ASOS Joins Forces With The Civic For Major Exhibition Sponsorship

Tuesday 30 January, 2018

Barnsley arts centre, The Civic today announces that it has secured leading online retailer ASOS as a corporate partner and the headline sponsor for a major exhibition this summer.

Curated in partnership with London's Fashion and Textile Museum, the exhibition - *The T-Shirt: Cult | Culture | Subversion* – will run from 23 June to 27 September, following a three month run in the capital. From politics to punk, rock and roll to rebellion, it will chart the history, culture and subversion of one of the most affordable and popular items of clothing on the planet.

Helen Ball, CEO of The Civic, said: "Support from businesses like ASOS, the biggest private employer in Barnsley, is crucial to helping us fulfil our mission of providing the town with the world-class cultural opportunities it deserves."

Louise McCabe, Director of Corporate Responsibility at ASOS added, "We're very pleased to be supporting The Civic and sponsoring this important exhibition, which shows how fashion can be a powerful example of self-expression."

The Civic has its own artistic residency programme supporting artists based in the North to develop and experiment with new ideas. The arts charity is also raising awareness for its £5m fundraising mission to re-open the dormant third of the building and return it to its former glory, with a vision to be a world-class centre for the arts by 2023 and be the 'beating heart of Barnsley'.

***The T Shirt: Cult* | *Culture* | *Subversion* will open at the Fashion and Textile Museum in London from 9 February 2018 to 6 May 2018 and at The Civic, Barnsley from 23 June 2018 to 27 September 2018.**

For more information and to book visit www.barnsleycivic.co.uk or call the Box Office on 01226 327000.

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Company Contact:

Barnsley Civic Enterprise Ltd

T. 01226 327000
E. maryswinden@barnsleycivic.co.uk
W. https://www.barnsleycivic.co.uk

Additional Contact(s):
enquiries@barnsleycivic.co.uk

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