



PEPPER
50
CARNABY
STREET



Part of SALT - the leading partnership and experience agency specialising in food and drink - PEPPER is the investment and operations group founded to support the cutting edge in culinary talent.

By utilising our unprecedented network of talent as well as over 40 years experience, we are able to help emerging stars realise their potential as well as established legends grow to their full capacity.

We offer investment, mentoring, operational partnerships and end-to-end management services.



A collaboration between "The Lost Estate", market leaders in immersive music and dining experiences, and award-winning restaurateur, Neil Rankin, who has opened Pitt Cue Co and Temper, Soho's best loved restaurants in recent years.

50 Carnaby Street will be a premium live music experience transporting Soho back to the heady days of the 1930's. A home for great music and late night hangouts with great food and epic cocktails.

All this plus Neals Yard cheese, Wright Bros Oysters, New Orleans' seafood broils and the best of British Charcuterie.

Expect the unexpected.



5 O
C A R N A B Y
S T R E E T

50 Carnaby Street was once home to 'The Florence Mills Social Parlour' opened in 1929 by Sam Manning a pioneering black recording artist and calypso singer from Trinidad and Amy Ashwood, wife of black political activist Marcus Garvey. It was part restaurant, part social centre and part jazz club and a trailblazer for Afro-Caribbean culture in the UK. After 15 years 'The Blue Lagoon Club' took over the site, although allegedly less interested in pioneering culture than as a front for less legitimate operations...

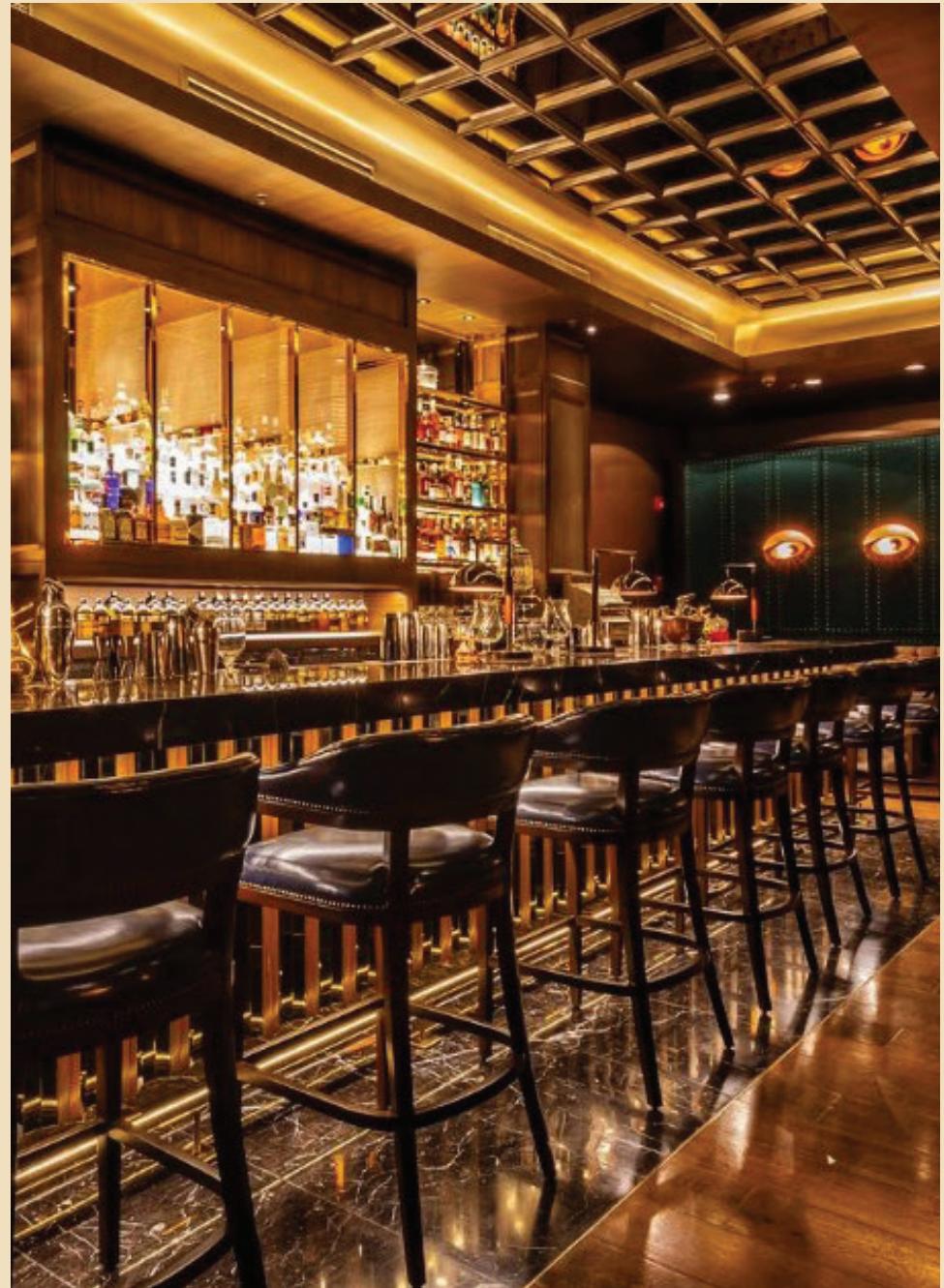
The 1950's saw the ground-breaking but short-lived 'Club Eleven' owned by Ronnie Scott and ten other musicians. Unfortunately, the club closed six months later after six of the musicians ended up being arrested on drugs charges. By the late 1950's it was the 'Sunset Club', then in 1962 'The Roaring Twenties' which hosted the likes of The Beatles, The Rolling Stones and Georgie Fame. This put 50 Carnaby at the vanguard of Swinging Sixties London and the world-class music scene that defined an era. 'Columbo's' followed in the 70's where Bob Marley played in 1975 before it closed for good in the mid 80's.

