



SCULPTURE IN THE CITY

13th Edition (2024/25)



Top line results



422
Artist
submissions

14
Shortlisted
artworks

10
New
artworks

29
Activations
and tours

36
School
workshops

194
School
Children

78
Press
Articles

£22m
Advertising
Value

10
Project
Partners

8
Project
Patrons

Press Highlights



July – September 2024

PR delivered by Flint Culture.

Press preview on 23 July 2024, with **17 key media contacts** in attendance. Secured segment on **ITV News London**, which aired that day and featured interviews with the artists and Stella Ioannou.

Press highlights include **The Telegraph**, **The Guardian**, Euronews, BBC Radio London, City AM, Time Out London, **ELLE Decoration** and Conde Nast Traveller.

78 items of coverage

148m reach of coverage to date

22m estimated advertising value equivalency

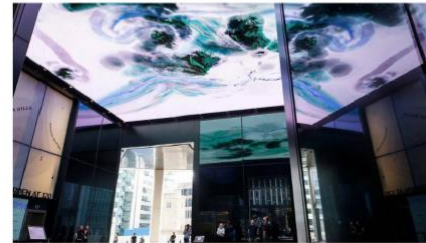


The City of London has been filled with awesome new public sculptures

Sculpture In The City is back once again for its 13th edition – with 10 new sculptures



Written by Eddy Frankel
Art & Culture Editor
Thursday 1 August 2024



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CITY A.M.

SCULPTURE IN THE CITY Art exhibition showcases artists in the Square Mile



Sculpture in the City is now open across the Square Mile to blend artwork and iconic architecture. This year features the work 'Kissing Gate' by Maya Rose Edwards, situated in Aldgate Circus.

ELLE DECORATION

Lifestyle & Culture + Art

The artworks to spot at Sculpture in the City 2024

The annual celebration of public art kicks off on 24 July – these are the pieces to make a beeline for...

BY CLARE SARTIN PUBLISHED: 23 JULY 2024



The Telegraph



A capital exhibition Sculpture in the City, the annual public art exhibition set among the architecture of the City of London, is now in full swing. It includes 17 pieces by 13 artists, including Temple by Richard Mackness, and is organised by the City of London Corporation and Lacuna, a leading cultural studio.

Social Media

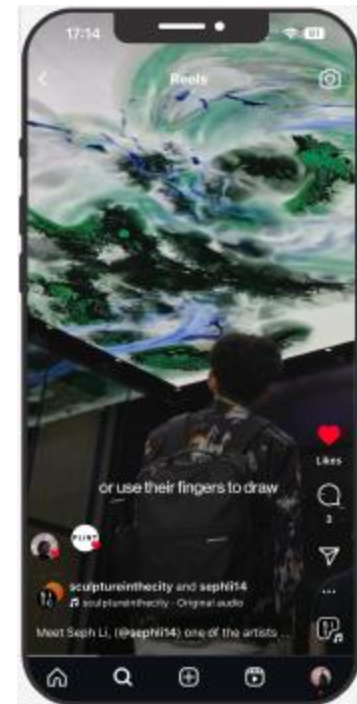
July – September 2024

Promotion across core social media channels (Instagram, X and Facebook) with diversified formats - videos, carousels and stories.

Key campaign moments - launch of 13th edition (24 July), London Sculpture Week (19 Sept), Little Art Critics TV, Interviews with the artists (Vanessa da Silva and Seph Li), the launch of three new installations in September.

Amplified the reach through partner collaborations - City of London, The Line, Bloomberg Connects, Young Film Academy and others

-  **+911** new followers (all channels)
-  **46,917** total post organic reach (IG and FB)
-  **46,646** video views (all channels)
-  **74,239** total organic post impressions
-  **3,070** likes (all channels)
-  **393** link clicks



Bloomberg Connects and Website Highlights

Enhancing the visitor experience through digital channels:

Accessibility and engagement are essential to enhancing the visitor experience. Digital platforms offer interactive features that enhance their experience.

Access to exclusive artist interviews, detailed descriptions of the sculptures, events and interactive maps to guide them through the installations.



Bloomberg Connects App

- **791 users** between July - September



Website | sculptureinthecity.org

- **17,640 users** between July – September, 40% increase YoY.
- **54,342 page views** between July – September.



Artworks and Artists

Highlights from the 13th edition:

Julian Opie's *Charles. Jiwon. Nathaneel. Elena.* – a new series of sculptures, making its first appearance to the public.

