

Journey back to Leicester's industrial past

Got a smartphone? Next time you visit Phoenix, download the free St Georges app and immerse yourself in the rich heritage of the city's Cultural Quarter.

The new app is the result of a six month project – a partnership between Phoenix, the University of Leicester and app developer Cuttlefish – which explored how the industrial landscape of St Georges has evolved from the Victorian era to the present day.

You can use it anywhere but it's best as a walking guide, letting you stroll around 26 of the area's historic buildings – brought to life by articles, historical news reports, photographs, and recordings from the people who lived and worked in them.

St Georges was once a hive of industry, dominated by factories and warehouses, but by the 1960s – in the face of foreign competition – it was in decline. Old family firms were bought-out, relocated or failed until by the late 1990s much of the area was unused. Today, as the Cultural Quarter, St Georges is experiencing a rebirth as a home for cultural and creative industries.



Use the free wi-fi at Phoenix to download the app and pre-load the guide before you start to explore! Ask for the Wi-Fi code at the bar.

Download the St Georges smartphone app for free! Search "St Georges Leicester" on iTunes or Google Play. Desktop users – visit leicestercultureapp.co.uk

Supported by: