



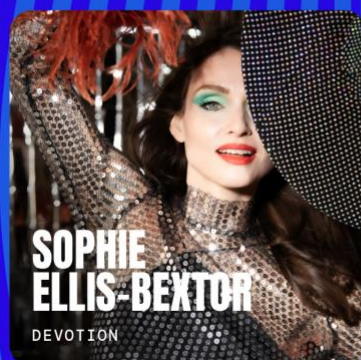
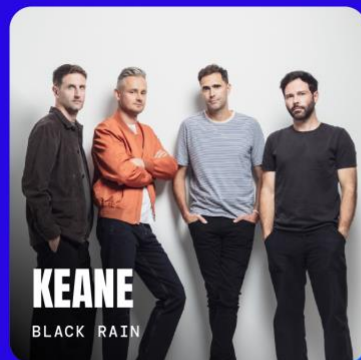
WAR CHILD'S SECRET 7" AT GREENWICH PENINSULA EXHIBITION OPEN TO PUBLIC

THE CURE, SOPHIE ELLIS-BEXTOR, JESSIE WARE AND MORE TEAM UP WITH ARTISTS YINKA ILORI MBE, SIR PAUL SMITH, ANTONY GORMLEY OBE RA FOR WAR CHILD SECRET 7" CHARITY AUCTION

Art exhibition featuring 700 unique artist-designed sleeves goes on display
at NOW Gallery, Greenwich Peninsula, 11 April - 1 June 2025

Online auction until 1 June 2025

The specialist charity for children caught in conflict, War Child UK includes iconic
talents creating new records for Secret 7" 2025



AT GREENWICH PENINSULA

secret-7.co.uk



The Cure, Frank Turner, Gregory Porter, Jessie Ware, Keane, Scissor Sisters, and Sophie Ellis-Bextor have all offered a track each for the creation of **700 unique record sleeves** for the return of the legendary charity auction Secret 7” in aid of War Child UK, the specialist charity for children caught in conflict.

Thousands of artists have submitted artworks, with 700 unique, one-off record sleeve designs selected for the anonymous auction, which opens at NOW Gallery, Greenwich Peninsula from 11 April – 1 June in a free public art exhibition. The records will be available for auction until 1 June 2025. Details on how to bid can be found at secret-7.co.uk.

Each record has a unique sleeve design inspired by the tracks put forward by this year’s musicians. **Artists creating designs include fashion designer Sir Paul Smith, Turner Prize-winning sculptor Antony Gormley OBE RA, the artist behind every Radiohead album cover Stanley Donwood, interdisciplinary artist Rana Begum, Haroon Mirza, Anthony Burrill, Yooyun Yang, The Cure frontman Robert Smith, BBC Radio 1 Rock Show host Daniel P Carter, Andrew Pierre Hart, Future Awards Africa-winner Ken Nwadiogbu, Vicken Parsons and Giles Deacon** among many others.

Sophie Ellis-Bextor has shared *Devotion*, a brand-new song exclusive to War Child’s Secret 7”. **Andy Vella, the designer behind The Cure’s best-loved album covers creates a brand-new record sleeve design inspired by The Cure track Warsong for the 2025 auction.**





Buyers won't know which artist – world-renowned or emerging – has designed their sleeve until after auction.

For the first time, in 2025 Secret 7" has hidden 7 Golden Records, signed by the musical artists, at beloved independent record shops across the UK. Record hunters can find clues of where to find them on the Secret 7" Instagram @secret7s. When they find a golden record sleeve, they can hand it in to the record shop counter to collect their signed Secret 7" 2025 auction Golden Record. The hunt begins April 11 2025.

In another new addition for 2025, exhibition visitors can put on headphones and listen to the seven records as well as the full Secret 7" archive in a new dedicated listening space on the mezzanine level at NOW Gallery. The space also offers an insider's look at the production of this year's 700 vinyl records and a display of artist Yinka Ilori MBE's exclusive etching.

