

REINVENTING THE CITY

The title 'REINVENTING THE CITY' is rendered in a bold, sans-serif font. The word 'REINVENTING' is stacked above 'THE CITY'. The letters 'RE', 'THE', and 'ING' are colored orange, while 'INVENT' and 'CITY' are white. A white security camera icon is positioned on top of the letter 'I' in 'INVENTING'. The background is dark grey.

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Introduction

NewcastleGateshead share more than 2,000 years of history. It might be expected that over a period of 2,000 years any settlement anywhere in the UK would see progress, regress, changes and developments. But the hallmark of NewcastleGateshead is that it has consistently punched way beyond its weight and whatever the vicissitudes of the day has managed to re-invent itself repeatedly keeping one eye on passing opportunities and another eye on creating those opportunities.

For a regional capital, Newcastle is a relatively small city but its name and reputation, like the river it stands upon, far outstrips its physical size. Gateshead, historically overshadowed by Newcastle, has emerged permanently from the shadows of its neighbour to reach dizzy new heights in cultural creativity gaining for itself an international reputation.

Two settlements each with a clear identity but working together towards the common goals of a vibrant economy, increased quality of life and provision of world class attractions for locals and visitors alike.

What forces of nature and human endeavour led NewcastleGateshead to this point? What step changes had to take place to help NewcastleGateshead gain and maintain its position on the world stage down the centuries?

The clue is in its architecture and cityscape. Follow the stories of the buildings to see how NewcastleGateshead kept successfully re-inventing itself...