

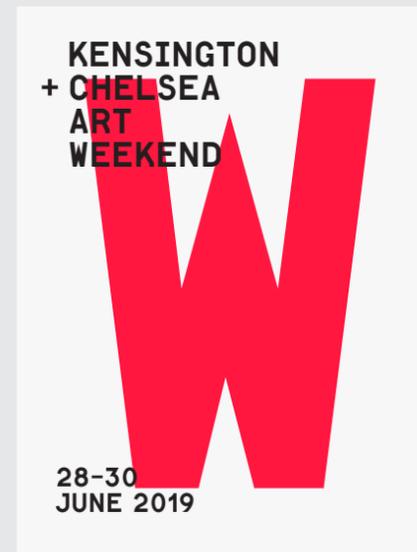
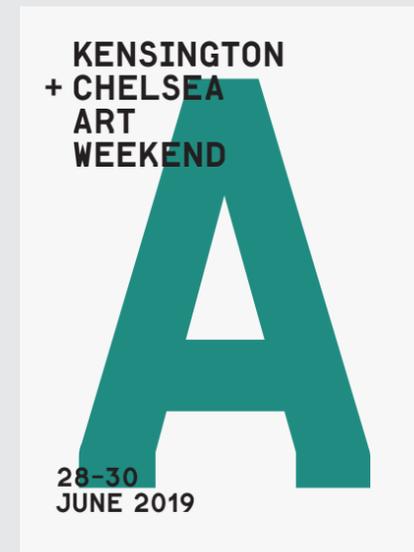
**KENSINGTON
+ CHELSEA
ART
WEEKEND**

**PARTICIPANTS
INFORMATION PACK**

CONTENTS

| | |
|--|-----------|
| A WORLD OF CULTURE IN WEST LONDON | 4 |
| WHAT HAPPENS AT KCAW | 5 |
| SPECIAL PROGRAMME | 6 |
| JOIN KCAW | 7 |
| KCAW IN THE PRESS | 8 |
| KCAW MARKETING | 9 |
| ARTNET | 10 |
| THE GUIDE + SIGNAGE | 11 |
| KCAW RESOURCES | 12 |
| KCAW LISTINGS | 13 |
| LISTINGS PACKAGES | 14 |
| GUIDE SPECIFICATIONS | 15 |
| ADDITIONAL PROMOTION | 16 |
| ADVISORY BOARD | 17 |
| KEY DATES | 18 |

**KENSINGTON
+ CHELSEA
ART
WEEKEND**



**AN ANNUAL
CELEBRATION OF
ARTS AND
CULTURE IN
WEST LONDON**

KENSINGTON + CHELSEA ART WEEKEND

A WORLD OF CULTURE IN WEST LONDON

KCAW is fast on track to becoming the most exciting cultural event in London. Staged annually in the Summer, the Festival's vision is to celebrate and promote West London as a cultural hotspot, to celebrate its artistic legacy and abundant creative future.

A celebration of [Kensington and Chelsea's] rich cultural heritage, compiling what this borough stands for
– Absolutely

Developed with community consultation, KCAW shines a spotlight on the area's unexpected and unique cultural variety across a multitude of studios, museums, galleries, exhibition spaces and businesses, attracting local and international audiences to over 100 events and installations throughout the borough.

KCAW supports the organisers of these events, known as Participants, who independently stage events and installations of varying scale and ambition, by collectively promoting their activity via a number of marketing platforms.

In its first year, Kensington + Chelsea Art Weekend delivered a rich and varied programme of cultural activities. Our agenda for 2019 is focused on becoming better, bigger and more diverse.





WHAT HAPPENS AT KCAW

Participants Activity includes all events that are staged independently and promoted by KCAW.

This year KCAW is partnering with The Great Exhibition Road Festival, which boasts some of the world's most iconic museums and institutions bringing together art, science, technology and curiosity on Exhibition Road and across Albertopolis. Other Key Destinations include Masterpiece Art Fair in Chelsea. Collectively West London will showcase over 300 exhibitors during the Art Weekend.

KCAW features 7 Culture Zones – Sloane Square + Kings Road, Lots Road, South Kensington, Kensington High Street, Holland Park, Notting Hill, and North Kensington, all connected by the Hop On / Hop Off Art Bus.

Participants Activity during the first edition of KCAW in 2018 included workshops at Goldfinger Factory and Leighton House Museum, behind-the-scene access to the Design Museum, tours of the Museum of Brands, live theatre at the Muse and Royal Court, talks at independent galleries such as Cadogan Contemporary, Gregg Baker and Jorge Welsh, the BBC Proms, live music at Serena Morton Gallery and more.

Participating venues are invited to join the Late Night Gallery Trail, celebrating the first night of the art weekend with late openings and special events, culminating in a Public Celebration Late Opening at a local cultural institution.



SPECIAL PROGRAMME

HEADLINE PROJECTS

Each year, KCAW conceives and delivers an extraordinary array of 'Headline Projects'.

