

YOU'RE INVITED

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MAXIM'S LIVE!  
LAUNCH PARTY

Bringing Maxim's back to life  
through shared memories,  
heritage and drama

Celebrate an exciting new collaboration between the  
New Vic Theatre and Nantwich based care operator Belong.

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WHEN

Monday 13 March at 3:30pm

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WHERE

New Vic Theatre, Etruria Road, Newcastle-under-Lyme

**NEW VIC**





# BELONG HERITAGE GALLERY

A unique heritage facility within Belong Newcastle-under-Lyme

## BRINGING MAXIMS BACK TO LIFE

The partnership is part of a plan to bring the once derelict building back to life when it reopens as the Belong Heritage Gallery next year, thanks in part to a grant from the Heritage Lottery Fund.

## ORAL HISTORY IN ACTION

Through an oral history project, we will capture people's memories and knowledge of the building, whether as Maxims nightclub, a school, pub or any other aspects of its past life.

## JOIN IN COMMUNITY DRAMA

Based on your memories and contributions, the New Vic will lead a community theatre project with writing and rehearsal workshops leading up to the unveiling of a new play charting the story of Maxims.

## LIVE TOUR IN 2018

The play will debut at the New Vic Theatre and be performed at the Belong Heritage Gallery, a dementia-friendly facility located within the wider Belong community village and linking the past and present through people, their memories and a shared exploration of the past.

## JOIN THE PARTY!

To find out more about this exciting project, please join us at our launch party. There will be talk of the past, the future, music and dance!

Please confirm your attendance by emailing  
[maxismemories@belongheritagegallery.org.uk](mailto:maxismemories@belongheritagegallery.org.uk)  
or calling 01782 581351

Find out more at [www.belongheritagegallery.org.uk](http://www.belongheritagegallery.org.uk)

The Belong Heritage Gallery will be based in Belong Newcastle-under-Lyme (Lower Street, Newcastle-under-Lyme, ST5 2RS), a new community care village opening early in 2018.

Find out more at [www.belong.org.uk](http://www.belong.org.uk)