Having been shuttered for 35 years this Soho icon (which has its own dedicated wikipedia page) is to reopen again for its next incarnation which will aim to honour the old memories whilst creating London's most exciting new live music venue.

HISTORY IS CREATED AT NIGHT

As London tightens up on late night licences and drinking venues 50 Carnaby Street is something of a rare gem to be found in the heart of Soho. The entrance is tucked away in Kingly Court which is one of the busiest spots in London. The aim is not only to open an amazing Jazz club and cocktail bar (with a 3am licence) but also to revive some of what Soho has lost over the years. We will do this through the music and drinks list (which will be curated and run by award winning bartender Chris O'Neil) and by re-imagining the original spaces with our designers.

The venue will be run as a collaboration between Neil Rankin, The Lost Estate, award-winning musicians in their own right as well as being collaborators of choice within the UK's music scene and PEPPER, who will provide operational and managerial support.





DESIGN

Lenny Kravitz will be joining the creative team at Fifty Carnaby, ensuring we create a club which is as distinctive and effortlessly cool as the musicians on stage.

In the same vein as Lenny's music and style, Kravitz Design moves to its own distinctive beat. Having grown up around musicians and actors in NYC with incredible taste, it comes as no surprise that music icon Lenny Kravitz has added interior design to his list of creative endeavours.

We are thrilled that to have an icon like Lenny join our team and for him to have chosen us as his first collaboration in the UK.



COLLABORATORS

Creators of the immersive music experience, The Lost Estate was formed by musicians steeped in jazz and classical music traditions. Their sold out experiences such as The Great Masked Ball and The Lost Love Speakeasy have played to over 20,000 revellers, who indulge in performances packed to the brim with incredible food, cocktails, immersive set design and live performance of the highest calibre.

Founded by three musicians seeking to change the landscape of the classical arts, The Lost Estate explore a more theatrical means of presenting live music, dance and theatre. Taking the creative lead on 50 Carnaby Street is Lost Estate Co-Founder, Eddy Hackett. He epitomises the jazz tradition, having performed with the likes of Sir John Dankworth and Dame Clio Lane, Curtis Stigers, Guy Barker and Dave Liebman. His knowledge of the art form in combination with key industry contacts gives 50 Carnaby Street a leading edge within the market.

MISS BABY SOL

Miss Baby Sol - collaborator with Paloma Faith and Jamie Cullum - brings to life the female mega stars of the jazz world. Hear the likes of Ella Fitzgerald, Sarah Vaughn, Billie Holliday and Aretha Franklin brought to life by one of the UK's outstanding vocal talents, accompanied by 50 Carnaby Street's very own house band.





MONOCLED MAN

Led by trumpet virtuoso Rory Simmons (Jamie Cullum's bandleader) Monocled Man is at the forefront of the contemporary British jazz scene. As well as a breathtaking AV rig, the trio mixes electronic and acoustic elements within their playing, creating a stripped back, raw sound that captures London's urban environment. Critically acclaimed by The Guardian, Financial Times, and BBC R6 Music, and hot off the back of their 2nd Album, We Drift Meridian, Monocled Man captures the spirit of the cutting edge music being produced in London today.

HACKNEY COLLIERY BAND

East London heavyweights, Hackney Colliery Band, have collaborated Amy Winehouse and Madness, toured Europe, broadcast on the BBC and Jazz FZ and have performed at top UK jazz venues and festivals such as Ronnie Scotts and the London Jazz Festival. Their blend of hard hitting brass powered arrangements of classics such as 'Africa' and 'Rolling in the Deep' alongside original material makes Hackney Colliery Band one of the most exciting groups on the UK jazz scene.

"ONE OF THE GREATEST LIVE BANDS
WE HAVE IN THIS COUNTRY"
- BBC R2 -





JAMIE CULLUM

The big ticket -none other than Jamie Cullum, one of the UK's most renowned jazz singers! Touring the world, realising eight critically acclaimed albums, winning MOBO and UK jazz awards and collaborating with Laura Mvula, Gregory Porter and Burt Bacharach, Jamie has cemented his reputation as a lead voice on the international jazz scene. Alongside his work as a performer, Jamie has presented the flagship jazz show on BBC Radio 2 since 2010 - his appearance at 50 Carnaby Street will be broadcast live on his show.

AYANNA WITTER-JOHNSON

Singer, cellist and songwriter Ayanna Witter-Johnson was Emerging Artist in Residence at the Southbank Centre, nominated for a MOBO award and has performed with the London Symphony Orchestra and BBC Symphony Orchestra. Her music blends classical, urban and jazz soundscapes and her live performances chronicle her experiences as a female artist in the 21st Century.

A rare talent, not to be missed.

"CELLIST AND SINGER AYANNA WITTER-JOHNSON HAS TO BE HEARD TO BE BELIEVED. HER SELF-ASSURED STYLE BLENDS A HONEY-SWEET VOCAL DELIVERY WITH BEWITCHING CELLO-PLAYING."

- TIME OUT -





PETER HORSFALL

Peter Horsfall is an acclaimed trumpet player, vocalist and songwriter based in the UK. A vibrant and formidable presence on the London jazz scene, his latest album *Nighthawks* received critical acclaim, including a four star review in the *Guardian*. Described by *All About Jazz* as 'one of the year's most original releases', the record was featured on BBC Radio 2, BBC Radio 3 and Jazz FM. Peter has performed at the Lincoln Center, Ronnie Scott's, North Sea Jazz Festival and the London Jazz Festival. Peter's crooning lyrical voice beautifully matches his virtuosic and accomplished trumpet playing, channeled through an eclectic mixture of original material and jazz classics.

**"A BITTERSWEET BEAUTIFUL VOICE
AND TIMELESS TRUMPET"**

- BBC R3 -

OLD DIRTY BRASSTARDS

Formed in Forest Hill - South East London's melting pot of music making - Old Dirty Brasstards have been dishing out their unique recipe of tweed-clad 10-piece drum 'n' brass since 2012.

They can be seen serving up well-marinated dance floor fillers at top venues such as Fabric, the Forum, Hammersmith Apollo, KOKO, the Roundhouse and Scala, or delivering sizzling sets at UK festivals such as Bestival, Glastonbury, Latitude and Secret Garden Party.

Prepare to dance late into the night!



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C A R N A B Y
S T R E E T

PEPPER

For more information, please contact:

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