In 2018, KCAW commissioned a landmark public art installation of iconic photographs by Terry O'Neill in Sloane Square, and 'Love Kensington + Chelsea', an ongoing public art initiative that celebrates the histories of the borough with murals on construction hoardings by local artists, chosen by public vote. In 2019, KCAW returns to Sloane Square with a new commission, and expands its public art programme to multiple prominent locations across the borough.

OPENING NIGHT EVENT

A special reception will be held at a landmark location in Kensington and Chelsea for all participants, sponsors and organisers of the event; including the winners of 'Top 5' most creative or innovative events announced by After Nyne Magazine, as well as the very popular 'Unsung Local Hero Award'.

HEADLINE EVENTS

Alongside the public art installations, KCAW curates a world-class Talks Programme held at landmark institutions; popular and unusual walking tours; cooking and live drawing workshops; an open-air food event; coding workshops and an Algorave event; and live radio coverage by the Roundhouse Transmission radio.

VIP PROGRAMME

KCAW has singled out a specialist concierge company providing insider local knowledge and an eclectic mix of private dinners held at unique locations with limited seating, exclusive VIP previews and specialist tours.

For more information on KCAW19, discuss projects and possible collaborations please contact info@kcaw.co.uk

**KENSINGTON
+ CHELSEA
ART
WEEKEND**



JOIN KCAW19

The focus of KCAW is to embrace a strong mix of participants who hold events and exhibitions at a diverse range of venues including galleries, museums, shops, studios, food + beverage establishments, music venues and pop-ups.

WHAT IS A PARTICIPANT EVENT

Events can range from exhibitions, installations, talks, tours and studio visits across all cultural fields – including visual arts, performance and theatre, architecture, design, music, film, food and more.

HOW KCAW SUPPORTS YOUR VENUE

KCAW promotes the Participants through the printed guide, website, monthly newsletters, social media platforms and via our Press + Marketing teams.

KCAW supports year-round engagement with our local cultural scene, which enables us to offer advice for those looking to stage an event. We are dedicated to promoting dialogue and creating connections in the borough and beyond. If you have a project proposal and are seeking a venue or collaborators, or are still looking to confirm certain elements of your event, KCAW can provide support in many ways, from giving advice to connecting you to potential partners.

Evening Standard.



ARTS

Kensington & Chelsea Art Weekend: Steelband leader Sonny Black amongst local heroes set to be honoured

KCAW IN THE PRESS

Pieces of coverage: 30+
Online Readership: 500m+
Estimated Coverage Views: 800k+
Circulation: 400k+

A resounding success
ABSOLUTELY

Museums, galleries, artists' studios and other venues host pop-up events at the Kensington + Chelsea Art Weekend in London this summer
BBC

Kensington + Chelsea Art Weekend: celebrating cultural legacy
COUNTRY & TOWN HOUSE

London's unsung cultural heroes will be honoured at a major arts festival ... the Kensington + Chelsea Art Weekend will feature the work and life stories of local influencers alongside those of artists and celebrities
EVENING STANDARD

The most royal borough paints the town every colour with Kensington + Chelsea Art Weekend
ES MAGAZINE

Transforming Sloane Square into a dynamic public art space, this special art project will celebrate those amazing faces who brought, and continue to bring, art and culture to this Central London borough
HIGH SNOBIETY

The full West London experience
LONDONIST

A celebration of arts and culture in the area
THE RESIDENT

So much more than a great day out, here we generate and share knowledge and inspire the engineers, designers, scientists, musicians and great artists of the future
SLOANE SQUARE MAGAZINE

That arty vibe ... I'm all for that
TERRY O'NEILL, THE TIMES

A juicy programme
TIME OUT

KCAW MARKETING



MARKETING TOOLS

In February 2019, KCAW unveiled a bold new visual identity inspired by the cultural layers of the borough. Reflecting KCAW's invitation to 'look more closely at art', the bold designs provide a dynamic and framework for KCAW participants to use and make their own.

KCAW19 distributes a wide variety of marketing material including bold street signage and a free printed guide available at participating venues, all focused on providing locals and visitors alike with the tool they need to experience the borough like never before.

KCAW provides each participating venue with a marketing toolkit, including customisable templates for printed and digital marketing material.

