



AN  
**ARTICHOKE**  
PROJECT

SUPPORTED BY  
**MAYOR OF LONDON**

**Press Release: 14<sup>th</sup> January 2016**

**First ever Lumiere London launches today, 14<sup>th</sup> January 2016**

**Spectacular free-to-attend four-night event to chase away the January blues and show the city in a new light.**

Developed by creative producers Artichoke and supported by the Mayor of London, *Lumiere London* runs from **14<sup>th</sup>-17<sup>th</sup> January 2016, 6.30-10.30pm**. Free to attend, the festival will re-imagine London's urban landscape and architecture in 30 artworks across four main areas: King's Cross; Mayfair and Grosvenor Square; Piccadilly, Regent Street, Leicester Square and St James's; and Trafalgar Square and Westminster.

With founding support from **Atom Bank, Bloomberg Philanthropies, Heart of London Business Alliance, London & Partners** and **King's Cross**, plus additional support from a host of partners and sponsors, including **Westminster City Council**, *Lumiere London* will transform parts of London's West End and King's Cross into a glittering pedestrian playground.

*Lumiere London* aims to attract Londoners and tourists alike into the heart of the capital during what is traditionally one of the quieter months of the year. Festival visitors are being encouraged to explore the dazzling night-time gallery on foot, discovering parts of the capital for the first time and seeing familiar sights in a new light.

There are easy walking routes between many of the 30 exhibits and plenty of opportunities to stay and linger over a drink or a meal at the many venues and attractions along the way.

Suggested walking routes include: from Leicester Square through to Trafalgar Square and Westminster Abbey; from Piccadilly Circus to Grosvenor Square via Piccadilly Arcade and St James's; along Regent Street via Carnaby to Oxford Circus; and from Euston Road to King's Cross, Granary Square and beyond. The festival map is available to download at [www.visitlondon.com/lumiere](http://www.visitlondon.com/lumiere) and will be distributed to festival visitors in London's West End and King's Cross during the event.

Founding Partner Bloomberg Philanthropies is working alongside Artichoke to enhance public engagement with *Lumiere London* and will host 'The Heart and Soul of the City' on Friday 15<sup>th</sup> January, an event at which *Lumiere London* artists will discuss and debate the life of the city, the public realm and how they can be transformed by communities and artists. For further details see [www.visitlondon.com/lumiere](http://www.visitlondon.com/lumiere).

Artichoke has worked with Team London, the Mayor's volunteering programme for London, to recruit over 200 volunteers from across the capital; from sharing knowledge of the city and recommending places to eat and drink, they will assist audiences in discovering more about the artworks and help make the festival a success.

The full festival programme is attached in the press pack and can be downloaded along with further details and images from the press area on the dedicated website created by lead media partner London & Partners: [www.visitlondon.com/lumiere](http://www.visitlondon.com/lumiere).

## **ENDS**

**Follow the conversation using hashtag #LumiereLDN**

### **For further information, interviews and images contact:**

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### **Editor's Notes**

**Find out more about planning your journey during *Lumiere London* at [tfl.gov.uk/lumiere](http://tfl.gov.uk/lumiere)**

### **About Lumiere**

*Lumiere* was created by Artichoke in Durham in 2009, and has been recommissioned by Durham County Council every two years since then. In 2013, Artichoke also produced *Lumiere* in Derry~Londonderry UK City of Culture, commissioned by Culture Company 2013. In November 2015, the festival returned to Durham for the fourth time, attracting an estimated 200,000 visitors to the city. [lumiere-festival.com](http://lumiere-festival.com)

### **About Artichoke**

Producers of extraordinary live events, Artichoke is one of the country's leading creative companies and is a registered charity, funded by Arts Council England. At Artichoke we use art to undermine the mundane and disrupt the everyday, and create a new kind of world that we'd all like to live in. Our previous projects include Royal de Luxe's *The Sultan's Elephant*, which brought an estimated one million people onto the streets of London in 2006; *La Machine's* 50-foot high mechanical spider for Liverpool's Capital of Culture celebrations in 2008; Antony Gormley's *One & Other* 100-day long invasion of the Fourth Plinth in Trafalgar Square in London in 2009; and Deborah Warner's commission for the London 2012 Festival, *Peace Camp*, a nationwide celebration of landscape and poetry, which took place across eight separate sites around the UK; and most recently, *Temple* by David Best in Derry~Londonderry, attended by more than 60,000 people. Artichoke creates and produces *Lumiere*, the UK's largest light festival, which has been staged in the medieval English city of Durham every two years since 2009; and in Derry~Londonderry in Northern Ireland as part of the celebrations for City of

