

#### **Artworks and Artists**

#### Highlights from the 14<sup>th</sup> edition:

Highlights include three new artworks by four new artists to the 14th edition.

- A new large-scale sculpture by Andrew Sabin, outside 70 St Mary Axe, Looping Loop which was created using a new eco conscious material.
- Ai Weiwei's cast-iron tree root sculpture *Roots: Palace* at St Botolph without Bishopsgate. Part of a series created in collaboration with Brazilian artisans and communities by moulding sculptures from the roots and trunks of endangered Perqui Vinagreiro trees, the work explores uprootedness.
- A new work by artist duo Jane & Louise Wilson Dendrophiles, highlighting hidden stories beneath London's modern architecture, situated beneath the escalators of The Leadenhall Building. The artwork is a continuation of the themes explored in the site-specific commission, Performance of Entrapment, presented at London Mithraeum Bloomberg SPACE.





# **Press Highlights**



July – September 2025

PR delivered by Flint Culture.

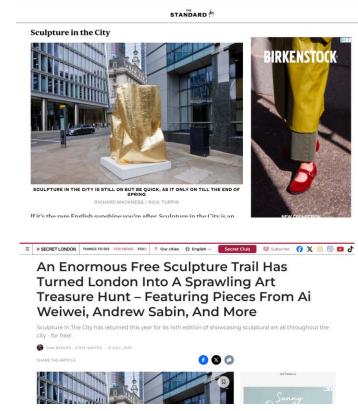
**Press preview** on 15 July 2025, with **17 key media contacts** in attendance.

Press highlights include a review in The Guardian (print and online), coverage in Secret London and City A.M., an interview on BBC Radio London, and round-ups in The Art Newspaper, The Evening Standard, The Guardian, and Londonist.

119 items of coverage (50.6% increase from last year)

453m reach of coverage to date (206.1% increase from last year)

4.2m estimated advertising value equivalency (842.9% increase from last year)





# B B C RADIO LONDON



#### **Social Media**

#### June – August 2025

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

Key campaign moments -

- 14th edition announcement on 19 June
- 14th edition public launch on 16 July

Amplified the reach through partner collaborations -

• 7x collaborators across 5x collab posts

279 new followers (IG and FB)

48,084 total post organic reach (IG and FB. \*+2.5% YoY)

16,968 video views (IG and FB)

2.51% engagement rate (3.01% IG and 1.57% FB)

2,089 interactions incl. likes, and reactions (IG and FB)

356 link clicks and sticker taps



#### Open Now carousel, 16,07,25

Views: 14,347 Reach: 6,425 Interactions: 523 Shares: 35



an rtist )jan\_wd3 .5k followers



#### <u>Naureen Paley</u> Gallery

@maureenpaley 75.1k followers



It's Nice That Media publication @itsnicethat 1m followers

# **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**

- 2,593 impressions between July –
   September.
- **163** QR scans between July September.



### Website | sculptureinthecity.org

- **163** QR scans between July September.
- **11,287** users between July September.
- 28,610 views between July September.



# **Activation Programme**

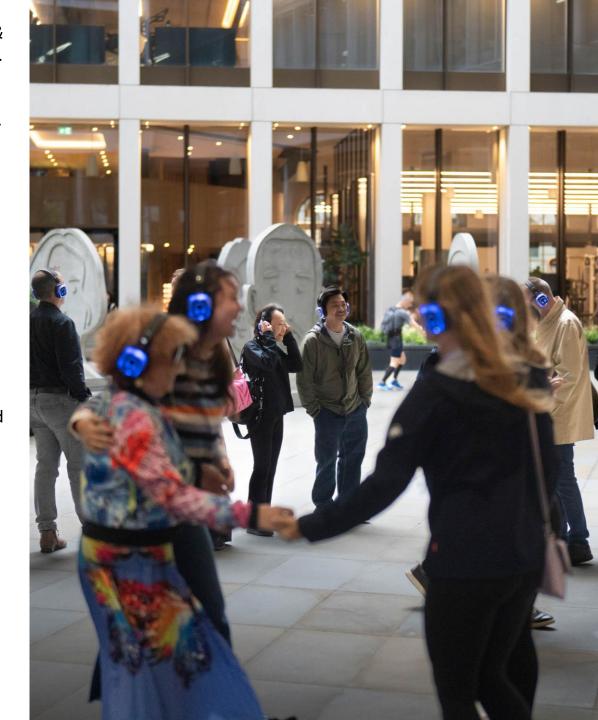
Supported by Eastern City BID. Curated & produced by LACUNA.

