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Land Securities Group PLC ("Land Securities")

# The ballet of change

## An historical film event

Four short films have been produced, depicting the history of London's most famous landmarks. Three of the films will be projected onto their London iconic landmarks on Friday 23rd November, portraying each location's history. The images will be projected in Piccadilly Circus (the Coca-Cola billboard), Trafalgar Square (façade of St Martins in the Field), Leicester Square (façade of the Odeon Cinema). The fourth film will be shown privately at the Portrait Gallery.

The films were produced and directed by Paul Atherton of Q&D productions and funded by the Heritage Lottery Fund. Each film maps creatively the changing history of each location, the imagery will start with the earliest sketches and paintings and move through photography, cine film and finish with high definition video to document each location's past. The camera literally dances with the images, hence the project being entitled The Ballet of Change. For each film a piece of music has especially been composed, and can be downloaded free from [www.theballetofchange.co.uk](http://www.theballetofchange.co.uk) and listened on MP3 players during at the showings when instructed.

This project will be an historic event, as this is the first time a film has been broadcast on the Coca-Cola billboard. The event is expected to have a large audience of all ages moving to each location for the showings.

Timings for Friday 23rd November screenings

Trafalgar Square – 7.00pm – Façade of St Martins in the Field  
Leicester Square – 7.15pm – Façade of the Odeon Cinema  
Piccadilly Circus – 7.30pm – The Coca-Cola Billboard  
London Bridge - 8.00pm - (a private screening at the Portrait Gallery)

Each film will last for approximately 3 minutes and 30 seconds.

After the event the four films will be shown in the foyer of The Museum of Docklands from 24th to 30th November 2007. The films will be distributed throughout London Boroughs for educational aids in the history of London.

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