

# art of london

2022 SUMMER SEASON  
PARTNERSHIP OPPORTUNITIES



# 2022: BUILDING ON THE SUCCESS OF ART OF LONDON 2021

**The inaugural Art of London Summer Season took place from May-Sept 2021.**

Featuring a series of major public-realm art commissions, partnerships with the UK's leading cultural institutions, and participatory consumer events, Art of London transformed the West End of London into a world-class gallery without walls.

Art of London 2021 generated global press coverage, increasing footfall and dwell time, whilst highlighting the rich cultural heritage of the area.

In 2022 Art of London's Summer Season will return, celebrating art in every form across the world's most iconic cultural district.



# ART OF LONDON 2021 | IN NUMBERS

166  
PIECES OF PRESS  
COVERAGE



46M  
COMBINED  
SOCIAL REACH



6.5M  
NATIONWIDE  
OOH CAMPAIGN  
IMPRESSIONS

1M  
DAILY  
FOOTFALL



41%  
FOOTFALL  
INCREASE

30  
BROADCAST  
HITS



6.5M  
ADVERTISING  
IMPRESSIONS

## 2021 HIGHLIGHTS: HEADLINE COMMISSIONS

### The Augmented Gallery

Project Partners:



A world first collaboration between the UK's leading artistic institutions, using cutting edge technology to create a virtual gallery across the West End, opening art and culture to all



# 2021 HIGHLIGHTS: HEADLINE COMMISSIONS

## The Piccadilly Art Takeover

Project Partners:



The largest public art commission London has ever seen, with four Royal Academicians transforming the West End with vibrant, thought provoking and spectacular public realm artworks.



# 2021 HIGHLIGHTS: HEADLINE COMMISSIONS

## The Lion Trail

Project Partners:



A trail of spectacular lion sculptures, each designed by celebrities and artists, took over the streets of the West End. Raising awareness of the endangered species, this charity initiative brought colour and life back to London's streets in 2021.



## 2021 HIGHLIGHTS: SELECTED OTHER SUMMER ACTIVATIONS

### Piccadilly Lights Circa Art

Daily video art installations on the iconic lights



### Westminster Art Pop-Ups

Bringing artists studios to the West End



### Art of London Afternoon Tea

Firmdale Hotels present AOL inspired menu



### Scenes In The Square

Additions to the iconic statue installation



## ART OF LONDON: SUMMER SEASON 2022

### 2022 Vision: The Future...

- The 2022 Art of London Summer Season will consist of a series of public realm commissions, consumer events, VIP receptions and cultural activations inspired by the theme: THE FUTURE
- Activations will use different artistic mediums to explore the concept of the future, with key pillars to include:

*Sustainability & the Environment*  
*Technology & Innovation*  
*The Talent of Tomorrow*  
*The Future of Experience*





## ART OF LONDON: SUMMER SEASON 2022

### The Partnership Opportunity

#### HEADLINE PARTNERSHIP

*FEE TO BE DISCUSSED*

Art of London is seeking a headline partner for the 2022 Summer Season. Running from May – September 2022 the event will consist of a series of major public commissions and activations across high footfall in London’s West End, including Piccadilly Circus, Leicester Square, St Martins Lane and Mayfair.

Headline partnership will deliver spectacular brand awareness through on-street activation throughout the duration of the festival, access to exclusive VIP events, the opportunity to associate and network with the UK’s leading cultural institutions and the opportunity to add your messaging into our corporate engagement programme.

**This is a unique opportunity to be at the heart of London’s newest and biggest public art festival, supporting the recovery of London’s cultural sector**



# ART OF LONDON: SUMMER SEASON 2022

## The Partnership Opportunity

### HEADLINE PARTNERSHIP BENEFITS

#### Brand Presence

Your logo and brand across all Art of London activations, online, in social and across PR



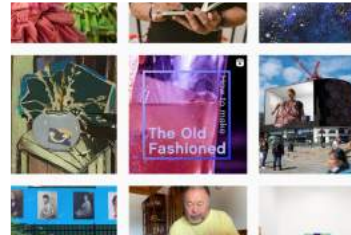
#### Exclusive VIP Events

High level networking, corporate hospitality and stakeholder engagement opportunities



#### Digital & Social

Brand presence and messaging across Art of London channels



#### PR

Including in all press releases, plus announcement release focusing on partnership



# ART OF LONDON: SUMMER SEASON 2022

## The Partnership Opportunity

### EVENT PARTNERSHIP

*Fee Dependent on Activation*

For brands who are keen to create culturally engaging experiential activations in one of the World's most sought after destinations.

Art of London are able to offer a limited number of Event Partnerships, giving our partners the opportunity to co-curate events and activations in the West End as part of the Summer Season 2022. Partners will fund the activation costs, and benefit from the opportunity to work with the Art of London curatorial team, and full promotion of their activation as part of the Summer Season marketing activity.



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THANK YOU

For Further information contact [ArtOfLondon@premiercomms.com](mailto:ArtOfLondon@premiercomms.com)

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**LONDON**  
Business Alliance

**PREMIER** | ENTERTAINMENT  
ARTS  
CULTURE