The participatory artworks inviting visitors to kiss, sit, lean & stand through **Maya Rose Edwards'** *Kissing Gate* and **Samuel Ross'** *CAUCUS*.

The new addition of 40 Leadenhall Street to the project with **Daniel Silver's** two *untitled* sculptures.

[Watch draft
SITC 13th Edition
reel here](#)

*Freshers Takeover: The Tour with Role Play, September 2024,
Sculpture in the City, City of London*



Activation Programme

Objective: to diversify the offer to a broader demographic including families, children, workers, cultural seekers and students.

New partnerships:

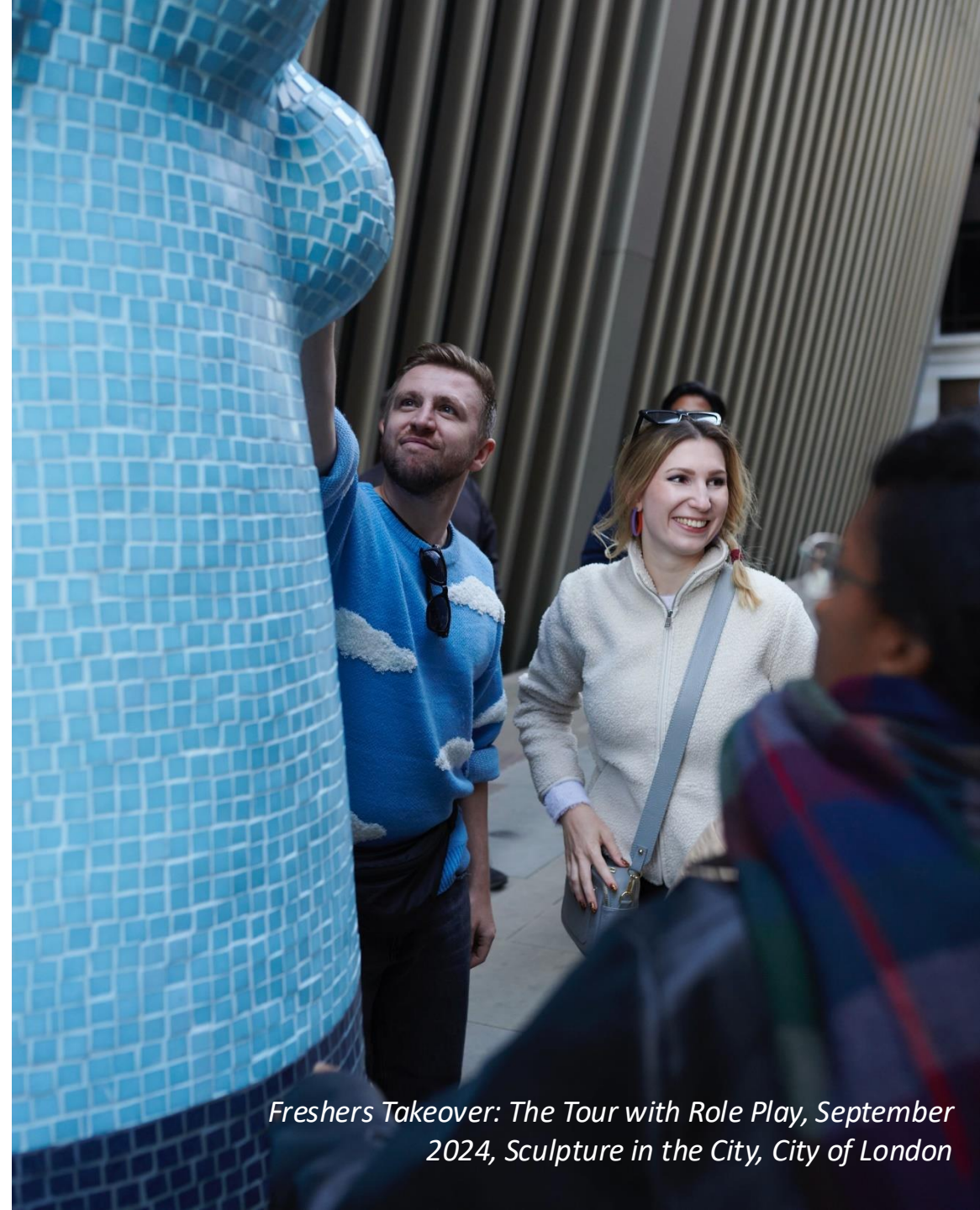
- *Art on the Skyline: Cocktail & Create* with 14 Hills at 120 Fenchurch Street
- *Freshers Takeover* with Fino at Fazenda at 100 Bishopsgate