A record sale like no other, Secret 7" has raised over £700,000 for charity since its inception 9 years ago. Designs for the project have broken boundaries of what a record sleeve can be, with past sleeves being made from concrete, felt, Lego, acrylic, clay, stitchwork and everything in between.



L - Yinka Ilori @ Kane Hulse. R - Secret 7" sleeves on display

This year's records all feature an exclusive etching by **Yinka Ilori MBE** that's wrapped in bright colours and a unique flower motif, bringing the phrase '*Let Them Blossom*' to life.

The advertising campaign for this year's Secret 7" has been kindly provided by creative street advertising specialists, BUILDHOLLYWOOD.

War Child protects, educates, and stands up for the rights of children living in war zones. War Child provides vital support to children and their families in 13 countries across Europe, Asia and the Middle East, Africa, and Latin America including in active conflict zones like Ukraine and Gaza. The charity responds to emergency crisis situations with immediate aid, keeps children safe, and helps them through their trauma. War Child understands children's needs and advocates along with local governments and communities for their rights to be upheld.



Charlotte Nimmo, Fundraising Engagement Director at War Child UK says; *“This lineup of artists - both visual and musical - who have signed up to create for Secret 7” is a testament to the creativity and prestige of the project, War Child, and our partners. We’re incredibly grateful to the artists that have, and are choosing to spend their time creating unique pieces that look brilliant, and have the knock-on effect of raising money to help us support the children living in the countries in which we work. NOW Gallery at Greenwich Peninsula is the perfect space to display these unique pieces of art, and visitors are in for a real treat once again this year. It’s a wonderful thing to create something that brings joy. Not only for those lucky enough to win their favourite sleeves in the auction, and to the lucky winners of our first Golden Record hunt across the UK, but also that of the children affected by war who will ultimately benefit from the funds raised, with access to education, mental health support, basic necessities, and ultimately the ability to be a child again, and play.”*

Laura Flanagan, Director, Greenwich Peninsula, adds; *“We are deeply proud to be hosting such an array of exceptional artistic talent at NOW Gallery. The Secret 7” project continues to unite the creative worlds, and will undoubtedly be a highlight of our 2025 programming across the Greenwich Peninsula. We look forward to welcoming audiences to experience moments of discovery and joy through this exhibition of unique works—pieces that often challenge traditional conceptions of what a record sleeve can be.”*

Sammi Vaughan, Partnerships Director at D&AD, said; *“We’ve always been inspired by the remarkable work of Secret 7”, and we’re happy to invite New Blood entrants from across the globe to participate in its highly anticipated return. D&AD New Blood is a creative development programme designed to support and recognise emerging talent across the design, advertising and creative industries by giving them a chance to showcase their work to industry employers. This is a one-of-a-kind opportunity for students, recent graduates, and emerging talent to compete for the coveted D&AD New Blood Pencil, unlock valuable career opportunities, and have their creativity celebrated, exhibited, and auctioned – all while supporting War Child’s vital mission.”*

This year’s 7 tracks

The Cure – Warsong (Troxy Live 2024)

Frank Turner - Be More Kind

Gregory Porter - Merchants of Paradise

Jessie Ware - Beautiful People

Keane - Black Rain

Scissor Sisters - Return to Oz

Sophie Ellis-Bextor - Devotion (Brand New Song, Exclusive to War Child's Secret 7")



PRESS INFORMATION

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<https://secret-7.co.uk> | [@secret7s](https://twitter.com/secret7s)

www.warchild.org.uk | [@warchilduk](https://twitter.com/warchilduk)

EXHIBITION INFORMATION

War Child presents Secret 7" at Greenwich Peninsula.