Culture 2013. It returned to Durham in November 2015 attracting an estimated 200,000 visitors. [www.artichoke.uk.com](http://www.artichoke.uk.com)

### **Mayor of London**

The Mayor supports a range of events, projects and initiatives aimed at showcasing London as a cultural capital, bringing new life to high streets across the city and attracting tourists and investment. These range from investing in the Fourth Plinth programme to the London Design Festival, London Film Festival and London Fashion Week; investing in London's town centres and high streets through the London Regeneration Fund and the High Street Fund; supporting a wide range of events across the capital, including the ambitious The Streets and Circulate festivals, which took place in the outer boroughs; and developing a vision aimed at promoting London's smaller and more local cultural in every borough across the capital. [www.london.gov.uk/culture](http://www.london.gov.uk/culture).

### **LUMIERE LONDON FOUNDING PARTNERS**

#### **Atom**

Atom is a start-up bank, not yet launched, but was granted its licence by the Bank of England earlier this year. Founded over a year ago and based in Durham, Atom has a growing team of 160 people drawn from across the country, working with partners to bring pioneering technology to Europe for the first time. Atom is building the UK's first bank designed specifically for digital, offering easy and convenient banking, along with unique and engaging ways to manage money.

#### **Bloomberg Philanthropies**

Bloomberg Philanthropies' mission is to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: public health, environment, education, government innovation and the arts. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation and his personal giving. In 2014, Bloomberg Philanthropies distributed \$462 million, and it has a history of supporting creative and innovative public art. In 2014 alone, Bloomberg Philanthropies supported artist Tobias Rehberger's *Dazzle Ship* in London as part of 14-18 NOW, WW1 Centenary Art Commissions, and the Liverpool Biennial; *We the People*, Dahn Vo's multi-site exhibition in New York City, organised by Public Art Fund; and Doug and Mike Starn's *Big Bambú* installation in Jerusalem. In 2015 it launched the Public Art Challenge, encouraging temporary public works of art in cities across the U.S. For more information, please visit [www.bloomberg.org](http://www.bloomberg.org) or follow us on [Facebook](#), [Instagram](#), Snapchat: Bloombergdotorg and Twitter: [@BloombergDotOrg](#).

#### **Heart of London Business Alliance**

Our role at Heart of London Business Alliance is promote the district to a global audience, ensuring that the area is renowned as a hub for business, education, culture and leisure and remains an integral part of the Capital for people to visit, live, trade and work in. Leicester Square, Piccadilly Circus, Piccadilly and St James's welcomes over 130 million visitors annually and is home to an eclectic mix of renowned art and theatre institutions, heritage sites and cultural landmarks, as well as a thriving shopping and hospitality scene.

#### **King's Cross**

King's Cross is a critically acclaimed 67 acre, 8 million sq ft development in Central London. The developer, the King's Cross Central Limited Partnership, is creating a piece of the city, which includes 20 new and refurbished office buildings, nearly 2,000 new homes, as well as new shops and restaurants. Aside from the sheer scale, what

makes King's Cross different is the determination to create an interesting place with a varied mix of uses. The area benefits from a lively and diverse arts and events programme that makes use of the world-class public spaces that are being delivered.  
[www.kingscross.co.uk](http://www.kingscross.co.uk)

### **London & Partners**

London & Partners is the official promotional company for London and owns and manages VisitLondon.com, the digital home for *Lumiere London*. We promote London and attract businesses, events, congresses, students and visitors to the capital. Our aims are to build London's international reputation and to attract investment and visitor spend, which create jobs and growth. London & Partners is a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners. [www.londonandpartners.com](http://www.londonandpartners.com)

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### **WITH THANKS TO**

Athenaeum Hotel  
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Beaumont Hotel  
Daniel Peltz  
Fortnum & Mason  
House of Illustration  
The Ritz  
Mercedes Zóbel