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**Fabric Interface Announce Launch of [www.4therecord.org.uk](http://www.4therecord.org.uk)**

Leading London based web-developers, Fabric Interface are pleased to announce the launch of <http://www.4therecord.org.uk> – the new online presence of 4 The Record Initiative (4TR).

4TR is a not-for-profit organization founded by actor Fraser James to address issues of cultural diversity through innovative and creative partnerships and intervention. The project aims to engage as many people as possible by honouring the talent and accomplishments of individuals who have played a part in promoting cultural diversity in the United Kingdom.

In the last two years Fraser James has convinced Arts Council, Bartle, Bogle & Hegarty, BBC, Channel 4, Herbert Smith, National Portrait Gallery, Royal Academy of Arts, Royal Court Theatre, UK Film Council, The Young Vic and Fabric Interface to become 4TR supporters.

Fabric Interface were briefed with the creation of a new website for 4TR who wanted a strong online presence to promote their philosophy, learning programme and ongoing research work. The brief also extended to developing a section of the website dedicated to showcasing UNDEREXPOSED 2008, a brand new photographic exhibition developed by 4TR in partnership with Decibel and the Arts Council England.

UNDEREXPOSED 2008 features 30 portraits of Black British Actors by photographer Franklyn Rodgers and is the first of a series of exhibitions designed to celebrate the contribution of Black British Talent. Following its initial launch at the National Portrait Gallery on 4<sup>th</sup> April, UNDEREXPOSED 2008 will later be seen at venues throughout London and the UK.

UNDEREXPOSED portraits will also be appearing on over 300 poster sites on London's Underground in addition to the new website designed by Fabric Interface.

Fabric Interface's MD Mike Staines comments:

"We've designed the website around the look and feel of the exhibition. We deliberately chose to use a simple, minimalist background in order to provide the light and space necessary to let Franklyn's portraits stand out. The site is highly accessible with a strong emphasis on visitor interaction via feedback questionnaires, mailing list subscription and contact sections."

"The site also includes a news and events section with exhibition venue information, and the content management system we've developed allows the team at 4TR to update all areas of the site with new information quickly and easily, with the minimum of response times."

"Working on this project with Franklyn, Fraser and the team has been fantastic. Not only have we learnt a lot about the history of Black British acting, but we have had great assets to work with to put this exciting site design together."

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#### **Note to Editors**

4TR's launch reception for UNDEREXPOSED is being held at the National Portrait Gallery on 14<sup>th</sup> April between 18.30 and 21.30. For more information, please contact Safiya Ahmed on 0207 828 3403 or via email: [safia3007@yahoo.co.uk](mailto:safia3007@yahoo.co.uk)

Further information about Fabric Interface is available from Nick Hardy on 0207 841 6752 or via email: [nick@fabrictechnologies.com](mailto:nick@fabrictechnologies.com) Website: <http://www.fabrictechnologies.com/interface.html>