

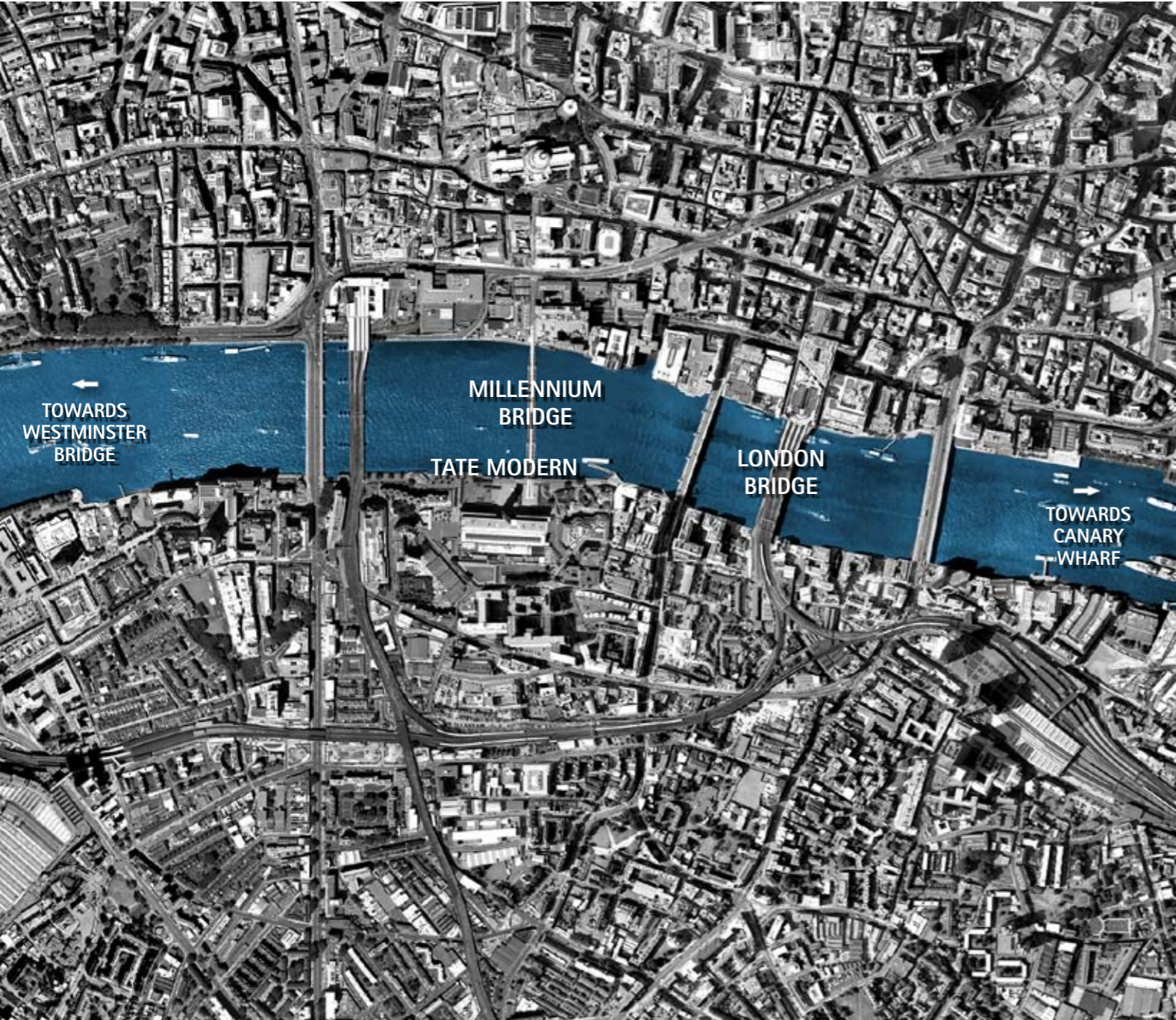
bit.fall by Julius Popp DRIFT 2010

Illuminate
Productions



London's third biennial art exhibition on the River Thames

June – August 2012



The exhibition will take place over 8 weeks from Westminster Bridge to Tower Bridge and Canary Wharf

“DRIFT has been a brilliant addition to life in London”

John Newbigin - Freelance Strategy Consultant, formerly Head of Corporate Relations for Channel 4 and Special Advisor to the Secretary of State for Culture, Media & Sport

“DRIFT has easily become the leading edge in site-specific, avant-garde art experience in the UK and perhaps in Europe”

Dominique Nahas, Curator and Critic (USA)

Introduction...

