

News Release

10 October 2018

National Portrait Gallery's Largest Group of Portraits of Afro-Caribbean Sitters Go on Public Display for the First Time

Augmented Reality (AR) App Brings Portraits to Life in New Display Celebrating Black British Achievement Today



Terry Jervis, Charlie Casely-Hayford, Shevelle Dynott, Simon Frederick, Noel Clarke and Ekow Eshun in the *Black is the New Black* display at the National Portrait Gallery, London. Photographs by Jorge Herrera

Black is the New Black: Portraits by Simon Frederick National Portrait Gallery, London

The National Portrait Gallery's largest acquisition of portraits of Afro-Caribbean sitters has gone on public display for the first time in *Black is the New Black: Portraits by Simon Frederick* a new display at the National Portrait Gallery, London (on until 27 January 2019). The display brings together exceptional figures from the world of politics, business, culture, religion and science, photographed by artist and director Simon Frederick as part of his acclaimed

BBC TWO documentary *Black is the New Black*, broadcast in 2016. With the support of Oath, Frederick gifted the entire portfolio of forty prints to the National Portrait Gallery in August 2017. Sitters range from model Naomi Campbell, newsreader and journalist Sir Trevor McDonald, actor Thandie Newton, musicians Jazze B of Soul II Soul, Dizzee Rascal, Laura Mvula and Tinie Tempah, comedian and actor Sir Lenny Henry, footballer Les Ferdinand, Labour MP for Streatham Chuka Umunna, and Editor in Chief of British *Vogue* Edward Enninful.



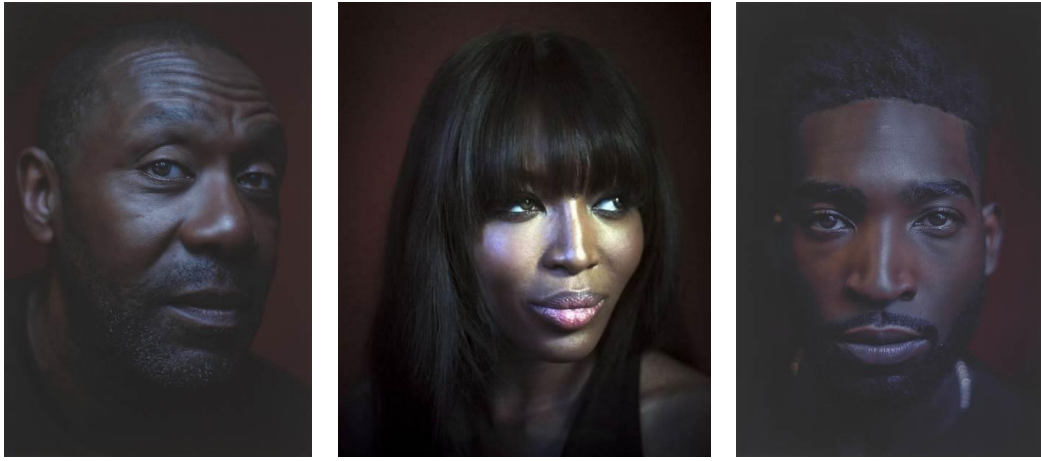
London; MP and Labour politician Chuka Umunna with his portrait; Artist Simon Frederick and Tinie Tempah; Tinie Tempah with his portrait.
Photographs by Jorge Herrera



Actor and film director Noel Clarke with his portrait; Ekow Eshun, artist Simon Frederick, Charlie Casely-Hayford and Shevelle Dynott.
Photographs by Jorge Herrera

Each of the thirty eight portraits featured in the display will be 'brought to life' through a bespoke augmented reality (AR) app, created by Oath's in-house creative team, RYOT Studio, which will enable visitors to view video interview content from the BBC TWO *Black is the New Black* series on their mobile screens. After downloading the app on iOS or Android, visitors can hold their phones up to the portraits, which will come to life with moving images and audio of the sitter. Users simply touch a portrait to watch the short video interviews.

Other well-known figures featured in the display include dancer and choreographer Ashley Banjo; fashion designer Ozwald Boateng; musician and broadcaster Alesha Dixon; former Children's Laureate Malorie Blackman, who has explored racism through her writing for children and young adults; barrister and Attorney-General for England and Wales, Patricia Scotland, Baroness Scotland of Asthal, who was both the first black woman and youngest woman to be appointed a Queen's Counsel; and John Sentamu who was appointed Archbishop of York in 2005, becoming Britain's first black Archbishop.



