

# LE CRXSSING

## LE CRXSSING: FRANCO-BRITISH FESTIVAL OF CULTURE COMING TO KING'S CROSS IN THE AUTUMN



- Line-up to include stars across music, comedy, cinema, gastronomy, art & fashion, led by Le Crxssing ambassadors, comedian and actor Eddie Izzard and TV and movie star Antoine de Caunes
- Supported by founding members including Vivendi, Google, Eurostar and Blue Solutions, joined by a dozen new partners
- One-day festival to be held at Central Saint Martins on 22 September 2018

**London & Paris, 28<sup>th</sup> June:** A new, cross-Channel festival of culture is coming to London's King's Cross in September 2018. Le Crxssing is an avant-garde celebration of the *Entente Cordiale* and creativity in all its forms, with festival strands spanning British and French music, comedy, cinema, gastronomy, art and fashion. It will be held at the University of the Arts London's renowned Central Saint Martins site near St Pancras International station – the place where Paris meets London.

The debut of the festival at this new, larger-capacity venue follows 2017's successful pilot at London's iconic Abbey Road Studios. Central Saint Martins – specifically The Street, the large, open-plan performance area at its heart – allows for a substantially increased capacity this year.

While Le Crxssing 2018 will largely be invite-only, a number of tickets will be made available to the public through competitions and giveaways. Quickly becoming one of the most unique events in London, Le Crxssing is expected to become an annual, ticketed festival from 2019.

It takes inspiration from the UK and France's shared rich cultural heritage and a friendship forged through collaboration and creation. Whether its marveling at French romance or obsessing over British rock 'n' roll, both countries admire the other's ability to break the boundaries of creativity – and Le Crxssing proudly celebrates the two countries' special relationship while challenging perceptions of what creativity is about.

The first wave of performers announced include 'Franglais' comedian Paul Taylor, Scottish comedian Fern Brady, 'Frenchie' founding chef Greg Marchand and musicians The Kills, Eddy de Pretto and Jordan Mackampa – with many more acts across each of Le Crxssing's strands to be announced in the coming weeks.

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It is the brainchild of French content, media and communications group Vivendi – whose companies include Universal Music Group, Canal+ Group, Studiocanal, Gameloft and Havas. It is supported by a group of Co-Founders, including Google, Eurostar and Blue Solutions, with a dozen new partners joining Le Crxssing this year including The French Chamber of Great Britain, The St Pancras Renaissance Hotel, Central Saint Martins, LionTree, Urban Partners, King’s Cross General Partnership, Atout France, Sassy Cidre, Cylo, Ascential and Master & Dynamic.

**Chairman of the Vivendi Management Board, Arnaud de Puyfontaine says:** “Now seems a prescient time to remind people of the creative powers of collaboration – across borders and across genres. As well as a geographical closeness, France and the UK have a rich shared cultural history – and Le Crxssing will showcase the best of each country and the amazing things that happen when we come together.”

For more information, visit [www.lecrxssing.com](http://www.lecrxssing.com), e-mail us at [info@lecrxssing.com](mailto:info@lecrxssing.com) and follow Le Crxssing on [Twitter](#) and [Instagram](#).

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