DRIFT brings together the public, artists and corporate citizens in a unique way to create an inspiring and thought-provoking statement about London.

Drift 2012 will be the third in a series of biennial exhibitions set on the River Thames and London's docks. The show is curated and produced by Illuminate Productions and will offer an exciting spectacle for our community, national and global audiences.

A series of strategically placed artworks in, alongside, and over the river Thames in central London, DRIFT, will build the profile of the Thames as an international art venue in the run up to the London 2012 Olympics and beyond. The exhibition enhances London's vibrant cultural scene and is focused on one of the best-known rivers in the world. DRIFT 2012 will transform and enrich a vast section of the river creating a dramatic visual landscape.

Partner with us...

DRIFT provides a thrilling and stimulating experience for Londoners going about their daily business or making a specific trip to see the exhibition. During the 2010 exhibition we engaged nearly 8 million residents and visitors and received extensive media coverage in London, nationally and internationally. DRIFT 2012 will provide a superb platform to highlight your support of the arts and London. In these difficult times, when people are less able to pay to visit an exhibition – or have the time to visit one – you can give them a free and totally unexpected art experience.

Join DRIFT. In an Olympic year, this is a particularly attractive opportunity:

- DRIFT begins at least a month prior to the Olympics and runs throughout the summer
- We are able to offer our sponsors unique and attractive opportunities - including private riverboat trips, artists talks, and employee/team building events
- Our small and dedicated team is committed to working with our sponsors to ensure that their objectives are fully met
- The Thames - our exhibition space - boasts low advertising density and offers maximum exposure
- We offer a distinctly different and cost effective alternative to conventional Olympic sponsorship
- We distribute individual and identifiable print widely, host popular websites and for the first time this year will be running extensive social media and viral campaigns

Without you we would not be able to bring intriguing and inspiring work to London; with us your commitment to London and its people can be firmly cemented. We truly bring art and the unexpected to the people.

If this inspires you and you would like to talk to us about partnership and sponsorship opportunities – please call us on +44 (0) 207 3579003 or email on info@drift-london.co.uk – We promise you will be pleasantly surprised.



Ghost Bridge, Light Installation by Keith Bowler, DRIFT 2008

DRIFT 10 Statistics

Exhibition Footfall: 8 million (an increase of 40% on 2008).

Media: Feature coverage by main broadcasters in UK, France, Germany, China and beyond. Reached over 40 million worldwide.

Participation: 1000s of individuals actively participated through pre-event production, volunteering opportunities, workshops, family activities and competitions.

Making contemporary art freely available to the public is at the core of everything we do

Our record so far...

DRIFT is a forward-thinking, non-profit organisation run by passionate people presenting the work of established, emerging and accessible artists to a diverse audience in unusual and intriguing environments - sparking interest, discussion and enthusiasm for contemporary art.

In **2008**, DRIFT was the first contemporary art show to be held on London's lifeline - the Thames. Seven installations took root along the river it's banks and bridges and flourished there for six weeks. This unique and ambitious exhibition set out to inspire the public. We were overwhelmed by people's hunger for artistic stimulation.

In **2010** we built audience interaction and participation through artworks such as Julius Popp's stunning bit.fall installations which continued to amaze and engage audiences. The typographical waterfalls featured a cascade of words from live news feeds that fell through a curtain of water droplets directly into the Thames. bit.fall was seen at two locations on the river: the business and shopping district at Canary Wharf, and London's cultural quarter on Bankside.

Installation artist Frank Bölter charmed home and international audiences with his moving performances of *To The World's End*. The performances, in which volunteers helped fold and launch an origami paper boat on the waterside before the artist sailed away in it, have brought Frank Bölter to international attention. His story has been covered by media from Canada to China, and has been spread virally on the web by bloggers and via Twitter.





Media Coverage...

The media campaign proved to be a huge success with coverage reaching audiences across the UK of over 22 million.

Feature coverage included a broad and diverse range of high profile coverage across all media including TV, Radio, national print, online and broadcast media, (including BBC news, The Evening Standard, Metro, City A.M, The Arts Newspaper, The Independent, The Telegraph, The Guardian, The Mail, Critics Choice in Time Out). International coverage went as far afield as China, Germany, Japan and Canada and included TV features and print articles (including Discovery Channel Canada, National Geographic Japan, The Wall Street Journal America, Global Times India, Repubblica TV Italy).

BBC News

[Click to view](#) - 2mins



The Independent

[Click to read article](#)



Discovery Channel Canada

[Click to view](#) - 90 secs



The Telegraph

[Click to read article](#)



The Evening Standard

[Click to read article](#)



CoolEdition

[Click to view](#) - 2min



Our most ambitious project to date

DRIFT 2012 will feature a diverse group of 12 British and international contemporary artists. Sculptors, painters, multimedia and installation artists will each create a site-specific work for the River Thames. Each artist will be given a different location to transform and enrich.

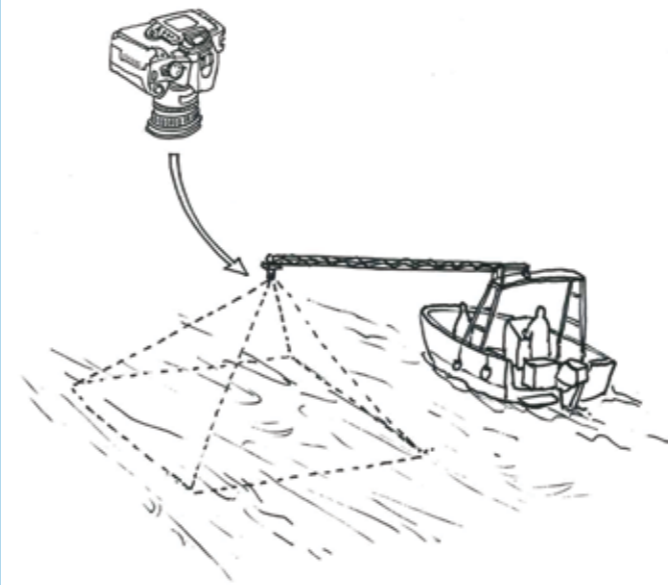
High-profile international artists will show alongside emerging talent. Many of the artists have work in major collections and galleries worldwide, including: Tate Modern (London), ICA (London), MOMA (New York), Centre Pompidou (Paris), Victoria and Albert Museum (London) and the Guggenheim Museum (New York).

Artists are carefully selected for their relation to the exhibition's subject matter, their ongoing commitment to innovative art practice, their willingness to expand the possibilities and their ability to adapt to the unique environment within a supportive environment.

There will be an international open submission through which two artists commissions will be chosen.

Each site-specific, commissioned piece will demonstrate the highest level of technical excellence, expertise and innovation in its field. Working with technicians, scientists and engineers, DRIFT artworks push the boundaries of technology and design.