Sir Lenny Henry by Simon Frederick, 2016 **Naomi Campbell** by Simon Frederick, 2016; **Tinie Tempah** by Simon Frederick, 2016
All works © Simon Frederick / National Portrait Gallery, London

Dr Nicholas Cullinan, Director, National Portrait Gallery, London, said: “These striking portraits of black British sitters powerfully reflect the diversity and variety of contemporary achievement in public life. I am delighted we have been able to display the full collection for the first time, which, at a stroke, much improves our representation of Afro-Caribbean sitters, and we are extremely grateful to Oath and to Simon Frederick for the very generous gift of photographs.”

Simon Frederick, Artist and Director, said: “This acquisition represents a turning point in our shared culture, where the contributions of black Britons are being acknowledged and celebrated equally.”

Anna Watkins, UK Managing Director, Oath said: “As a company that is committed to driving greater diversity and inclusion in the workplace, Oath is honoured to be bringing Black is the New Black collection for public viewing to the National Portrait Gallery. Our RYOT Studio team has delivered a fantastic immersive experience for visitors to interact with the portraits through augmented reality. Through the app they will relive and celebrate the achievements of some of the best known black Britons in an inspiring collection that we believe is essential viewing.”



Laura Mvula by Simon Frederick, 2016 © Simon Frederick / National Portrait Gallery, London; **Edward Enninful** by Simon Frederick, 2016 © Simon Frederick / National Portrait Gallery, London; **Thandie Newton** by Simon Frederick, 2016 © Simon Frederick / National Portrait Gallery, London; **Chuka Umunna** by Simon Frederick, 2016 © Simon Frederick / National Portrait Gallery, London



Ashley Banjo by Simon Frederick, 2016; **Patricia Scotland, Baroness Scotland of Asthal** by Simon Frederick, 2016; **Alesha Dixon** by Simon Frederick; **John Sentamu** by Simon Frederick, 2016 **All works** © Simon Frederick / National Portrait Gallery, London

Artist and director Simon Frederick constructed still portrait photographs as well as filming the participants for *Black is the New Black*, a four-part documentary in which Frederick employed the power of talking heads with no archive footage or voiceovers. Frederick's work spans from celebrity portraiture to art exhibitions to global advertising campaigns and TV. He is known for his recent role as a lead judge and co-host alongside Isabella Rossellini on the Sky Arts programme *Master of Photography* and for his series *Black is the New Black* on BBC TWO.

Black is the New Black: Portraits by Simon Frederick
National Portrait Gallery, London: Until 27 January 2019

Admission Free
npg.org.uk

Sponsored by Oath

For further Press information and image requests please contact: Laura McKeach, National Portrait Gallery
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NOTES TO EDITORS

THE SITTERS

The sitters are: architect and designer **Sir David Adjaye**; scientist and educator **Maggie Aderin-Pocock**; dancer and choreographer **Ashley Banjo**; children's writer **Malorie Blackman**; fashion designer **Ozwald Boateng**; musician and music producer **Jazzie B**; model **Naomi Campbell**; menswear designer **Charlie Casely-Hayford**; film director **Noel Clarke**; musician, dancer and broadcaster **Alesha Dixon**; ballet dancer **Shevelle Dynott**; digital entrepreneur and founder of SB.TV **Jamal Edwards**; Editor in Chief of British *Vogue* **Edward Enninful**; writer and broadcaster **Ekow Eshun**; footballer and Director of Football at Queens Park Rangers **Les Ferdinand**; musician and DJ **Goldie**; actor **David Harewood**; comedian and actor **Sir Lenny Henry**; producer and director **Terry Jervis**; musician, radio presenter and actress **Beverley Knight**; heptathlete and Olympian **Denise Lewis**; physician and surgeon **Christopher B. Lynch**; journalist and broadcaster **Sir Trevor McDonald**; trade unionist **Bill Morris, Lord Morris of Handsworth**; musician **Laura Mvula**; DJ and broadcaster **Trevor Nelson**; actress **Thandie Newton**; rapper and grime artist **Dizzee Rascal**; barrister and Attorney-General for England and Wales **Patricia Scotland, Baroness Scotland of Asthal**; Archbishop of York **His Grace the Most Reverend and Right Honourable John Sentamu**; artist **Yinka Shonibare**; musician **Tinie Tempah**; MP and Labour politician **Chuka Umunna**; civil servant and Chief Executive of Ofcom **Sharon White**; journalist and newsreader **Charlene White**; comedian **Gina Yashere**; DJ and broadcaster **Reggie Yates**; and journalist, author and broadcaster **Gary Younge**.

About Oath

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National Portrait Gallery, St Martin's Place WC2H 0HE, opening hours Monday, Tuesday, Wednesday, Thursday, Saturday, Sunday: 10am – 6pm (Gallery closure commences at 5.50pm) **Late Opening:** Friday: 10am – 9pm (Gallery closure commences at 8.50pm) **Nearest Underground:** Leicester Square/Charing Cross
General information: 0207 306 0055 **Recorded information:** 020 7312 2463 **Website/Tickets:** www.npg.org.uk