

# FARGO...

## Introducing Coventry's new creative village

For too long, Coventry's vibrant creative sector has remained one of its best kept secrets. This highly active community, fed by two universities with over 35,000 students, has remained disparate and largely unseen. Plans to change this are well underway with the establishment of the city's creative quarter in Far Gosford Street, next to Coventry University's city centre campus.

Branded as **FarGo**, the Quarter is set to become the home of the alternative – a buzzing area of specialist galleries, music venues, shops, restaurants, offices and studios. The concept is based on areas like Camden and Brick Lane in London and will be anchored by a weekend market with live street performance. The city's first designer hotel will form the gateway to the area.

Ian Harrabin, the man behind the vision explains:

**"FarGo will bring creativity out of the shadows, to interface with the public and draw in the crowds. This street's got 'cred', it is already home to some cool restaurants and shops, but there is scope for much much more."**

**"This 'bohemian area' is intended to encourage the growth of a community, with a freedom of thought and expression that is not obvious in the rest of the city centre. So far I have been knocked out by the spectrum of business interest ranging from IT to theatre."**

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