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About The Young Idea

The Jam Exhibition
Brighton

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- At its heart this exhibition will feature a vast collection of memorabilia, fashion, vinyl and imagery from one of the most iconic UK bands of all time – The Jam
- Previously exhibited in London’s Somerset House (70,000 visitors) and Liverpool’s Cunard Building (30,000), we now wish to bring it to Brighton
- Working alongside Paul Weller’s sister Nicky and The Jam superfan Den Davis AGMP will add entire new dimensions to the exhibition to make it the biggest yet with a forecast 50,000 visitors



AGMP - Background

- Adrian Gibson set up AGMP 10 years ago after having run London's Jazz Café and curated Festivals for its owners the Mean Fiddler for almost 20 years
- With personal relationships with all 3 original members of The Jam and having booked concerts for every single Mod Revival Band over the last 30 years there is no better organisation to build and develop this exhibition and bring it to Brighton
- Exhibition and Event-organiser Joe Pidgeon staged annual Best of Britannia exhibitions in London, Bristol and Lancashire from 2012-2017 and joined AGMP in 2018



The Exhibition

- Fashion, Memorabilia, Vinyl, Tickets, Posters, Nostalgia,
- Plus; Scooter Displays, Film, Music, Food, Drink and Entertainment
- Brighton is the spiritual home of The Mod – where better to host such an event



The Location – Brighton



The Location

- Working with Brighton-based specialists, Security & Event Solutions, temporary structures will be erected to provide 20,000 square feet of floor-space in which to house the Exhibition
- A full site build design will be submitted for approval once initial "in principle and subject to planning" event permission has been granted by the authorities
- In addition to the Exhibition Space, again working with Sussex-based organisations, a destinational food, drink and acoustic performance space will form an essential part of the ***About The Young Idea*** event offering.



Going Overground

- Our vision is for the Exhibition “Entrance” to be at the Volks Railway Station by the Pier and to approach Volks Railway with a view to sponsoring and liverying the railway stations and trains for the duration of the exhibition
- On the Site itself the Exhibition will be housed inside hired-in structures with exteriors dressed according to the theme and period (Original 1960’s Mod Era & the Mod Revival of late 70’s)



Brighton is the Spiritual Home of the Mod
With over 15,000 Mods visiting Brighton every year
there is no better location in the world to stage this
exhibition

- AGMP has an email database of 20,000 UK Mod music-fans
- Our recent two-day Mods Mayday event in London sold out over 2,000 tickets
- Our annual From The Jam Tours sell over 30,000 tickets



Alliances

- AGMP wish to work in partnership with Brighton Council to stage this exhibition in Brighton in 2020
- An exhibition, classic Scooter display, food and drink terrace overlooking the sea and the capability of staging intimate acoustic performances from iconic Mod Revival bands will be combined with larger performances during the exhibition period in Brighton concert-venues
- ***About the Young Idea*** comes to Brighton bringing an international visitor audience with it which we hope will generate a considerable contribution to the local economy

Event Timings

- The Exhibition will be open from 10am – 8pm 7 days a week
- Visitors will be able to book a 2 hour slot in which to visit the exhibition commencing at 10am with the ticket being flexible for entry at any time subject to capacity
- Proposed capacity of the venue at any one time is proposed at a maximum of 1500 and the site as a whole at 2000
- It is proposed that the bar area and Accoustic performance marquee have extended opening hours to 11pm Thursday – Saturday and 10pm on Sunday
- Site Footprint Diagram is attached separately



Contact

- To further discuss this exciting exhibition and events coming to Brighton please contact:

