

Talking Statues - June 2013

If statues could talk what would they tell us? What would the Broad Family in Broadgate have to tell us, given half a chance? And what about the famous Boy and Goose statue on Poultry. Most of us hardly notice the statues around us. Talking Statues aims to change this. Sing London will work with theatres, playwrights, actors and local authorities to bring London's civic statues to life.

Talking Statues puts words into the mouths of statues. Talking Statues is wide reaching, press friendly and has a marvellously simple way to initiate public engagement and participation. Using dramatic narrative, we will persuade people to look differently at the statues around us.

Technology

Talking Statues will be accessed via mobile telephone and as a GPS App. Time Out are the digital

Public engagement

- **The project is press friendly** and will capture the imagination of public and press alike
- **A simple public engagement programme** will delight the wider public - and will generate extensive publicity
- **The Schools outreach programme** works equally well in primary and secondary schools. The content is all about writing for characters and creating monologues. Pupils will write speeches for statues near their schools. Winning entries will be recorded.

Marketing Talking Statues

The project's originality and celebrity involvement is sure to generate extensive media coverage. Time Out are the digital partner which will give extra coverage. Apple have agreed to put the App on their homepage during the launch.

Project longevity

The project has a long life span. In fact those statues, need never stop talking! Each year more talking statues can be added.

Working with The City of London

We would like to focus on statues in 2 London boroughs: Westminster and in the City of London. We hope that members of City of London Cultural team may work with us to:

- identify 10 suitable statues
- develop suitable temporary signage which is non marking to identify talking statues.
- Involve local schools in accompanying education programme

We are Sing London – the non profit arts organisation who deliver wide reaching projects in public spaces. Our projects aim to connect people to the spaces around them and in so doing, to lift public spirit. We produced London's Street Pianos project – bringing on board City of London Festival. This summer we were funded by Sport England to install 700 public ping pong tables in landmarks across 8 cities. Our projects generate extensive press coverage. To demonstrate this, I've attached a list of coverage generated by our last project -Talking

Bins. Publicity for Ping has been extensive, right across the world. To see more about Ping coverage generated, please go to [www. Pingengland.co.uk](http://www.Pingengland.co.uk).

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