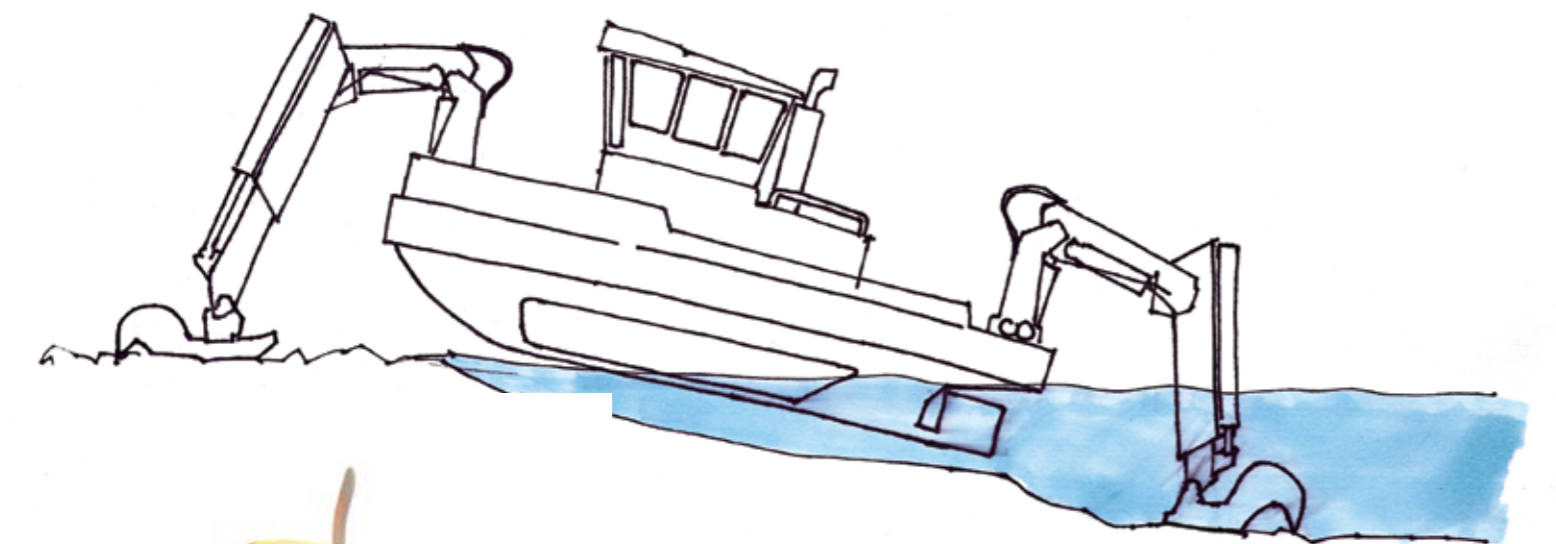
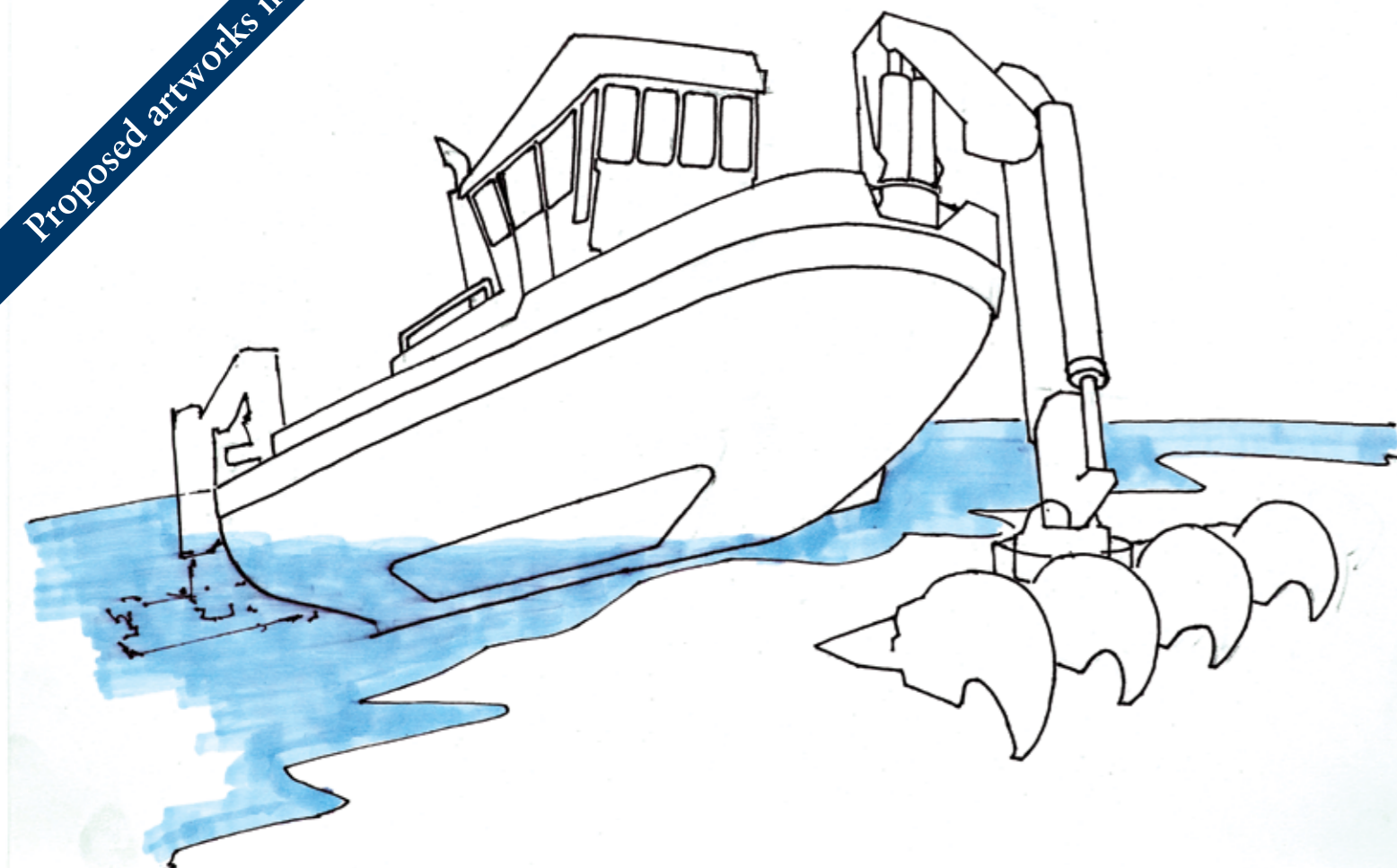
“a cast will be made of the river surface”



