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PRESS RELEASE: IMMEDIATE RELEASE

Rosetta Arts appoints Zoe Hardie as Deputy CEO

Rosetta Arts is delighted to announce the appointment of Zoe Hardie as Deputy CEO & Marketing Manager: a new position for the fast-expanding arts centre at the heart of the communities of Newham, East London.

Zoe joins Rosetta Arts from Creative Europe Desk UK – a consortium led by the British Council and British Film Institute – where she raised the profile of the European Union’s support programme for arts, culture, heritage and screen. Heading up the Desk’s marketing and communications, Zoe managed Creative Europe Desk UK’s digital strategy and led on major events and campaigns, including advocating for the programme’s impact and value to government stakeholders.

Prior to this, Zoe was in the communications team at Creative & Cultural Skills where she worked on campaigns for pathways into the sector (including the Arts Council’s Creative Employment Programme); ran the creative careers platform Creative Choices; and promoted the creative and education offering at High House Production Park in Thurrock.

Passionate about East London, she was born in Bow and has lived in Bethnal Green, Leyton and Hackney.

Sanaz Amidi, Chief Executive of Rosetta Arts said:

“At this time of transition in Newham and East London, Rosetta Arts’ focus on local, place-based engagement in arts, wellbeing and sustainability is needed more than ever. I’m delighted that Zoe is joining us and will use her exceptional skills to enable us to both reach our communities more effectively and be more strategic in how we impact the quality of life in our region.”

Zoe Hardie, Deputy CEO & Marketing Manager of Rosetta Arts said:

“Rosetta Arts is an amazing organisation that is truly grassroots and puts the communities of East London at its heart. I’m thrilled to join at this pivotal moment in its 25-year journey.”

Having grown and developed over 25 years, Rosetta Arts responds to the needs and desires expressed by local communities. We are proud to be a dynamic and diverse organisation, delivering rigorous and innovative courses, creative workshops and participatory art experiences for people in East London. At the heart of our programming there is something for all ages and stages of a person’s creative learning and development, reaching out to those who otherwise have little access to the rich and transformative benefits of the arts. Working across gender, disability, age and income, we respond to poverty and inequality by acting as a catalyst for creative talent.



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