

# **Sculpture Trail 2023**

**Covent Garden, London**



# About...

## Objectives of the trail:

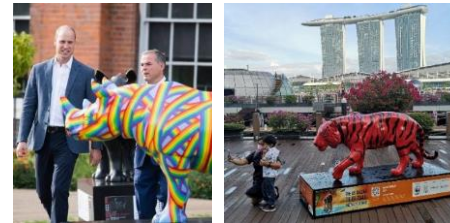
- To launch a must-visit Summer attraction trail across the Covent Garden portfolio, resulting in wide ranging coverage and footfall
- The trail must appeal to a mass market consumer audience, from families to adults, considerate of domestic and international groups whilst re-educating hyper-local Londoners
- To raise vital funds for the Tusk Charity through donations and a charity auction where the sculptures will be sold at the end of the trail
- Deliver a project that champions key pillars of the ESC strategy. The trail is to position the enlarged portfolio as a key London and UK leading force for good, considerate of positive environment and social outcomes
- Collaborate with an eclectic mix of desirable relevant artists and partners who can add their own authentic design to the sculptures, thus reinforcing the cultural capital of the CG and Shaftesbury Capital's investment in the unique cultural heritage of the district. Previous trail collaborators have included Tracey Emin, Harland Miller, Gavin Turk, John Cleese, David Mach, Ian Davenport and Ronnie Wood amongst others.
- The sculptures need to be visually impressive, possess impact and grandeur, as well as being emotive and educational on the Tusk Trust charity



Summer 2023 will see a large scale sculpture trail arrive in the West End in support of leading conservation NGO, Tusk Trust.

Curated and delivered by Shaftesbury Capital in partnership with Westbrook Gallery, the activation will span the Covent Garden portfolio in the form of a sculpture trail, aimed at raising awareness and appealing to all audiences.

The trail will consist of 15 Gorilla sculptures, promoting the incredible work that Tusk Trust are committed to supporting across conservation and climate change programmes. The sculptures will sit across the enlarged Covent Garden portfolio over the Summer months, and will be sold on at a private auction hosted by Bonhams (to be confirmed) with proceeds going to Tusk Trust.



# About Tusk...



## Tusk Lion Trail 2021

- 47 life-sized lion sculptures, designed and made by some of the planet's foremost artists, musicians and sportspeople - 2 of which were housed on the Covent Garden estate
- The trail ran from 10 August - 24 September 2021
- 2021 project raised over £1m for Conservation
- The trail was sited in London, Bristol, Edinburgh - UK | The Hamptons - USA, Wellington - New Zealand | Nairobi - Kenya | Sydney - Australia



- Tusk Trust and their Patron HRH Prince William have, for over 30 years, championed and supported programmes across more than 20 countries, increasing vital protection for over 70 million hectares of land for more than 40 critically threatened species.
- Tusk continues to work with governments to reduce the impact of illegal wildlife trade world-wide. The charity funds programmes to mitigate climate change and enable indigenous communities to co-exist and mutually benefit from their shared environment.
- There are two gorilla species in the world, Eastern and Western. The Mountain gorilla (that the sculpture is based on) is a subspecies of the eastern gorilla, and is endangered. There is an estimated 1,063 remaining in the wild and they are currently under threat.
- Degradation of habitat is the main threat, and as the population grows the land is increasingly converted for agriculture and competition for resources that results in deforestation. This puts the gorillas at high risk.
- Habitat loss remains the greatest threat to the vast majority of wildlife, including 85% of all threatened species
- Approximately half of the world's original forests are gone, and what remains is still being removed ten times faster than it can be replaced.

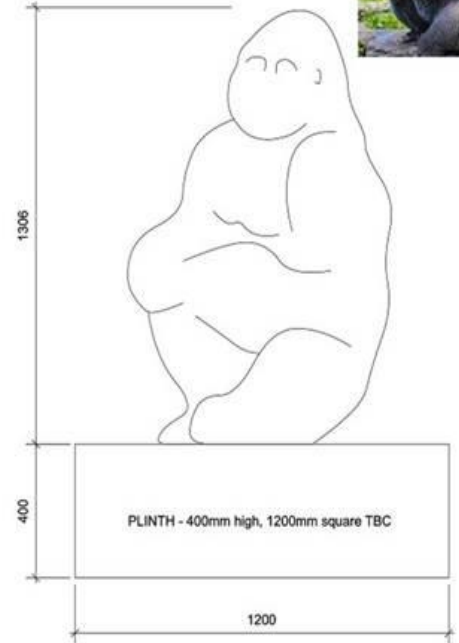
# Details...

Each sculpture will be displayed on a plinth which will feature branding and a QR code with CTA's to 'Discover more' about the trail.

The QR code will link through to further information including:

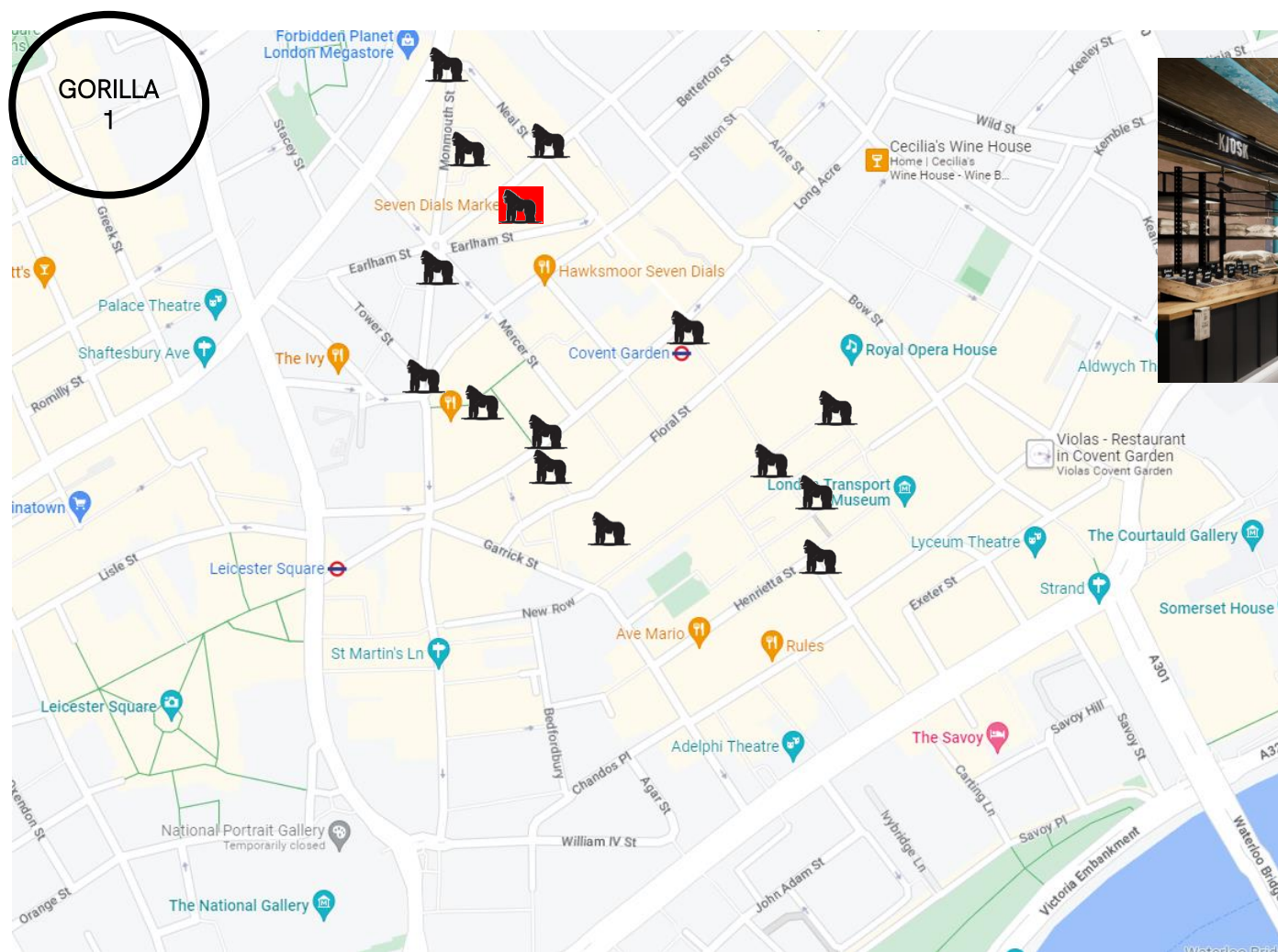
- Large map of the complete trail
- Details on the important work Tusk Trust undertake
- Ability to make a donation direct to the charity
- Details on the sculpture design collective

The use of QR codes in Westbrook Gallery's previous sculpture trails have amassed a total audience reach of over 1.2billion visitors world-wide, raising over \$8.7million for conservation.

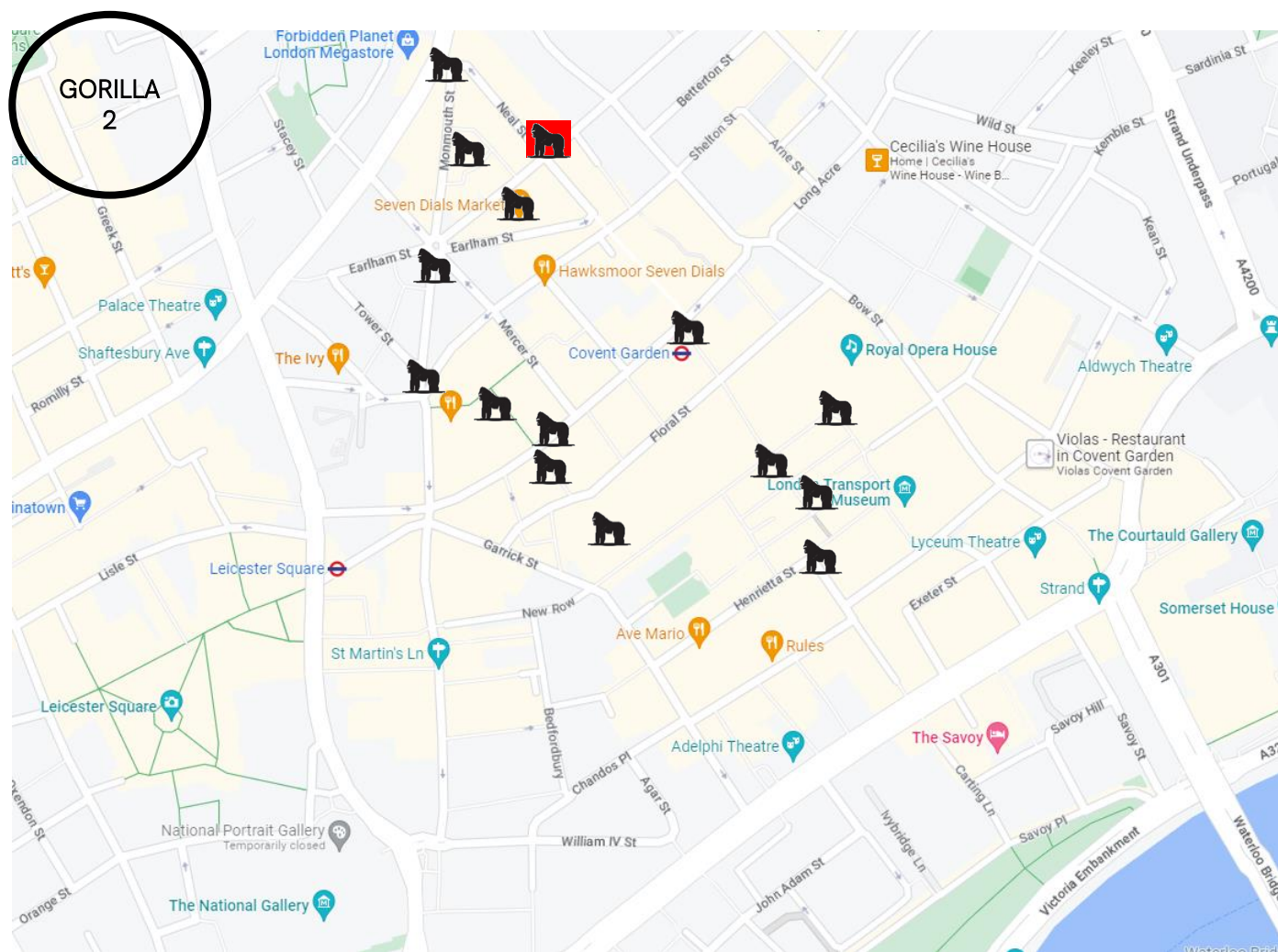


\* Production pictures

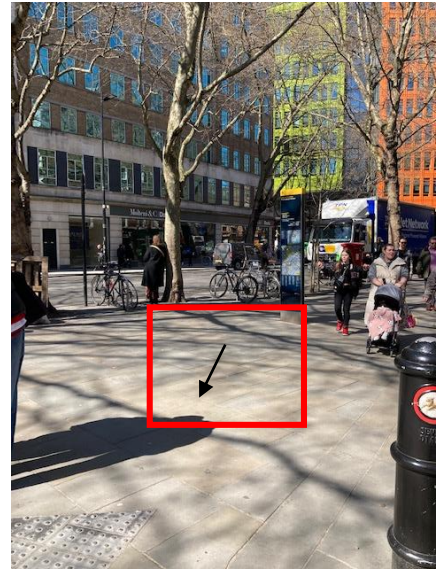
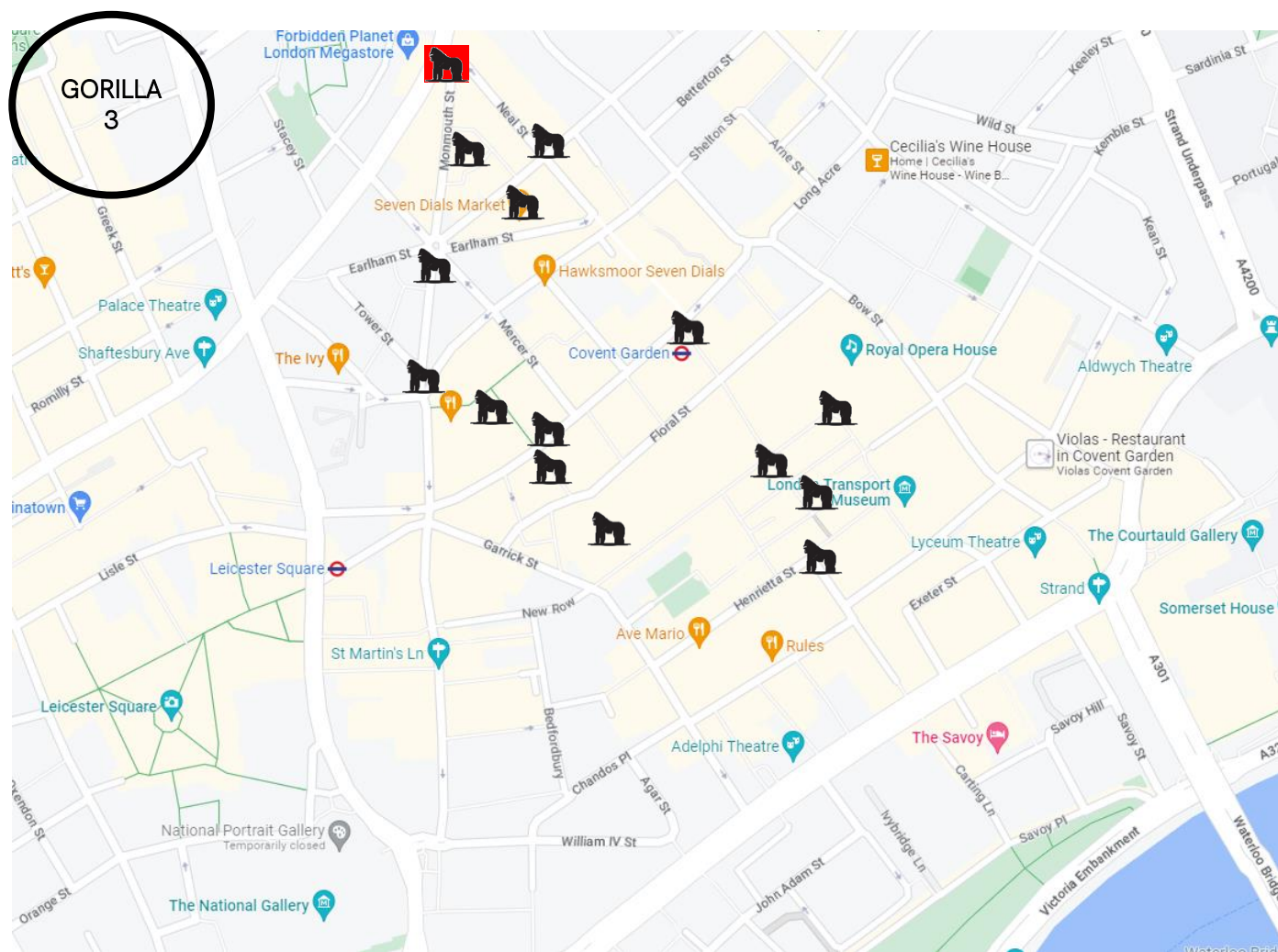
# GORILLA 1