11 April - 1 June 2025

NOW Gallery, The Gateway Pavilions,

Peninsula Square, Greenwich Peninsula, London SE10 0SQ

Nearest station – North Greenwich

Opening hours: Tuesday – Friday: 10:00am-6:00pm,

Saturday: 10am-5pm, Sunday 11am-4pm

Online auction via secret-7.co.uk 1 June

Notes to editors

ABOUT WAR CHILD

War Child is driven by a single goal – ensuring a safe future for every child affected by war. War Child works in some of the hardest-to-reach places to support those who are hardest hit. It aims to reach children as quickly as possible when conflict breaks out and stays long after the cameras have gone to support them through their recovery. War Child works with local communities and governments to help protect and educate children, and support them to heal and learn, for a safer, brighter future. Because one child caught up in conflict is one child too many. War Child understands children's needs, respects and stands up for their rights, and puts them at the centre of everything it does. War Child boldly campaigns on the root causes of conflict and helps to amplify children's voices, so that it can advocate for change on the issues that matter to them. Together with its partners, War Child delivers vital work in 13 countries across Africa, Asia, the Middle East, and Latin America. Every day, its local teams are in communities and refugee camps creating safe spaces for children to play, learn, and access psychological support. War Child also specialises in responding rapidly to emergency crisis situations as they happen, offering immediate and critical aid to keep children safe and help them through their trauma. War Child will never give up on children affected by conflict. Registered charity number: 1071659

www.warchild.org.uk | [@warchilduk](https://twitter.com/warchilduk)



ABOUT NOW GALLERY

NOW Gallery is a public exhibition space for contemporary art and cross disciplinary practice, with an ever-revolving programme of free to attend work from established and emerging artists, designers and other creative practitioners. Providing a place for investigation, NOW Gallery is a space for creatives to develop ideas and unprecedented artwork. It plays an important role of connecting to the locality via introducing interactive pieces of work that invite the public in to engage, contemplate and return, forming a relationship with the surrounding area and helping to shape the Greenwich Peninsula community. NOW Gallery was conceived as part of the on-going regeneration of Greenwich Peninsula and is one of the original buildings created by Knight Dragon. It sits within a pavilion designed by architects Marks Barfield, moments from The O2 and North Greenwich London Underground station (Jubilee Line, Zone 2).

www.nowgallery.co.uk

ABOUT GREENWICH PENINSULA

Greenwich Peninsula is fast becoming the capital's most boldly modern landscape. With over 17,000 new homes, 13,000 new jobs and 48 acres of open public space emerging over the coming years. Here a community of thousands of pioneers live in new riverside homes, work in a cutting-edge Design District and enjoy the Tide, the neighbourhood's elevated, riverside walkway and public art trail that celebrates art, design and wellbeing - all wrapped by the river Thames. This is new London: a destination for modern urban living.

ABOUT D&AD

D&AD, a not-for-profit headquartered in London and exists to celebrate, stimulate and enable creative excellence, believing it drives better outcomes for all. It advocates for a diverse, inclusive, and sustainable industry that creates work reflective of the communities it serves. The prestigious D&AD Awards and Festival celebrate the best in design, advertising, production, and craft, setting the global standard for creative excellence and inspiring the industry. D&AD bridges education and industry with programmes like New Blood, connecting emerging talent with opportunities, and Shift, a free night school empowering self-taught creatives to break into the industry. The organisation's Masterclasses offer world-class professional development, helping creatives at every stage enhance their skills and achieve excellence.

Explore D&AD and get involved at dandad.org.



ABOUT DHL

DHL Group is the world's leading logistics company. The Group connects people and markets and is an enabler of global trade. It aspires to be the first choice for customers, employees, investors, and green logistics worldwide. To this end, DHL Group is focusing on accelerating sustainable growth in its profitable core logistics businesses and Group growth initiatives. The Group contributes to the world through sustainable business practices, corporate citizenship, and environmental activities. By the year 2050, DHL Group aims to achieve net-zero emissions logistics.

DHL Group is home to two strong brands: DHL offers a comprehensive range of parcel, express, freight transport, and supply chain management services as well as e-commerce logistics solutions. Deutsche Post is the largest postal service provider in Europe and the market leader in the German mail market. DHL Group employs approximately 594,000 people in over 220 countries and territories worldwide. The Group generated revenues of approximately 81.8 billion Euros in 2023.