

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



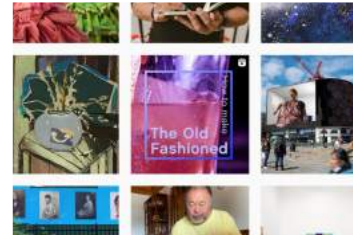
Exclusive VIP Events

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.



THANK YOU

For Further information contact ArtOfLondon@premiercomms.com

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LONDON
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