Outputs:

- 20 events
- 300+ attendees
- 3k printed family trail maps

Outcomes:

- 75% local workers audience who don't frequently attend EC BID or Sculpture in the City events
- Nearly 100% of guests would attend the events again
- 50% enjoyed a meal and/or drink in the area



Freshers Takeover: The Tour with Role Play, September 2024, Sculpture in the City, City of London

Activation Programme

May 2024 – March 2025

- Muamba Movement (3 events, Aug)
- Little Art Critics TV (2 events, Aug)
- Family Trail Map (3k distribution, Sept)
- Guided Tours of the 13th edition (4 tours, Sept)
- London Sculpture Week Symposium (1 event, 25 Sept)
- Guided Artistic Director tour (2 tours, 26 Sept)
- BSL Guided tours (2 event, May & Sept)
- Art on the Skyline: Cocktail & Create (1 event, 27 Sept)
- Freshers Takeover: Tour with Role Play (1 event, 28 Sept)
- Freshers Takeover: The Silent Tour (1 event, 29 Sept)
- Art on the Skyline: Cocktail & Create (1 event, 13 Feb)
- Female Rage Club (1 event, 7 & 27 Mar)

*Freshers Takeover: The Tour with Role Play, September 2024,
Sculpture in the City, City of London*



Activations Programme



Muamba Movement Courtesy of EC BID © Mickey LF Lee

London Sculpture Week

Activation Programme

21-29 September

Born out of a collaboration between Sculpture in the City, Frieze Sculpture, The Line and the Mayor of London's Fourth Plinth Programme, London Sculpture Week returned this year, supported by Bloomberg Connects. The shared ambition of each programme was to elevate London's public art offering and to bring contemporary sculpture to the widest possible audience.

A new addition saw London Sculpture Week's first **Symposium** at London Metropolitan University with partner curators, artistic directors and honorary artists. A **panel discussion on public art**, Sculpture in the City was represented by Artistic Director Stella Ioannou and 12th & 13th edition artist Vanessa da Silva.



London Sculpture Week: Symposium, September 2024, Sculpture in the City, City of London

Activations Programme



Watch
Little Art
Critics TV
here

Little Art Critics TV Courtesy of EC BID © Adrian Pope

Activations Programme

“It was a well put together event. Fills a gap for people who want to find out more about contemporary artists & works but aren't *on the scene* ”

Callum Given, Art on the Skyline Cocktail & Create

“It will definitely encourage me to spend more leisure time exploring in the City”

Deborah Harouma, SITC Guided Tour of the 13th edition

“This is the most amazing event and celebration of the City.”

Anonymous, Freshers Takeover – The Silent Tour

“Great initiative to highlight art in an area of London that we would not associate with art. Keep going!”

Jeremie Dube, Freshers Takeover – The Tour with Role Play

“These sorts of events really make a city special”

Jack Harlow, The Tour with Role Play

Activations Programme



Art on the Skyline: Cocktail & Create September 2024, Sculpture in the City, City of London

Activations Programme



Freshers Takeover: The Tour with Role Play, September 2024, Sculpture in the City, City of London

Education Programme

Education Workshops 1

12 – 27 September

Education Workshops 2

2 – 25 October

- 4 workshops for 9 local schools, Sept - Oct 2024
- Delivered to date - **18 out of the 36** workshops
- Expect number of **school children** – 194

Thank you to all the staff from your organisations who have volunteered at the workshops and for the venues provided.

The Family Trail

Urban Learners' SITC Family Tours took place on **Saturday 24th August and 14th September.**

8 tours were delivered to **29** participants.

3k Family trail maps printed and distributed across the City.



Partnerships

Pipeline of 30 businesses approached Jan to May.

Project Partners

- Retained: 10
- Lost: 1
- Newly secured: 0
- EC Bid increased partner funding contribution to include activations and promotion.

Patrons

- Retained: 4
- Lost: 1
- Newly secured: 4

Project Partners:

Activations & Promotions Partner: **Project Patrons:**

EC BUSINESS IMPROVEMENT DISTRICT

Aldgate Connect BID | Eric Parry Architects | Foster + Partners | Generali/Munich RE | Gleeds | Merchant Land | Mtec | Price & Myers