and brilliant. Pop-up is something that grabs its barrio by the scruff of the neck and shakes it - inspiring expression, community and rapture all round.

Location

THIRD FLOOR
VENUE STUDIOS (above Ingleby Gallery)
15 CALTON ROAD
EH8 8DL
EDINBURGH

Arrive through Waverley Station (exit steps platform 2) or Calton Road. Access by entry phone system. Lift and stair access for all.

Newly developed from the infamous and legendary nightspot The Venue, Venue Studios is 261 sq m of sleek interior perfect for showcasing our misfit vision.