

# Five things you need to know today Edinburgh!



**Edinburgh Trams – Creative Spirit: Revealing Early Medieval Scotland – Usher Hall is 100 – This is Edinburgh – Private Lives**

A tram was spotted on the line yesterday in the City Centre. Given that David Attenborough was prevailed upon to record the alternative commentary to the curling perhaps he might do the honours for the tram video?

Social meeja had it first and were jumping up and down at windows all along the route...

*On street [#tramspotting](#) [@EdinburghTrams](#)  
[pic.twitter.com/80FNybtIso](#)*

*– Tom Norris (@tomnorrisDGM) [February 20, 2014](#)*

*City Centre – some delays possible this afternoon on various roads due to tram testing [#edintravel](#)*

*– EdinburghTravelNews (@edintravel) [February 20, 2014](#)*

*Tram spotted just now from [@LAHinds](#) office [#tramspotting](#)  
[@EdinburghTrams](#) [pic.twitter.com/TS2sgLfFEa](#)*

*– Cllr. Andrew D Burns (@AndrewDBurns) [February 20, 2014](#)*

\*\*\*

The Early Medieval Exhibition finishes this Sunday 23 February 2014 at the National Museum of Scotland, Chambers Street. Entry is free.

This weekend is the last chance to catch the exhibition *Creative Spirit: Revealing Early Medieval Scotland* at the National Museum of Scotland. Treasures from the national collections as well as contemporary creations by artists and craftspeople offer a rare glimpse into the fascinating Early Medieval period of Scottish history.

Supported by The Glenmorangie Company, the exhibition reveals new insights into the people and society of Early Medieval Scotland, a period when elaborate and sophisticated objects, sculptured stones and manuscripts were produced in Scotland.

Due to the organic materials that many Early Medieval objects were made from, such as horn and leather, only fragments survive today. To understand these objects and the skills required to make them, National Museums' archaeologists has worked with craftspeople and artists to produce recreations using original techniques and digital technology, revealing what these objects might have looked like in their original state.

Treasures and recreations on display include Norrie's Law Hoard, the largest collection of Pictish silver ever to have been found in Scotland, the first Pictish throne to be built in a thousand years, and the recreation of iron and bronze hand-bells, inspired by Scotland's largest example, the Birnie Bell.

For more information on *Creative Spirit: Revealing Early Medieval Scotland* and The Glenmorangie Research Project: [www.nms.ac.uk/creativespirit](http://www.nms.ac.uk/creativespirit).

\*\*\*

Be part of history and enjoy the Usher Hall's 100th birthday

celebrations with a concert with music from the original 1914 opening programmes! Including Wagner, Rachmaninov, and Beethoven plus many more, and performed by the RSN0, the Edinburgh Royal Choral Union and legendary City Organist John Kitchen with conductors Thomas Søndergård and Michael Bawtree.

More details about this and other concerts [here on the Usher Hall website](#).

\*\*\*

☒ A new film marketing campaign may be a good idea to get locals back into the city centre after the upheaval of the trams, and is clearly considered necessary after the poor offering [“Incredinburgh” in Christmas 2012](#) which led to the resignation of the CEO of Marketing Edinburgh at that time.

[The new website](#) accompanied by adverts which will be aired from Monday, was launched yesterday at an event in the Assembly Rooms.

‘This is Edinburgh’ is a brand-new campaign designed to attract families and shoppers back into the city centre .

A survey undertaken last year revealed that whilst the quality of Edinburgh’s shops, restaurants and pubs were rated highly, 92% of residents questioned felt that the tram-works had affected their enjoyment of the city centre. 28% said they had chosen to shop there less than a couple of years ago – but, in a recent questionnaire, 87% said that they were now open to coming back into the city-centre more often.

Targeted at residents of Edinburgh and people who live within a two-hour drive time of Scotland’s capital, ‘This is Edinburgh’ aims to increase footfall to the centre by two per cent above the national average. Running for the next two years, it is projected that the £1 million campaign will stimulate an additional £50 million spend within the city centre over that time.

\*\*\*

Noel Coward's *Private Lives* is proving popular with Edinburgh theatre goers and runs until 8 March 2014 at The Lyceum.

Here is a little taster in case you haven't made it along just yet...