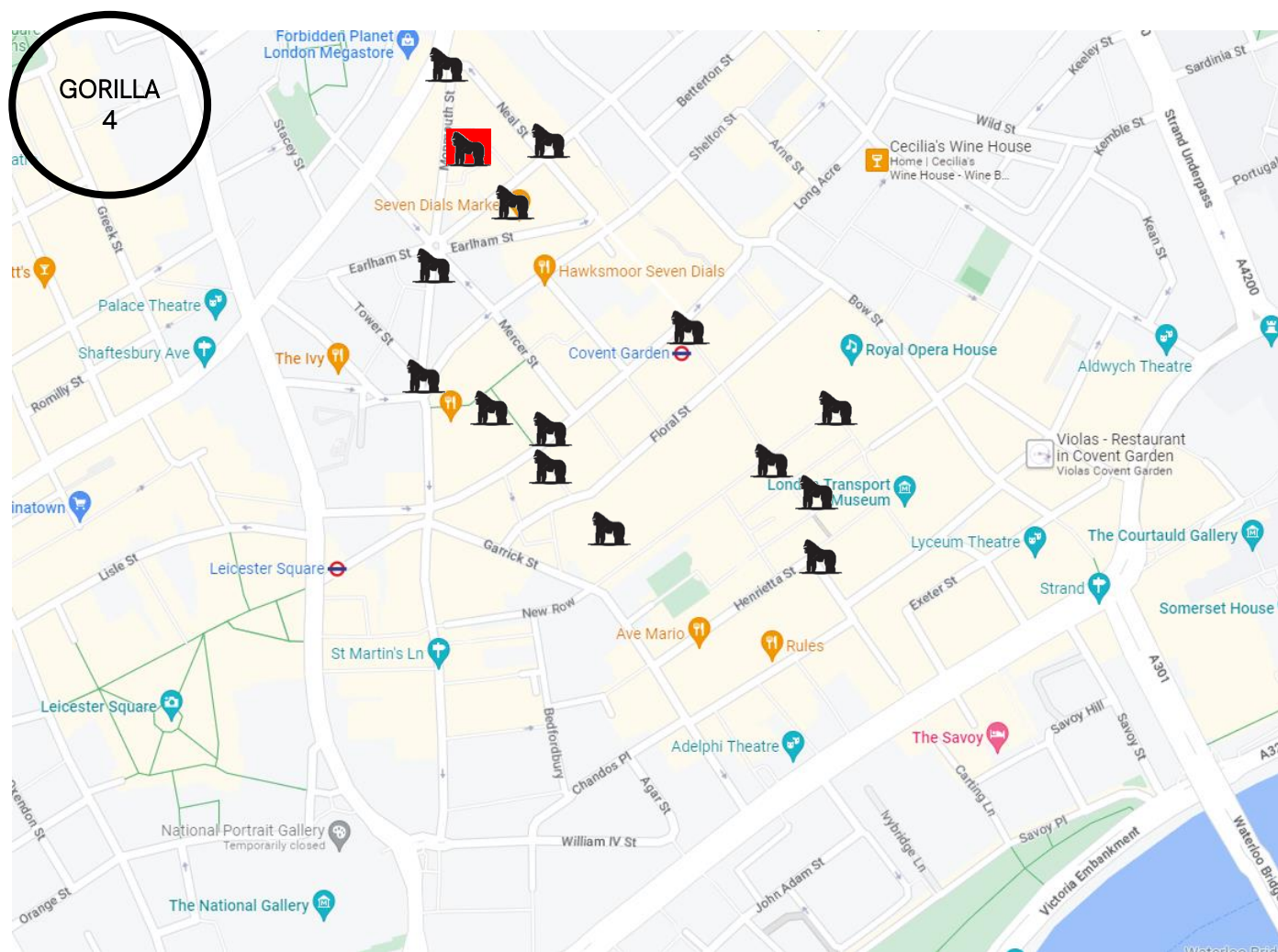
GORILLA  
2



GORILLA  
3

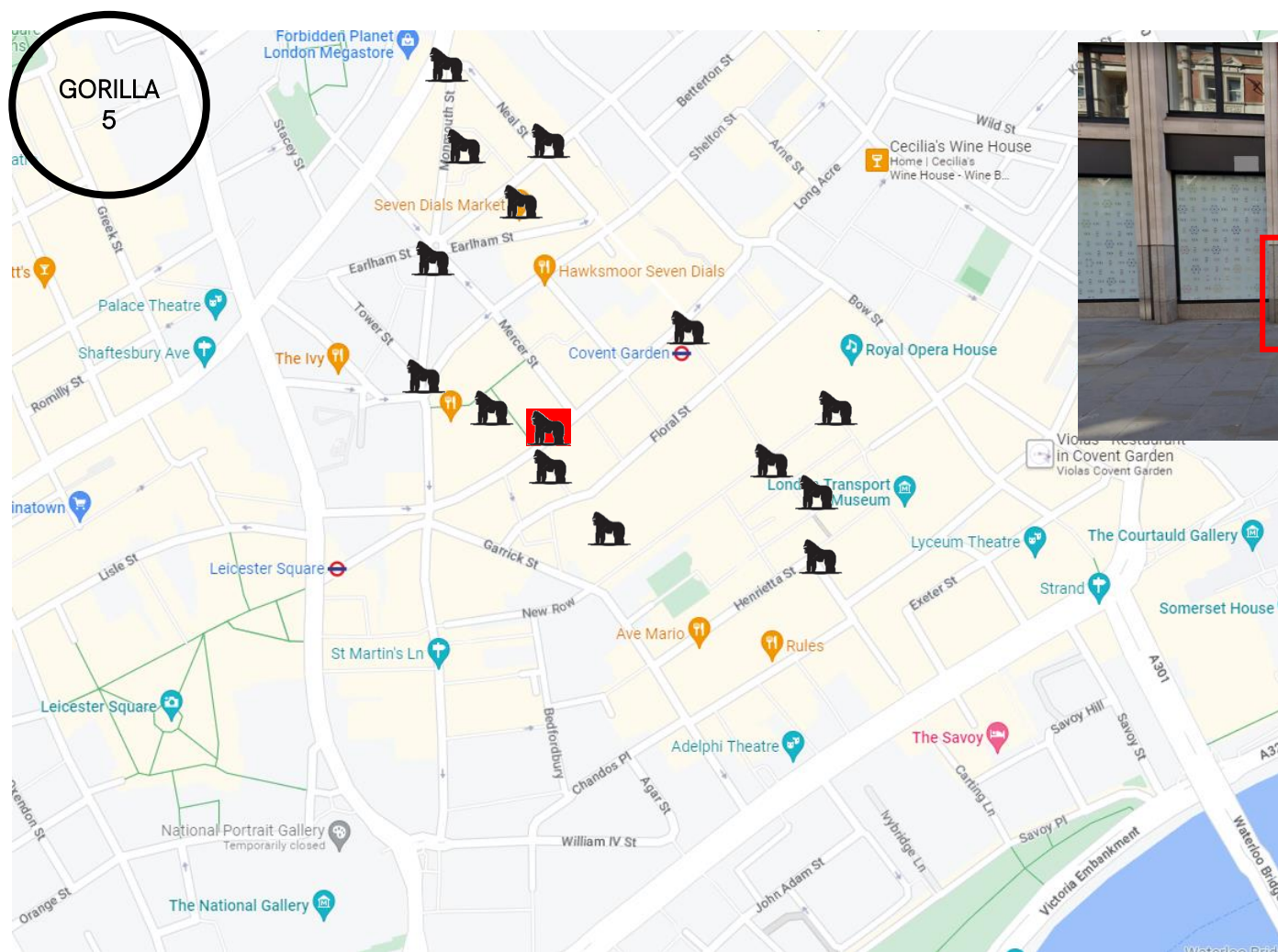