“11 eerie figures will glow from the waters”



Proposed artworks include:



“a boat will crawl onto the shore at low tide”

James Capper (Britain), *Walking Tug Boat*

DRIFT Events & Programmes

Exclusive Private Launch

The VIP DRIFT launch will be a fresh and exciting spectacle, taking place on a boat sailing between art installations. There will be a renowned art critic/curator as tour guide. Sponsors will mingle with participating artists, the art-world and a wide spectrum of private contacts interested in leading creativity. Guests will be exclusively invited.

The evening will combine cutting edge contemporary art and lighting design and will feature three live contemporary musical acts - the event will be an energetic and dynamic experience.

Boat tours

Each Saturday during the exhibition run, free boat tours with a tour guide, will be available hourly from 3 – 6pm for the general public. Tours will be available hourly from 3 - 6pm for the general public.

Film Boat

There will be a boat screening a series of artists films.

Participation and Education

As a non-profit organisation we are dedicated to running a range of public educational programmes alongside DRIFT 2012 providing participants with a unique opportunity to create their own artworks. Designed to appeal to all ages and abilities – from children to senior citizens – DRIFT workshops and training programmes will bring art to Londoners and visitors from every walk of life. In DRIFT 2012 we hope to use performance and sculpture to connect the public with professional artists and technical experts, giving all the chance to learn new skills and enhance their creativity, inspired by the river.



Drift People...

Caroline Jones

Co-founder, Curator and Creative Director. A graduate of Chelsea Art College (1997) with a Master of Fine Art (Painting), Caroline has extensive experience in creative thinking, artist development, lecturing, workshop leading, and art advisory roles.

Lucy Anderson Jones

Lucy is experienced practitioner, consultant and mentor in fundraising, strategy, marketing and evaluation across the not-for-profit and arts sectors. Lucy has previously curated exhibitions and commissioned public art as well as running Riverside Studios and the King's Lynn Festival.

