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## **British Music Experience Announces Titanic Belfast as BME Liverpool Operator.**

**Titanic Belfast has been selected as the Operator of the British Music Experience (BME) set for the Cunard building in Liverpool.**

The BME museum, which brings together a collection of over 600 rare objects, artefacts and digital archives and cohesively charts the history of popular music in the UK from 1945 to present day, is set to move to the 19,000 square feet Cunard Passenger Hall following a five-year run at The O2, London.

The Titanic Belfast team has been awarded the bid to become Operator of the Museum following a highly competitive bidding process. The experience expands Titanic Belfast's portfolio of running culturally significant heritage destinations as it operates not only Titanic Belfast, but also the SS Nomadic Belfast and the Titanic Exhibition Centre a 6,000 sq. m trade fair and event space. Liverpool City Council who is partially funding BME's move to Liverpool fully supported the decision.

Tim Husbands, MBE, (CEO, Titanic Belfast) said about being awarded the BME Operator bid, "Titanic Belfast is delighted to have been awarded such a prestigious contract and we are honored to be given the opportunity to be associated with the telling of such an important national story, and for it to be set in Liverpool, the city that has had so much influence over the development of popular music over the years. We look forward to working closely with the city's agencies and the people of Liverpool, and to helping grow further the reputation of the city as a leading European tourism destination."

Having welcomed nearly three million visitors since its opening on March 31 2012, from over 145 different countries, Titanic Belfast will be bringing a great deal of mobilization experience to the BME, the company will be setting up operations in Liverpool, and locally hire approximately 35 FTE's in the coming months to operate the BME, opening up in the Autumn later this year.

Chair of The BME, Harvey Goldsmith CBE, said "The Trustees of the BME are thrilled to partner with the Titanic Belfast team. What they have accomplished in Belfast is incredibly significant. With the BME, Liverpool City Council and the Titanic Belfast team we want to further root the UK's music heritage in the heart of Liverpool, just as the story of Titanic is now docked in Belfast and an international destination."

Mayor of Liverpool Joe Anderson said: "This is a really positive step forward for the project and I'm delighted that a company with such a strong reputation as Titanic Belfast have secured the contract.

"There is a huge amount of anticipation around the arrival of the BME, and it's right that as a UNESCO City of Music, we will be home to the largest collection of some of the most iconic artefacts in pop and rock history.

“It will be exciting to see the museum start to take shape in the magnificent surroundings of the Cunard building and we look forward to welcoming music fans from across the globe once it opens in the autumn.”

The Museum will consist of chronological galleries organised by musical era which follow a timeline of social, political and artistic movements in the UK. Visitors will meet the architects of a genre or sound and have a sneak peek behind the scenes to discover how and why these shifts occurred.

Whilst an interactive instrument studio will allow people to unleash the rock ‘n’ roll within them, others can learn how to do the Twist in the dance booth or perhaps flick through virtual record collections.

Tablets and smartphones can also be used to unlock the display cases and listen to tracks, learning the secrets kept behind the glass doors.

The BME will also have a café overlooking the Mersey and a shop providing a range of desirable music and pop-culture related products.

Additionally, the BME will host Learning and Public Programmes to further enrich the museum experience and reach, through a range of events; from educational workshops for school children tied to the national curriculum, to master classes and gigs hosted by industry experts. It will also offer a unique and engaging venue for corporate events and after parties.

The British Music Experience is a registered not-for-profit charity with the purpose of advancing the education and appreciation of the art, history and science of music in Britain (registered charity no.1125752). The BME is managed by an independent Board of Trustees and chaired by Harvey Goldsmith, CBE.

## **ENDS**

### **Notes to Editors**

#### **British Music Experience**

Revel in the soundtrack to our nation's history at the BME – Britain's Museum of Popular Music.

Housed at the Cunard Building, Liverpool, the museum boasts an unrivalled collection of artist memorabilia and footage, and charts the beginnings, rise and influence of British pop from 1945 to the present day. Learn how immigration changed our musical landscape, hear how music challenged the status quo and see how our iconic musicians conquered the world.

Pay homage to the greats in the interactive studio as you learn how to play your favourite guitar tracks and record your own choreography to famous dance hits.

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#### **About Titanic Belfast**

Titanic Belfast is an iconic six-floor building featuring nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of Titanic, as well as the City and people which made her. It is the World's Largest Titanic exhibition.

The building houses temporary exhibits, a banqueting suite, education and community facilities, catering and retail space, and a basement car park. Visitors learn about the construction of RMS Titanic and the wide and rich story of Northern Ireland's industrial and maritime heritage.

Supported by the Northern Ireland Executive, Titanic Belfast is a unique public/private partnership funded by the Northern Ireland Tourist Board, Belfast City Council, Belfast Harbour and Titanic Quarter Ltd. It is operated by Titanic Belfast Ltd and owned by the Titanic Foundation Ltd.

**Useful links:**

- Titanic Belfast: [www.titanicbelfast.com](http://www.titanicbelfast.com)
- Belfast City Council: <http://www.belfastcity.gov.uk/events/Event-36148.aspx>
- Visit Belfast: <http://visit-belfast.com/>
- Titanic Quarter: <http://www.titanic-quarter.com/news-events>
- Northern Ireland Tourist Board: <http://www.nitb.com/>
- Titanic Foundation Limited: <http://www.titanic-foundation.org/>

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