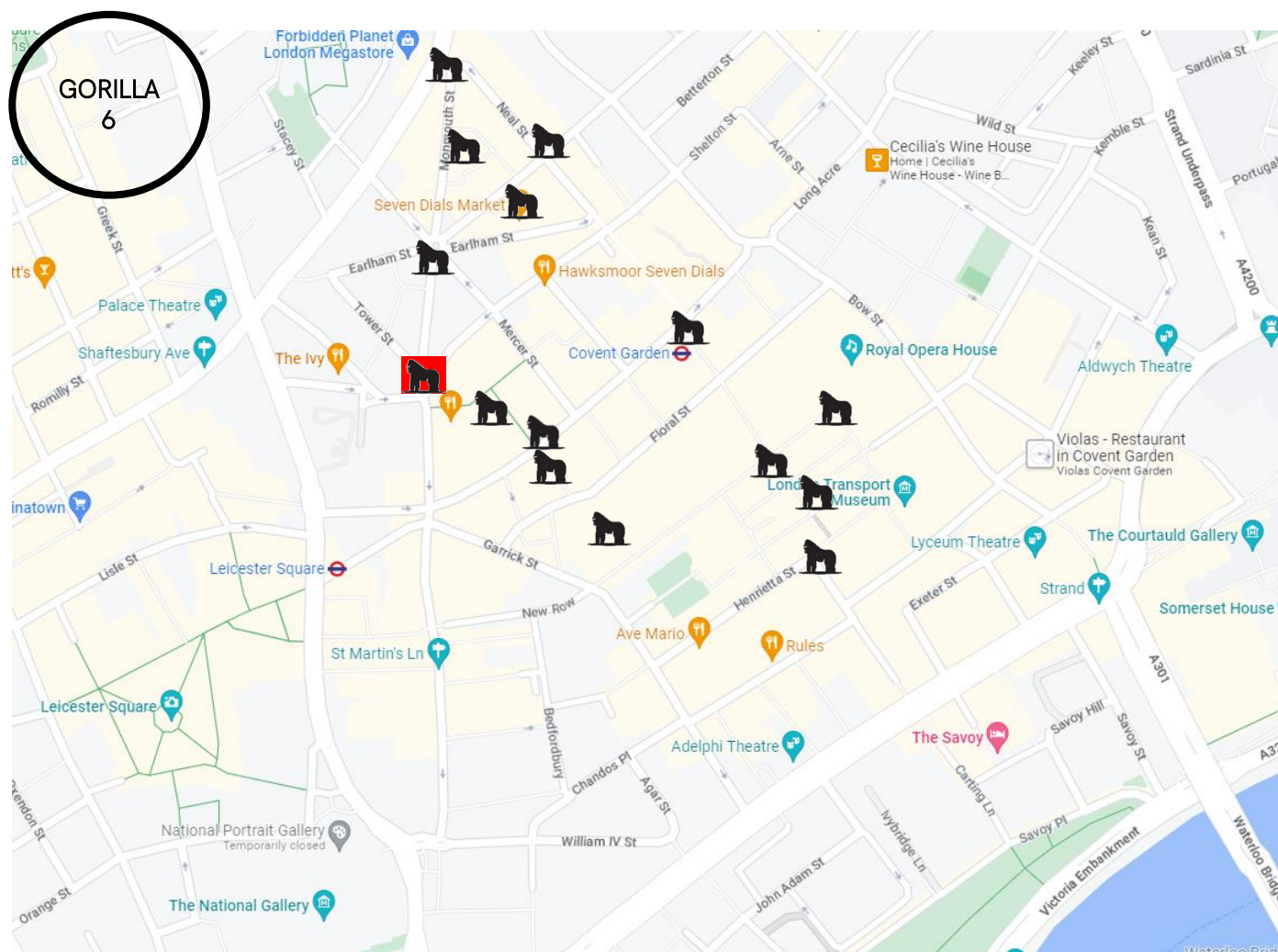
GORILLA  
4



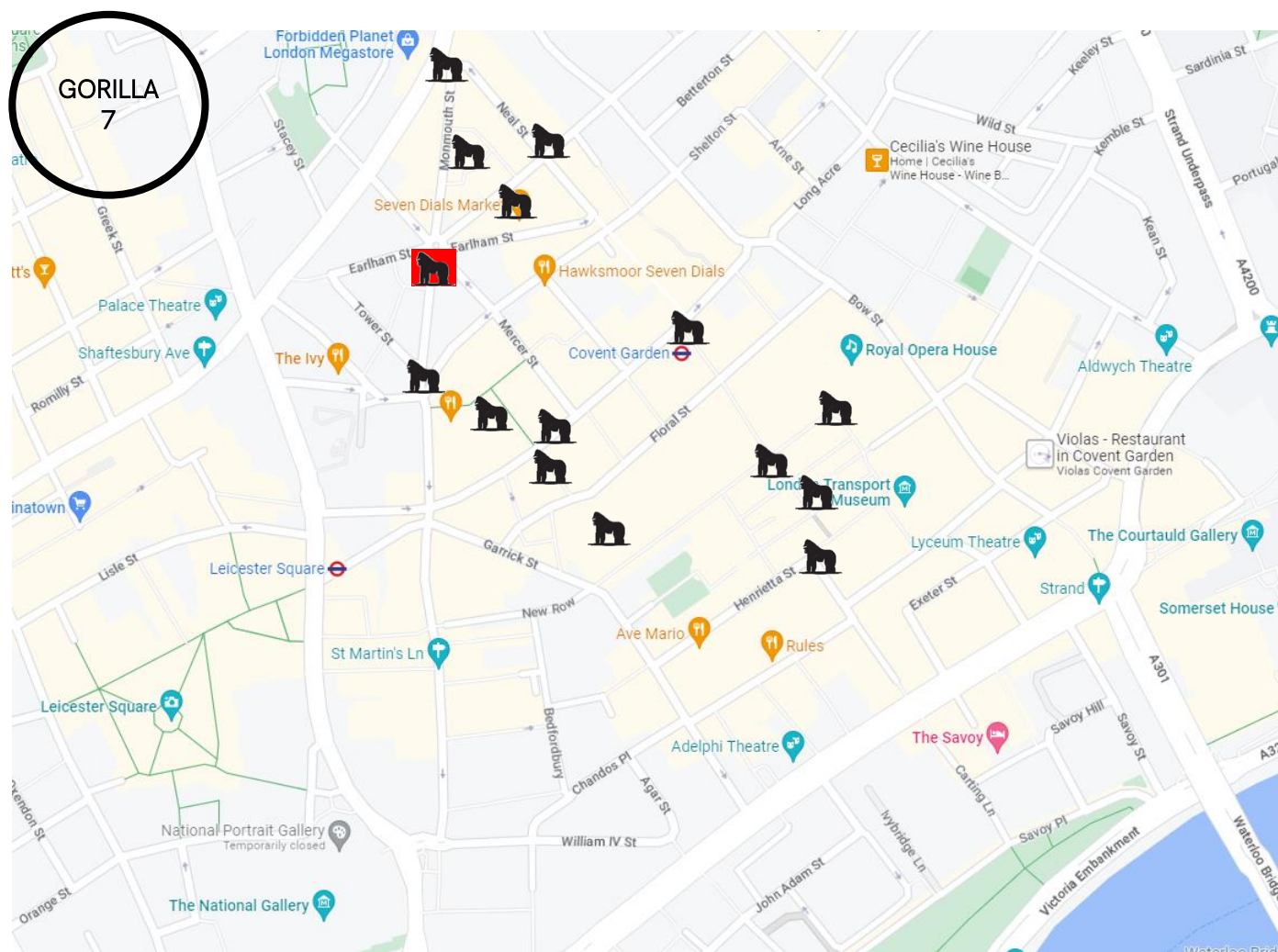


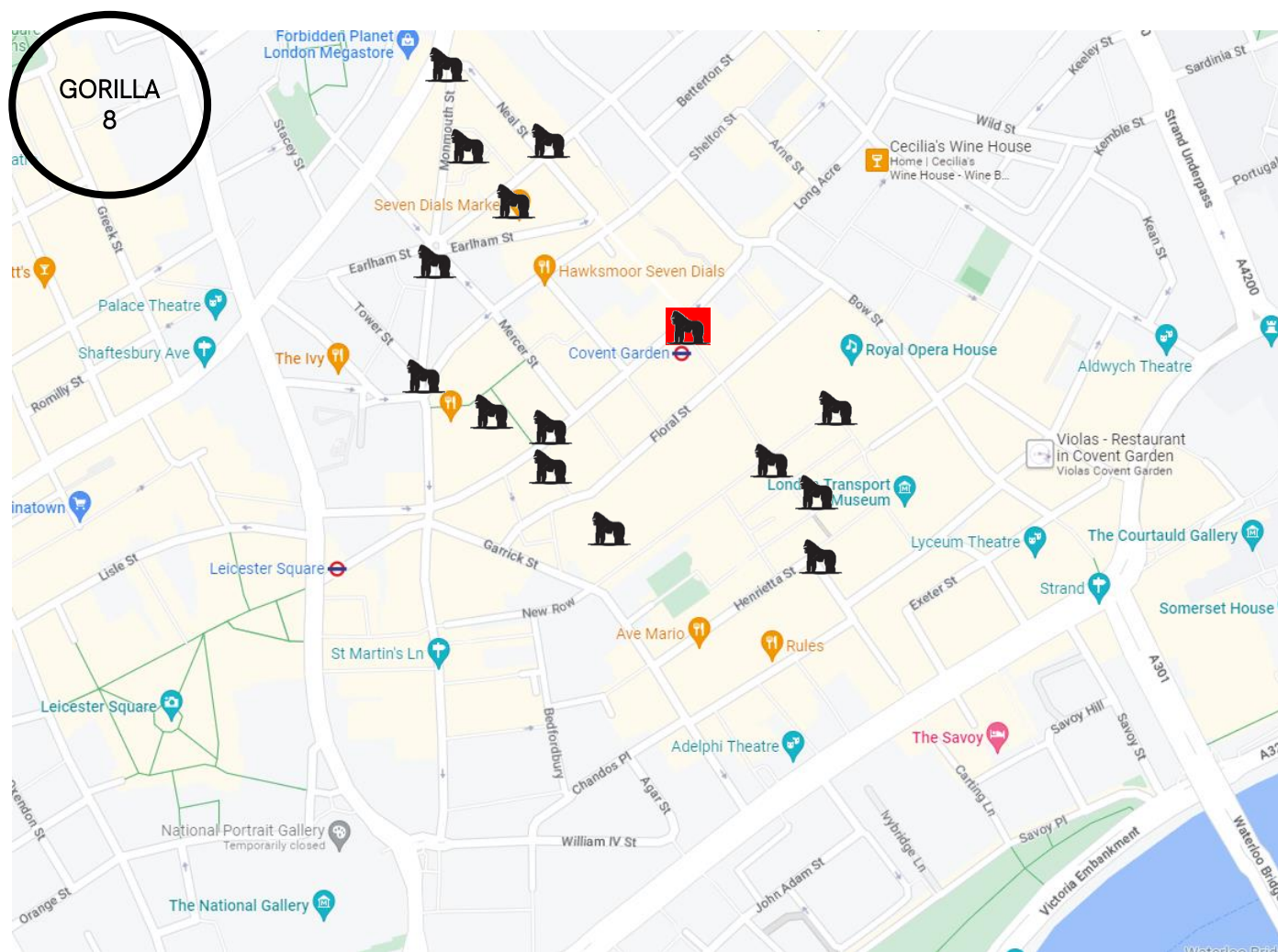