Nigel Jones

Founder of Purple Tangerine a leading commercial sponsorship and partnership marketing company. Nigel has over 20 years experience in commercial sales and creative marketing. Previously worked for advertising and public relations businesses such as Saatchi & Saatchi and WPP.

Freelancers and Volunteers

Each project by Illuminate Productions consists of a diverse group of freelance professionals. We also have a wide-ranging volunteers' programme involving corporate groups, individuals and the local community.



Advisory Committee...

Nigel Kershaw

Nigel is Chief Executive of Big Issue Invest and Chairman of The Big Issue Co. Ltd. He is the founder of many award-winning social businesses and advisor to several others. He was honoured in 2008 as 'Good Director for Enterprise' by Director Magazine.

Mariele Neudecker

Mariele is an internationally recognised artist who has exhibited extensively internationally, including solo shows at Tate Britain and Tate St. Ives. She has won several awards and her work is included in many public and private collections, such as the Saatchi, the Arts Council and the Philip Morris.

Theresa Roberts

Theresa Roberts is Co-Chair of the Development Council of the International Slavery Museum – part of National Museums Liverpool – and is one of the foremost collectors of Jamaican art in the UK.

Jason Colchin-Carter

Jason is a venture capitalist investing in the diverse industries of media, the arts, energy, technology, green and ethical companies and property. He holds and MBA from Cass Business School... young entrepreneurs and artists. He is also a consultant on the creation of charitable foundations. Jason maintains strong ties in arts fundraising.

Una Devine

Una Devine is an award-winning journalist who has worked across radio, television, newspapers, magazines, and new media in London, Los Angeles and Dublin. Now based in London, she has worked as a news and talk show producer and presenter with the BBC and Global Radio.

Edward Lucie-Smith

Internationally-acclaimed author, art critic and historian, Edward has published more than sixty art books, mostly on contemporary artwork. He is regarded as one of the world's most prolific and successful writers on art with his books now being used as standard texts across the world.

Lord & Lady Burlington

William Burlington is a photographer. He recently founded Lismore Castle Arts – a contemporary art space in southern Ireland. Laura Burlington is a contributing fashion editor for Harper's Bazaar magazine and a creative consultant.

Fiona Banner

Fiona is one of the UK's most highly regarded artists. Her work is represented in many major collections worldwide, including MOMA, New York, and The Tate Galleries, London. Fiona also runs the Vanity Press.

David Cotterrell

David Cotterrell is an installation artist who has exhibited worldwide in gallery spaces, museums and the public realm. He is a CABE-appointed lead artist consultant to Rogers Stirk Harbour + Partners, and is a consultant on cultural and public policy for urban regeneration in the UK.

Henry Meyric Hughes

Independent curator, consultant, art writer and president of the International Association of Art Critics since 2002, Henry's numerous international posts have included: Director of the Hayward Gallery, President of the International Foundation Manifesta, Director Visiting Arts and Director of the Visual Arts Department of The British Council.

Erica Crump

Erica is a solicitor with law firm Baites, Wells and Braithwaite who are renowned for their substantial profile of work with social enterprises and charities. Erica's clients range from household names to innovative start-ups; she also works as pro bono solicitor for numerous organisations.

Martha Mehta

As a literary consultant Martha Mehta has edited and produced award winning initiatives for TANK Magazine and co-ordinated a literary programme for a London based hotel group. She was involved in establishing a patronage scheme for the ICA and continues to administer a family owned old master practice which both creates private collections and sells works of art to museums around the world.

ILLUMINATE PRODUCTIONS,
a not-for-profit organisation, presents
contemporary artwork in unusual, yet
accessible environments. This is achieved
by opening 'lost' buildings and identifying
areas of geographical/historical importance,
including interesting public outdoor spaces.
Illuminate challenges established and
emerging artists to work in ground-breaking
contexts, so their work can be brought to
community and international audiences.

DRIFT

Transforming the Thames

Supported by **The Mayor of London** and:

