

The Black Watch Castle & Museum | PRESS RELEASE | December 2016

The Black Watch Castle and Museum shortlisted in Arts & Business Scotland Awards 2016

Arts & Business Scotland (A&BS) has announced the shortlist for its 30th Annual Awards and Perth's Black Watch Castle and Museum has been shortlisted in the coveted Enterprising Museum Category.

Sponsored by Museums, Galleries, Scotland this category recognises an innovation or entrepreneurial project that has delivered an ambitious high impact Museum experience in 2015-16.

In the summer of 2016, The Black Watch Castle and Museum hosted Poppies: Weeping Window by artist Paul Cummins and designer Tom Piper. This was the first location in mainland Scotland to host the sculpture, specially presented as part of the UK-wide tour of the Poppies with 14-18 NOW, the arts programme for the First World War centenary. It is this partnership and its success that has earned the Castle and Museum a finalist position.

Anne Kinnes, CEO at The Black Watch Castle and Museum tells us, "We are thrilled to have been shortlisted for the Enterprising Museum Award. The Arts and Business Scotland awards recognise and celebrate partnerships that create innovative projects to engage with existing and new audiences to bring benefit, not only to the Museum, but also to the community. Being shortlisted is testament to the dedication, motivation, enthusiasm and vision of our team and our partners.

A&BS exists to put business into culture and creativity into business by advocating the value of cross-sectoral partnerships to encourage collaborative working. The charity says this year's shortlist is one of the most diverse in recent years with a strong emphasis on cultural organisations delivering projects that enable both social and economic benefits for rural and urban communities.

A&BS Chief Executive David Watt said: "*This year's shortlist is a fantastic reflection of the innovation and creativity which exists between the cultural and business sectors, contributing to a thriving and vibrant cultural offering here in Scotland.*

"Throughout the judging process what was abundantly clear was the value that cultural organisations bring to both rural and urban communities through their social and economic impacts. It is hugely encouraging therefore to see such a diverse range of businesses demonstrating a willingness to support this activity in Scotland."

The winners will be announced at the awards party taking place at Glasgow Royal Concert Halls in the New Auditorium on Thursday 23 March 2017. The evening will include an address from the Cabinet Secretary for Culture, Tourism and External



Affairs Fiona Hyslop MSP, with a welcome party, drinks and hot buffet, interspersed with arts performances.

Notes to editors:

Arts & Business Scotland's vision is for a Scotland where the cultural and business sectors are connected and thriving. Its purpose is to put business into culture and creativity into business by advocating the value of cross-sectoral partnerships to encourage collaborative working.

About The Black Watch Castle and Museum

The Black Watch Museum is housed in Balhousie Castle, which is located on the edge of the North Inch in Perth. The origins of the Castle are said to date back to the 12th century. Our Five Star museum shares the story of the iconic Black Watch Regiment from 1725. The museum has a gift shop that offers a wide range of products from regimental memorabilia to quality gifts. In our multi award winning café we offer a delicious selection of hot and cold food. We serve breakfast, lunch and afternoon tea and source our produce from local suppliers. Our aim at the Home of The Black Watch is to deliver World Class Service to everyone all of the time.

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