GORILLA  
5

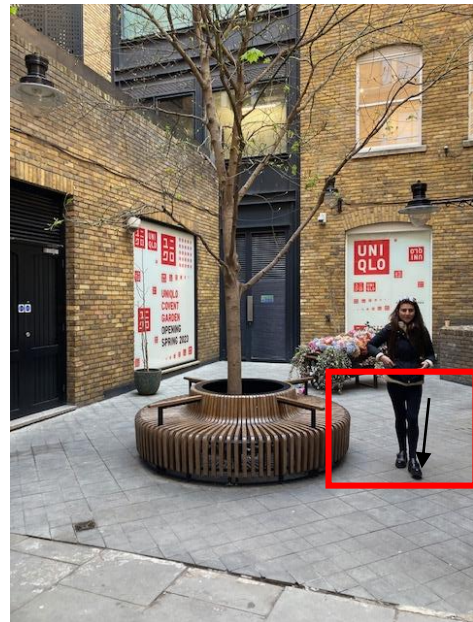
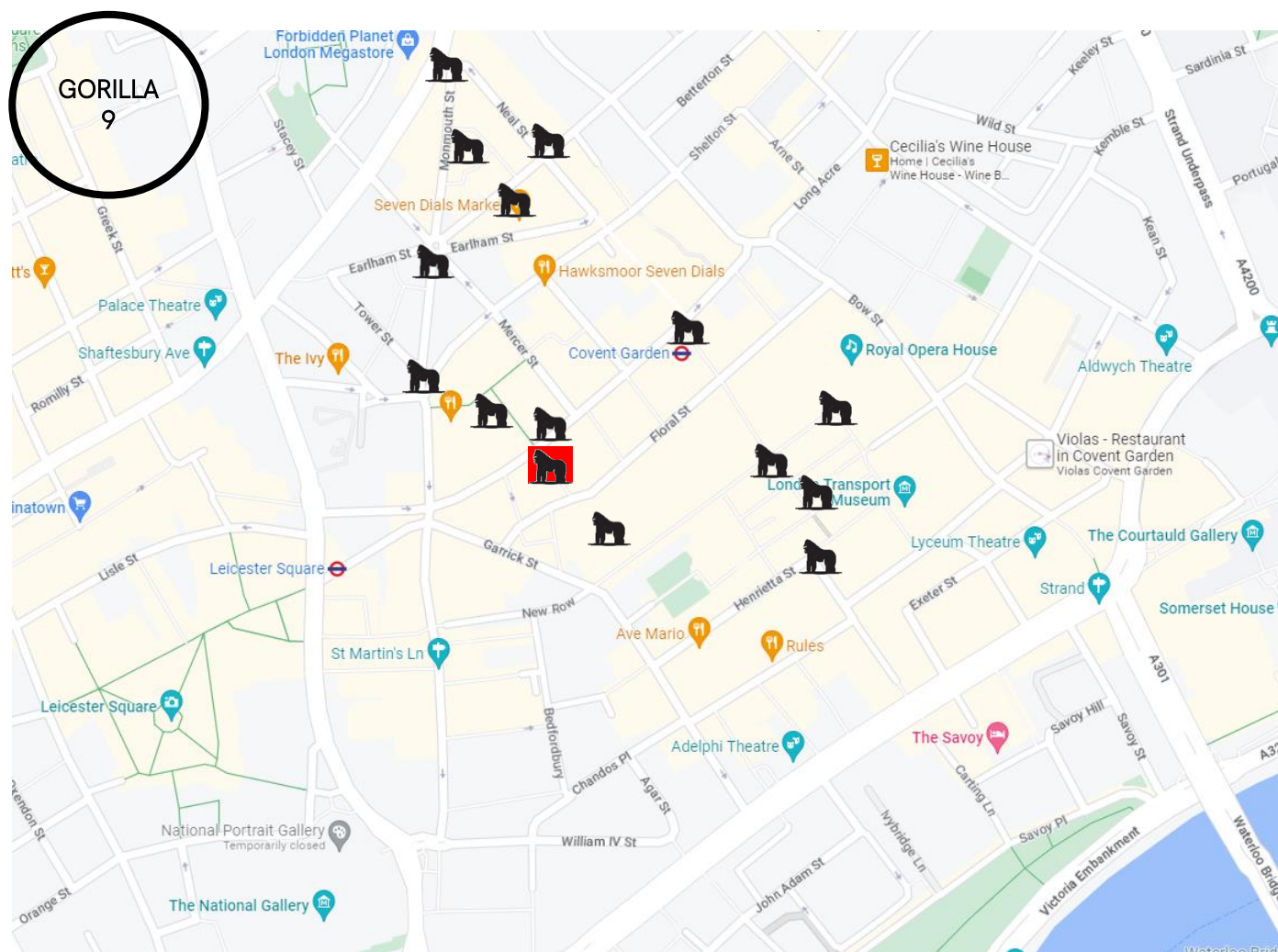




