A SEAT IN SOHO

26th May – 5th June 2022

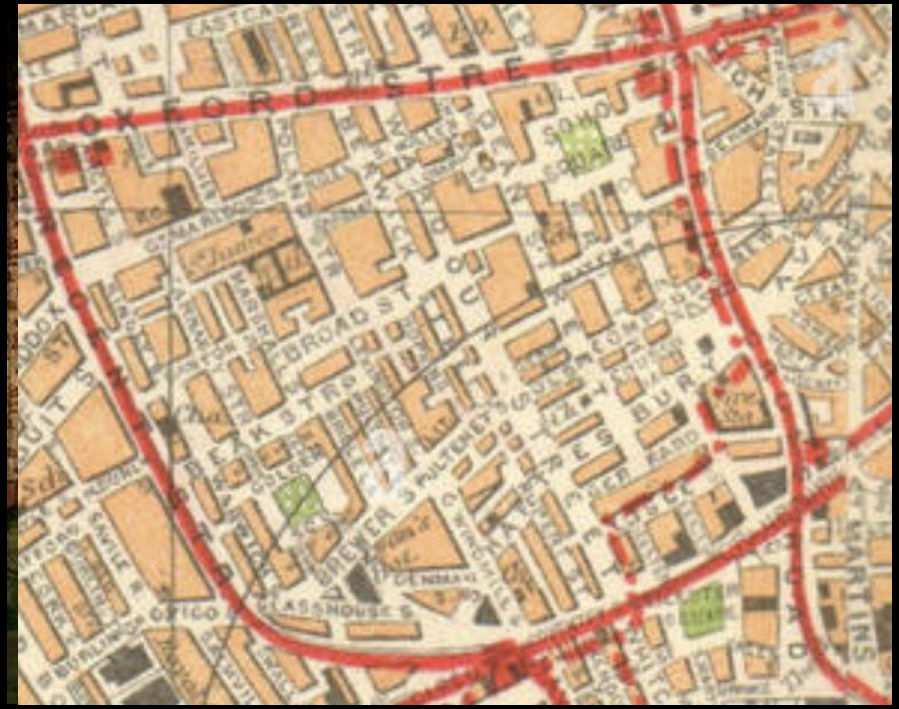
8 Ganton Street W1F 7QP

BACKGROUND

As we know Soho is renowned internationally for its film and entertainment industries, members clubs, pubs and restaurants, as well as being the gathering place in the 1950s and 60s for Bohemian London and its celebrated artists.

Unknown to many, Soho is also home to over two and half thousand residents, many of whom have lived here for decades.

Our co-creator Stella Cecil's family have lived in Soho since the 50's. This project was born out of a desire to work with some of Soho's lesser known, older residents, with a participatory storytelling project that is a love letter to Soho.

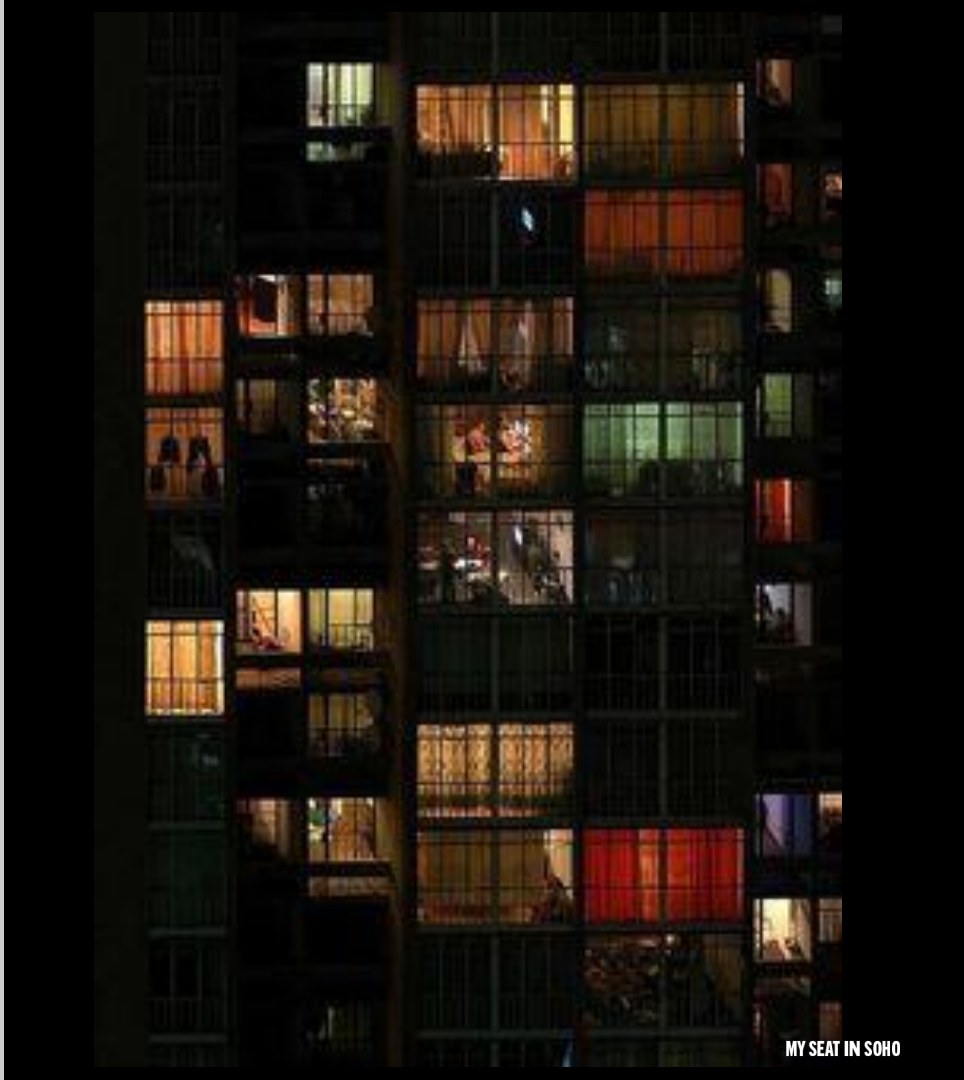


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ABOUT

‘A Seat in Soho’ is a multimedia project celebrating the voices, history and diversity of Soho’s lesser-known but two and half thousand-strong residential community. The project reveals new layers of Soho past and present, touches on pressing issues of our time, and indulges visitors’ curiosity with a glimpse into another’s life.

After documenting residents in their homes, we produced an immersive exhibition to share the stories. Like a cosy living room, we wanted it to be a restful experience and an opportunity for a unique listening experience that shone a light on the stories of people living in this unique London neighborhood.



RESIDENTS – Photos by Orlando Gili



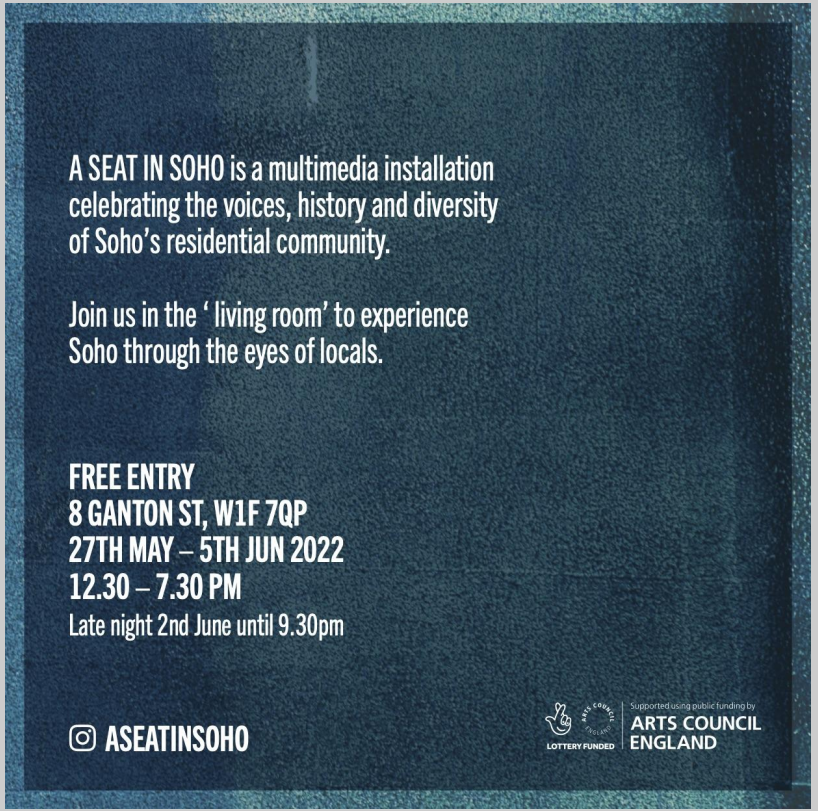







THE INVITATION





ENTRANCE


A
SEAT
IN
SOHO
A MULTIMEDIA INSTALLATION IN
COLLABORATION WITH SOHO LOCALS
WELCOME
FREE
EXHIBITION





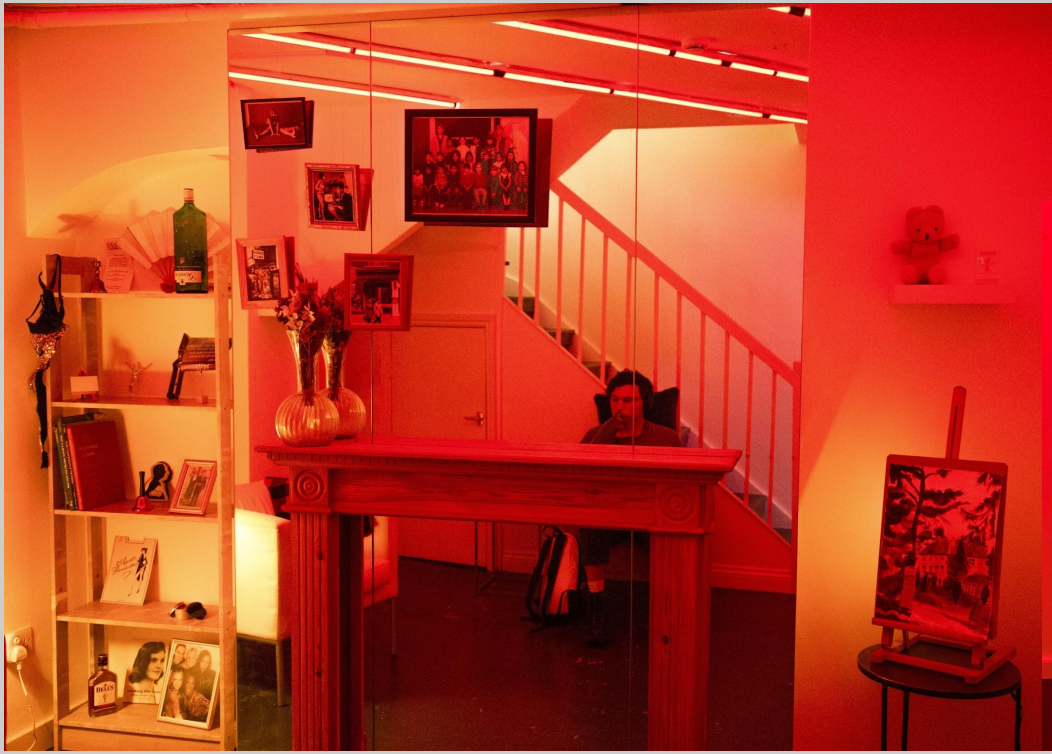


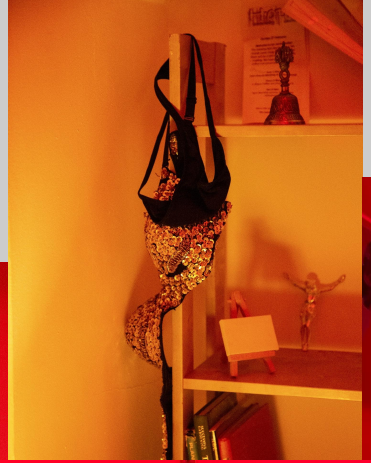
FIRST ROOM - GROUND FLOOR





BASEMENT 1



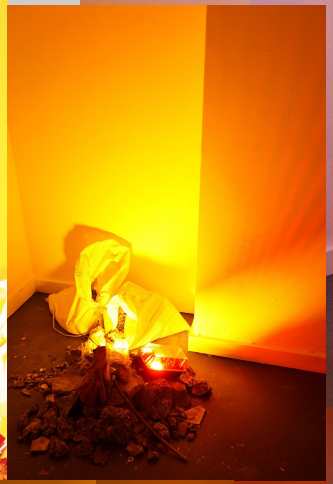






BASEMENT 2











OUTCOMES

- A FREE immersive experience in the heart of Soho.
- A living oral history and archive of Soho’s residential community.
- 800 visitors visitors to 8 Ganton Street over 10 days, and many more looking through window!
- A community space that brought together residents, businesses and visitors in a celebratory way.
- Creative collaborations with Soho residents (including 3 over 70) that created 8 broadcast quality audio pieces - that can be accessed online.
- 14 creatives commissioned to work on the project including 5 emerging sound artists.
- 8+ partnerships with organisations and businesses based in Soho.
- Feature and interview on BBC London Radio.
- Invitations to tour A Seat In Soho to other locations.

AUDIO

The 8 audio portraits can be accessed through the soundcloud link below.

The goal is to create a website for A Seat in Soho's a , that can be updated with new content, so that more people can enjoy the audio and photography content.

https://soundcloud.com/aseatinsoho



VISITOR FEEDBACK

Such a special experience. It was an honour to sit in this serene space watching the world go by whilst listening to such interesting character's stories. It was truly emotive, I laughed at parts and felt pangs in my heart at others. Authentic and enlightening tales of the people of Soho

- Amy, Watford

A random encounter, i'm so pleased i walked in! I stayed for all stories, as I am passionate about London. A heartwarming story about the neighbourhood and people who have lived here and made it what it is today.

- Paul, Lewisham



PRIVATE VIEW – 26th May













A COMMUNITY LIVING ROOM















SUPPORTED BY

We were able to deliver the project with the financial support of the following organisations:

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Shaftesbury

BROADWICK SOHO

soho housing

Supported by
City of Westminster

NBCUniversal

farrer kane.

M&CSAATCHI



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And many more local individuals and charities who believed in the project and helped us to raise funds and make new contacts.

The House of St Barnabas
LONDON

OUR NEIGHBOURHOOD
THE SOHO SOCIETY
IS YOUR BUSINESS

The Museum of Soho
mosoho



THANK YOU



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