



195

BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

Press Release

26th February 2013

(For immediate release)

BAFTA BLOOMS

BAFTA 195 Piccadilly Announces Partnership with Philippa Craddock Flowers

London, 26th February 2013. Just ahead of wedding season, BAFTA 195 Piccadilly is proud to announce that Philippa Craddock will be joining the venue's list of Accredited Suppliers. Craddock's innovative philosophy and distinctive vision have led to her exquisite designs being commissioned by the prestigious West End home of BAFTA, a sought after location for spring and summer weddings.

Philippa will be working with BAFTA's clients advising on styling and developing flower designs to help create the most beautiful weddings. Creations will be completely bespoke, with Philippa talking through concepts and providing guidance to ensure every couple's dreams are brought to life.

Having recently announced a partnership with neighbouring St. James's Church, 195 Piccadilly is strengthening its position as one of the capital's foremost wedding venues, with Philippa Craddock adding to that cache. "BAFTA 195 Piccadilly is already established as a glamorous events space," says Jenny Bones, the venue's Head of Commercial Events. "We're delighted to add Philippa Craddock to the Accredited List, and are extremely excited to be working with Philippa."

"I'm thrilled to be teaming up with BAFTA 195 Piccadilly," says Philippa Craddock. "I'm looking forward to working with the venue's clients, and helping them ensure their special day is everything they had ever dreamed of."

195's Accredited Suppliers are meticulously selected for their high level of expertise, quality of production and health and safety criteria, with Philippa Craddock joining the likes of Hayford & Rhodes, Lavender Green Ltd. and Matthew Dickinson Flowers.

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www.bafta.org



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(cont.)

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About Philippa Craddock

Described as 'the must know florist' by Condé Nast Brides, Philippa's innovative philosophy and distinctive vision have led to her exquisite designs being commissioned by some of the world's most discerning brands and individuals.

From Marco Pierre White, Jenny Packham, Temperley London and Lancôme to Claridges, The Saatchi Gallery, Westminster Cathedral and the Quintessentially Group, Philippa is fast becoming recognised as one of the world's leading florists. Contributing regularly to influential publications including Condé Nast Brides magazine, Philippa has also recently opened the doors to her fabulous flower school at Pheasants Hatch.

About 195 Piccadilly

195 Piccadilly is the home of BAFTA and situated in the heart of London's historic West End. Ideal for conferences, exhibitions, celebrations, Bar Mitzvahs and weddings combining all the prestige and glamour of the movies, the venue offers understated elegance as well as a number of spaces which can be transformed for any requirement or theme. Event spaces include a state of the art cinema with 227 seats, an intimate screening room, mezzanine space and Gallery as well as an option for a whole venue buy out at weekends.

As featured in Event Magazine's Top 20, 195 Piccadilly holds a full wedding licence for the Princess Anne Theatre, the David Lean Room and the Run Run Shaw Theatre, catering for weddings and receptions from 12 to 350. www.bafta.org/venue-hire

About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org.

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