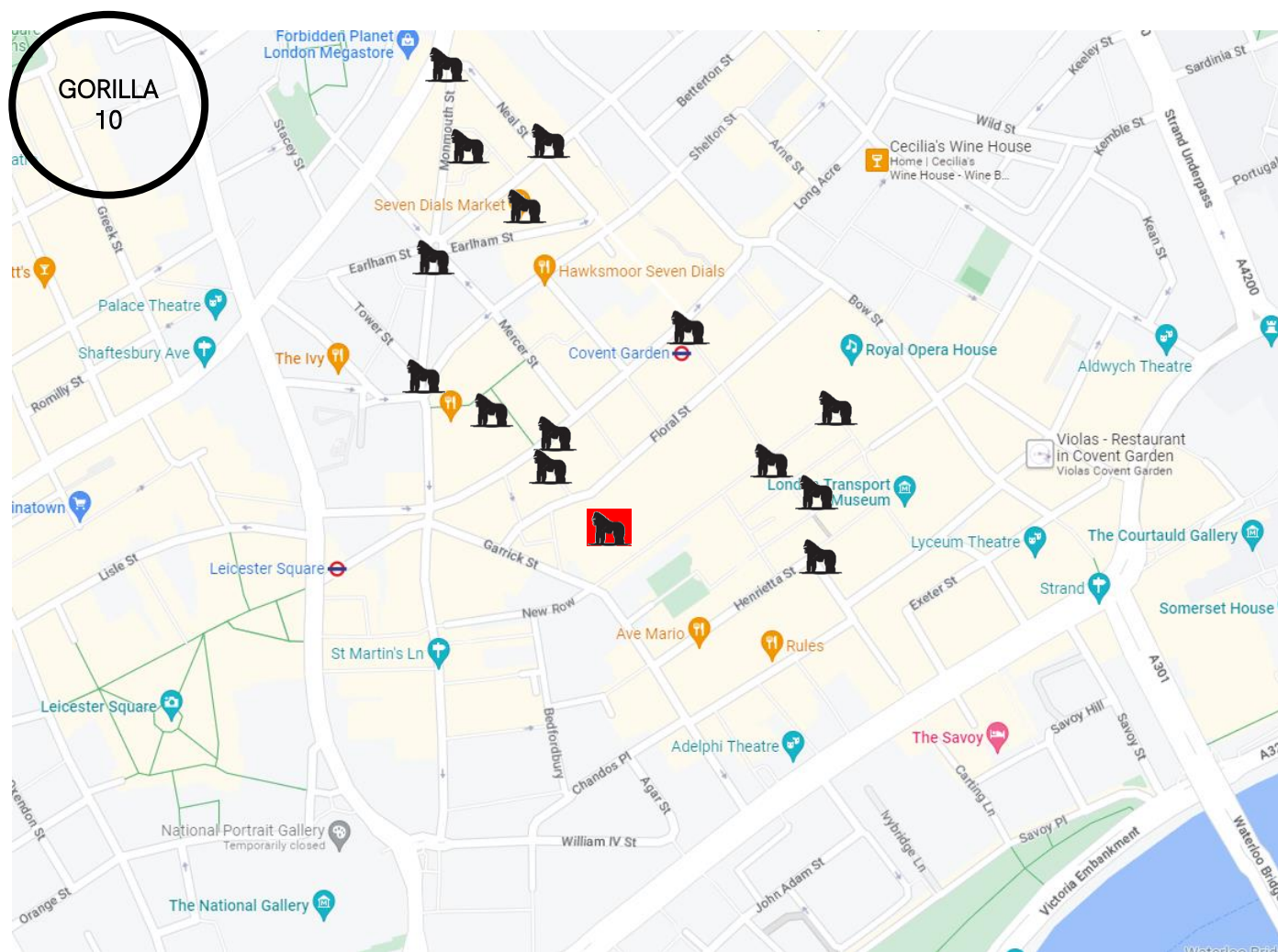
GORILLA  
7







\*Shaftesbury Capital ownership

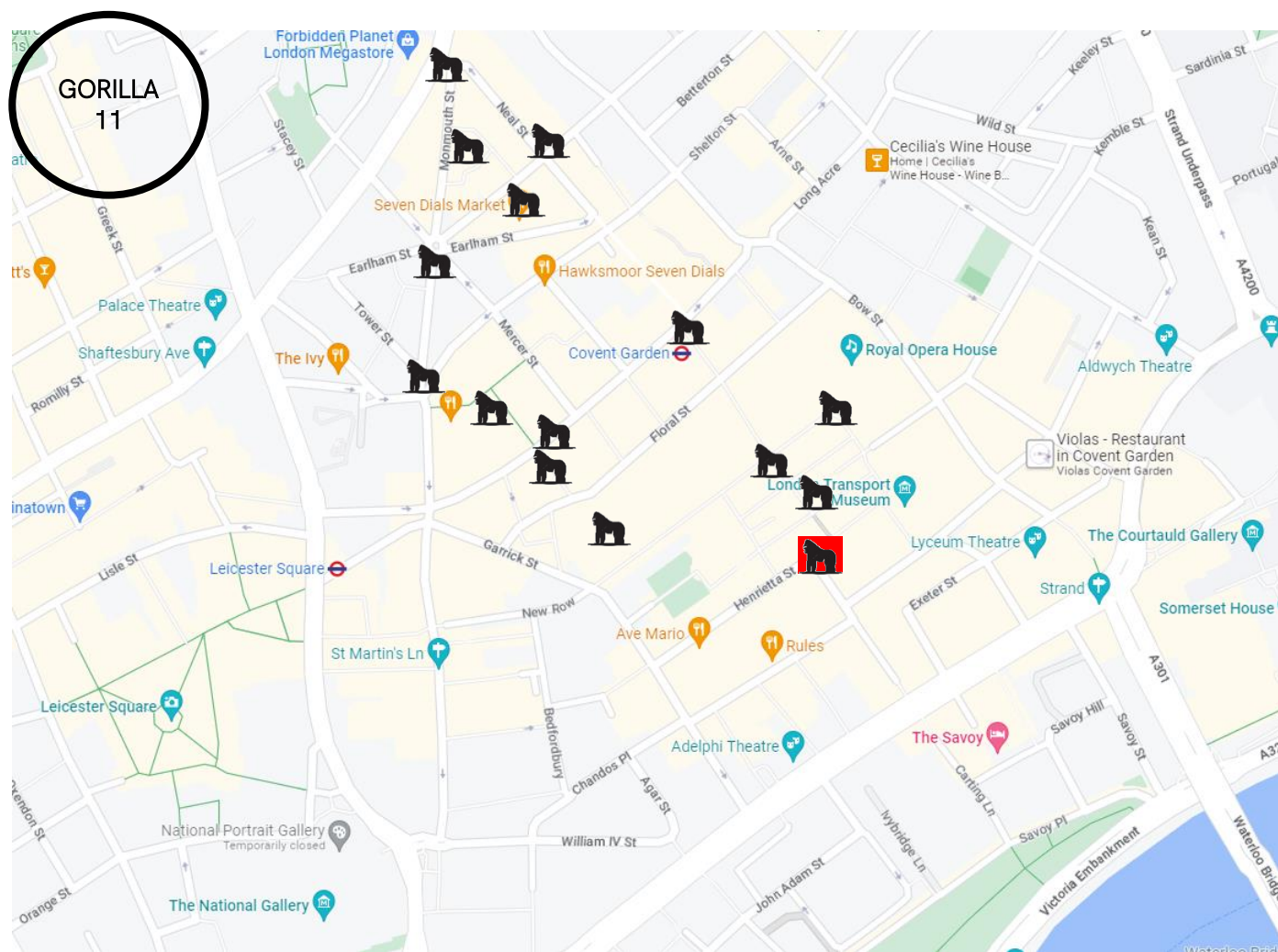


Option 1



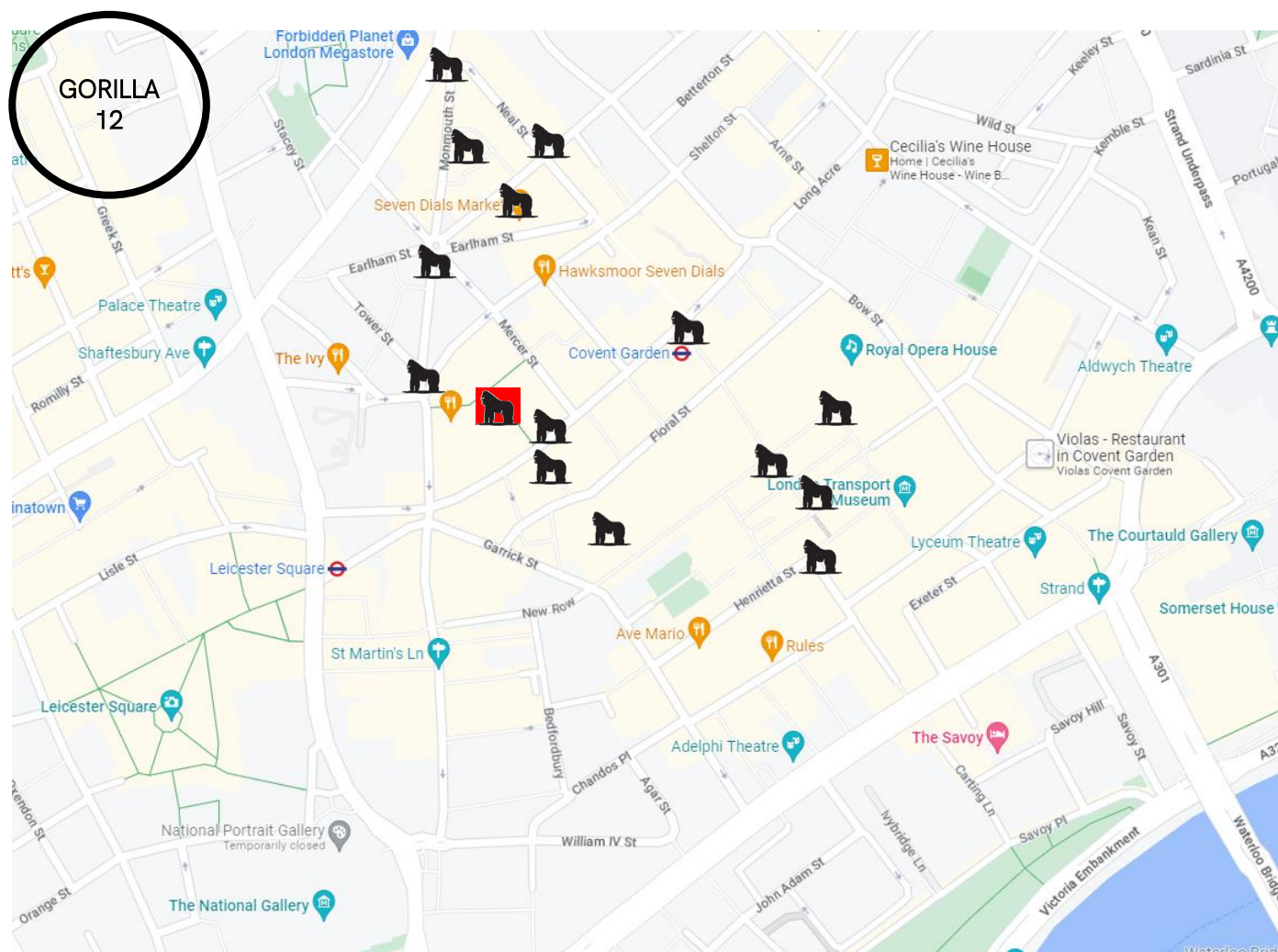
Option 2

GORILLA  
11



\*WCC - could we move the bin?