**Objective:** to deliver a broad programme which engages diverse audiences from young children through Little Art Critics TV, to local workers through our Sculpting Perspectives talk series.

#### New partnerships:

Partnerships are continuing to develop as part of the ongoing curation & production of the activation programme. They include:

- Young Film Academy as part of Little Art Critics TV
- MSCTY as part of MSCTY X SITC: Silent Disco
- Bloomberg as part of the Archaeology, Mythology & Contemporary Art tour led by artist duo, Jane & Louise Wilson on Tuesday 23 September.
- Deaf architect & art guide Martin Glover (a.k.a. Digitspace) as part of the BSL Guided tour of the 14th edition during London Sculpture Week.
- Frieze Sculpture as part of the Sculpture Switch tour with Frieze Sculpture artist Lucia Pizzani who led the 14th edition of SITC during London Sculpture Week on Saturday 27 September, and SITC AAB Member, Vanessa da Silva who led Frieze Sculpture's most recent exhibition.
- David Rosenberg of Velorose Gallery as part of The Canvas tour which explored the urban canvas and context for art and how it impacts how it is experienced by the viewer on Thursday 25 September as part of London Sculpture Week.
- Cloak & Dagger Tattoo studio as a partner for The Canvas tour which offered three
  people the chance to become the canvas of one of three permanent tattoo designs
  inspired by artworks in the exhibition. Tattoos took place on Sunday 28
  September as part of London Sculpture Week!



# **Activations Programme**

# Eight activation events have been delivered. Data captured so far:

- MSCTY X SITC: Silent Disco at 100 Bishopsgate on Thurs 24
  July 2025. 31 attended (64% local worker audience, 36%
  cultural seeker).
- Little Art Critics TV at all artwork locations on Sun 27 July 2025. 23 attended (age range 6- 14 years).





Little Art Critics TV Courtesy of Eastern City BID © Adrian Pope

## **Activation Programme**

#### **July 2025 – March 2026**

24 July: MSCTY X SITC: Silent Disco at 100 Bishopsgate

27 July: Little Art Critics TV at all artwork locations

22 Sept: A Walk to Mark the Turning of the Light, led by SITC artist Oliver Bragg

23 Sept: Archaeology, Mythology & Contemporary Art, led by artist duo Jane & Louise Wilson

25 Sept: The Canvas tour, Led by David Rosenberg of Velorose Gallery

27 Sept: The Sculpture Switch, led by Frieze Artist Lucia Pizzani and Vanessa Da Silva

28 Sept: The Canvas tattoos, designed and tattooed by Cloak & Dagger Tattoo studio

28 Sept: BSL Guided Tour, led by architect & art guide Martin Glover

Oct: Sculpting Perspectives: The Art of Connection talk

Feb: Cocktail and Create event

Mar: Sculpting Perspective talk

April: Dining Experience



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

# **London Sculpture Week**

**Activation Programme** 

20th – 28th 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.

#### Programme:

- Four curated tours and one BSL guided tour
- LSW Symposium: Sculpting the Future: Memory, Imagination and the Public Realm, Friday 26 September, 1.00-6.00pm hosted by The Warburg Institute in collaboration with CREATURE (Research Centre for Creative Arts, Cultures and Engagement) at London Metropolitan University



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

# **Education Programme**

### **Education Workshops**

**16th September – 17th October** 

- 24 workshops for 6 local schools
- Delivered to date 5
- Expected number of school children 120

Thank you to all the staff from your organisations who have signed up to volunteer at the workshops and for the venues provided. There is still the opportunity for sign-ups!

 Urban Learners also have applied to the City Infrastructure Levy Neighbourhood Fund to deliver wider activities that engage primary school students, City families and communities with SITC in the Spring Term. The outcome of the CILN application is expected next month.

### **The Family Trail**

3000 Family trail maps printed and distributed across the City, and available to download on the SITC website.

A Sculpture in the City family day at Guildhall Art Gallery is planned for 29th October.