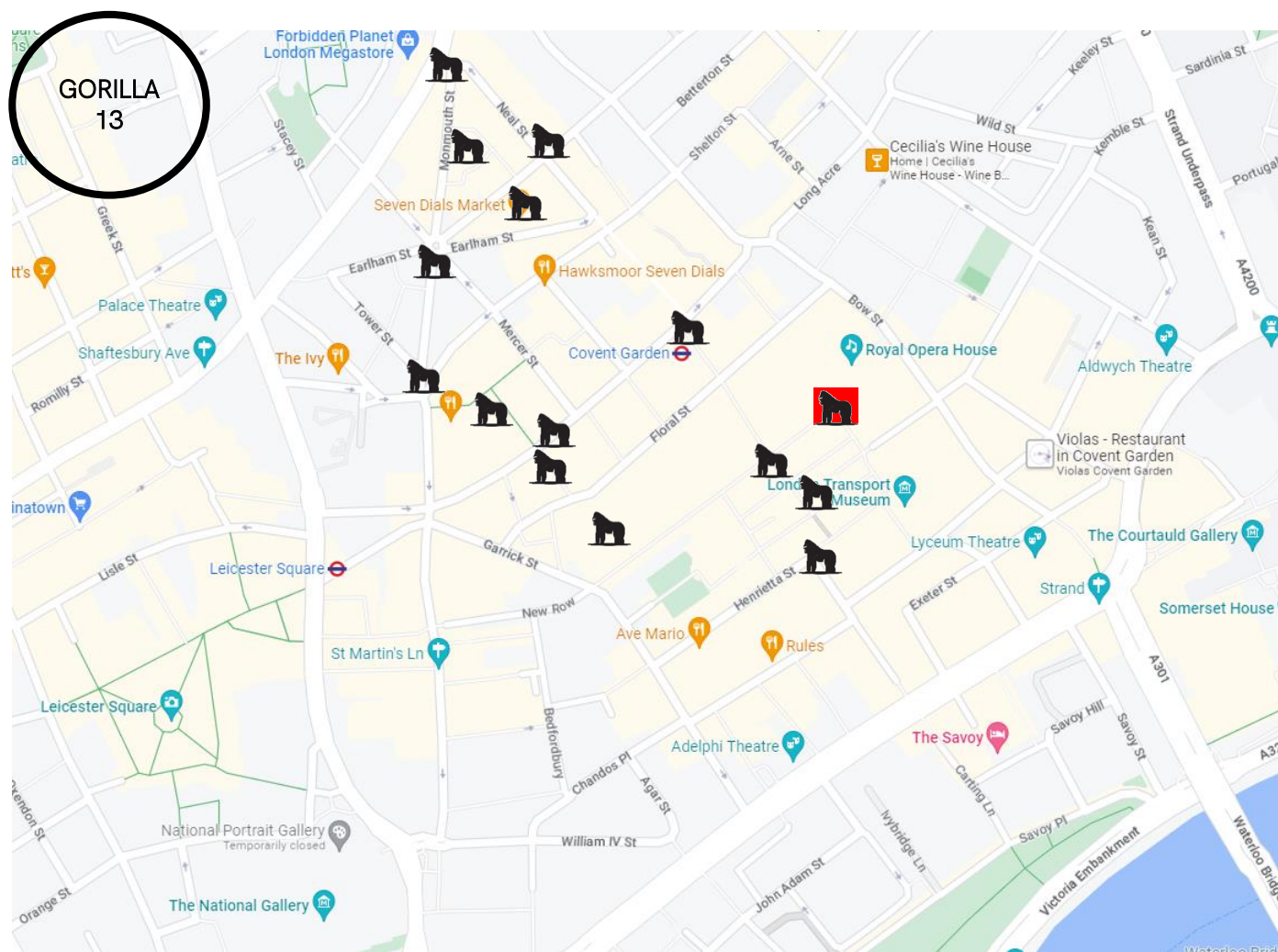
GORILLA  
12



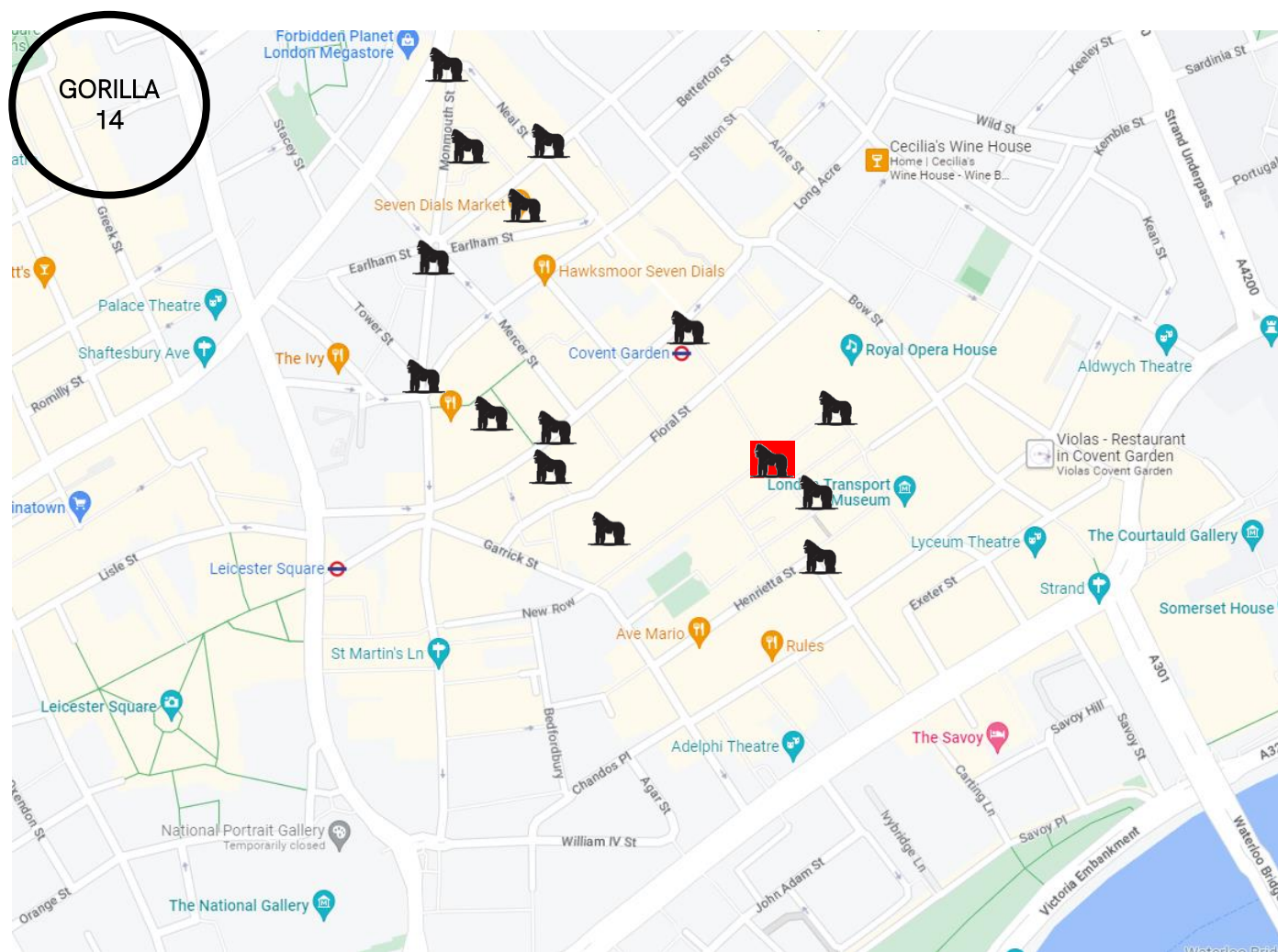
\*Shaftesbury Capital ownership



GORILLA  
13

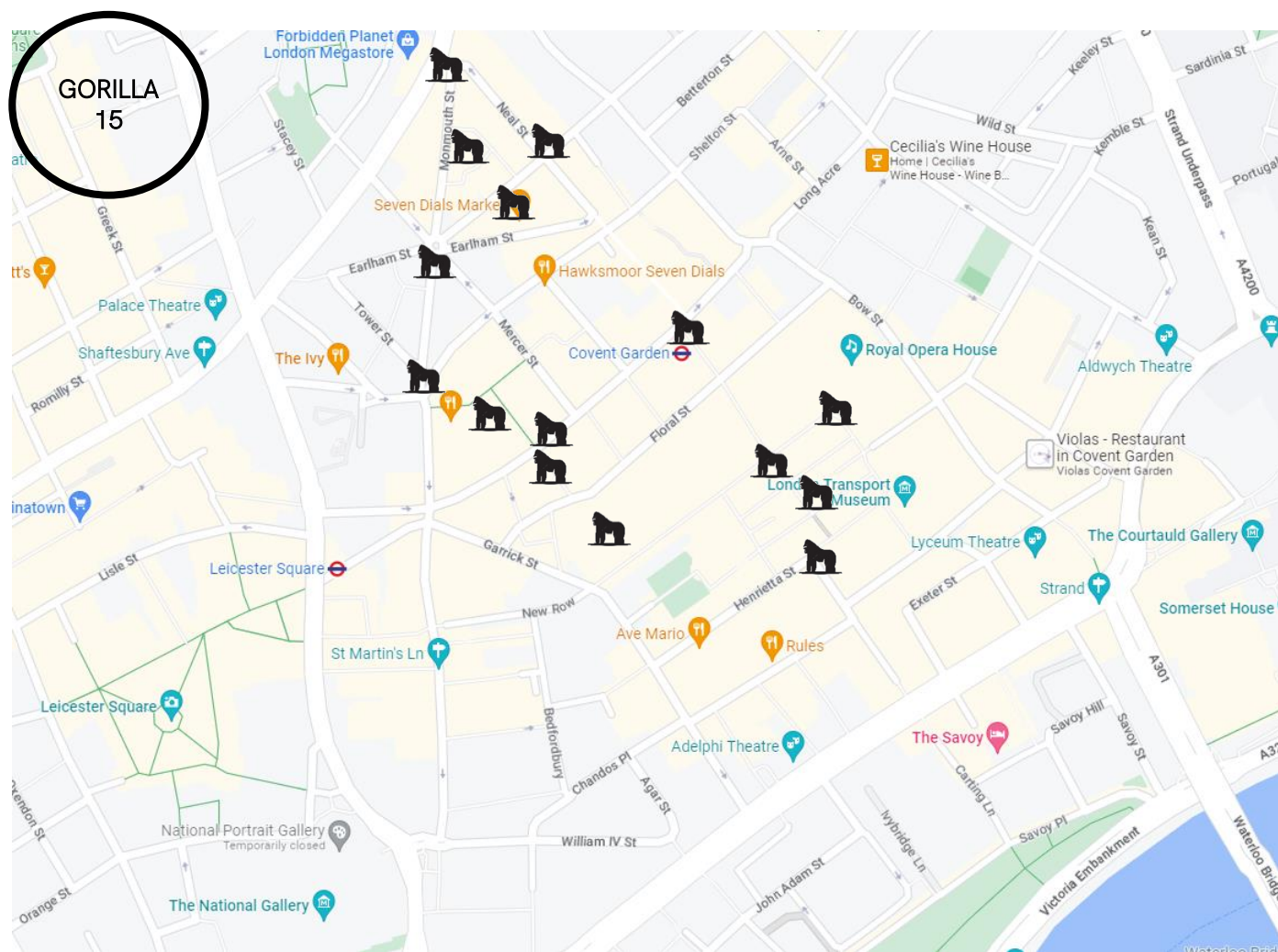


GORILLA  
14



\*Shaftesbury Capital ownership

GORILLA  
15

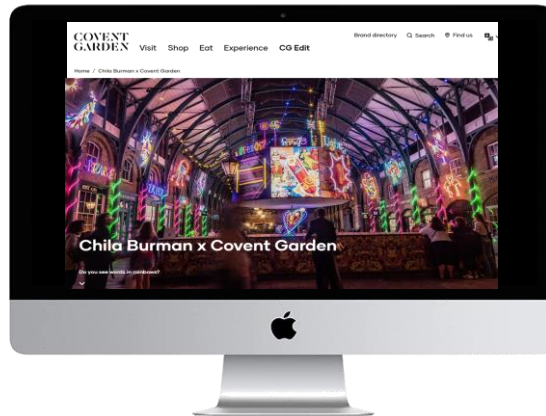


\*Shaftesbury Capital ownership

# Sculpture Trail - Communications

The Sculpture trail will be supported by a robust communications plan consisting of:

- **PRESS** to drive broad coverage across multiple media verticals consisting of launch activity, domestic and international media tours and PR plan considerate of consumer lifestyle, property and industry sectors.
- **DIGITAL & SOCIAL** to raise awareness of the physical trail across all Covent Garden channels. Consisting of bespoke editorial, influencer activity, traffic driving promotion and inclusion in paid advertising and email newsletters.
- **CHINA CHANNELS** that raise awareness of the trail as a brand new attraction as part of the 2023 Covent Garden consumer acquisition plan. Driving user generated content and inviting relevant influencers.





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