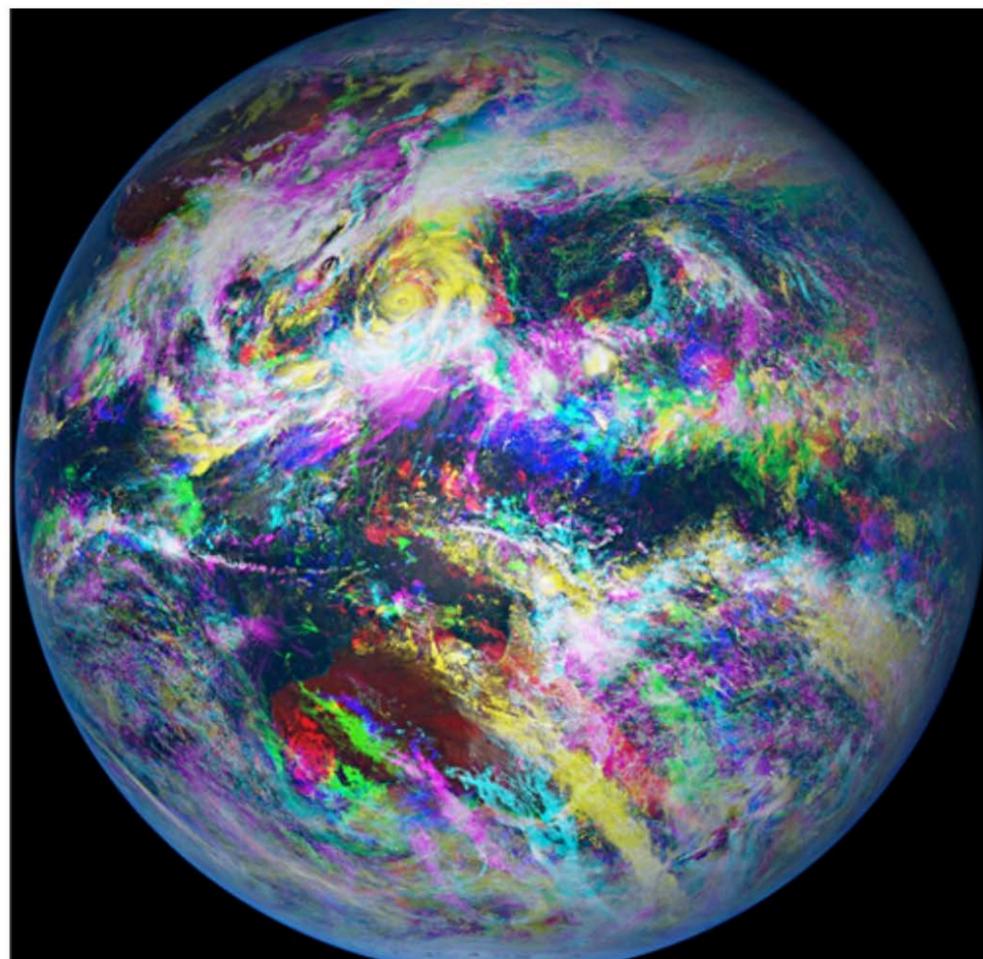
THE WEBSITE

Your venue and events are listed on interactive listings and maps on the KCAW desktop and mobile sites, where visitors can learn about the events based on dates, locations, and interests; book tickets; and download daily schedules and events guides.

RADIO + PODCASTS

Portobello Radio returns to KCAW with a new series of interviews with participants and local heroes, broadcast on the Art Bus, and the Roundhouse Transmission Radio will provide live coverage throughout the weekend. KCAW19 own broadcasting programme includes a newly-released podcast series of exclusive interviews with leading cultural figures in the borough.

To tell your story to Portobello Radio and hear it on the Art Bus, please contact info@kcaw.co.uk.



Connect with the world's leading Gallery Network

Browse the offerings from galleries all over the world and find the next addition to your collection.

[VIEW MORE](#)

ARTNET

Artnet, the leading online resource for the international art market, has joined KCAW19 as an official partner.

Artnet is the destination to buy, sell, and research art online. Founded in 1989 with the goal of bringing transparency to the art world, artnet's comprehensive suite of products offers a variety of art market resources to their audience of collectors, dealers, and art enthusiasts.

KCAW19 ON ARTNET

Artnet provides a dedicated, unique and immersive KCAW19 event page, showing all Participant Activity alongside editorial content, maps, guides and more.

Artnet supports KCAW19 through marketing across its digital site, social media and the artnet News newsletters, before and during the art weekend.

GALLERY NETWORK FREE TRIAL FOR KCAW PARTICIPANTS

The partnership with artnet gives all KCAW Participants the opportunity to gain global visibility through a complimentary trial membership of the artnet Gallery Network.

Each venue is given their own free artnet site for KCAW19, to showcase the artists and works they are exhibiting.

The artnet Gallery Network is a powerful online platform that offers each gallery the ability to easily and independently (with a state of the art CMS) connect with artnet's audience of 31 million annual users as well as advertise their artists, exhibitions, and fair participations.

ARTNET WORKSHOP ON 4 APRIL

Prospective KCAW19 Participants are invited to participate to the Artnet Workshop on 4 April, to learn from the experts how to use the Gallery Network platform and its capabilities.

To attend, please contact info@kcaw.co.uk.



GUIDE + SIGNAGE

The KCAW printed guide provides a comprehensive overview of the activity happening during the Art Weekend.

It includes editorial on the headline projects, full listings of all venues and participant activities, and maps to help visitors navigate and discover the borough.

The Guide is distributed in over 100 locations at all participating venues during KCAW19.

Participants can choose a 1/3 page, 2/3 or full page listing to represent their event in the guide. Each listing includes the organisation's name, event title, key information and images. A breakdown of what is required for the guide can be found in this pack, and on the listings form you will receive following registration.

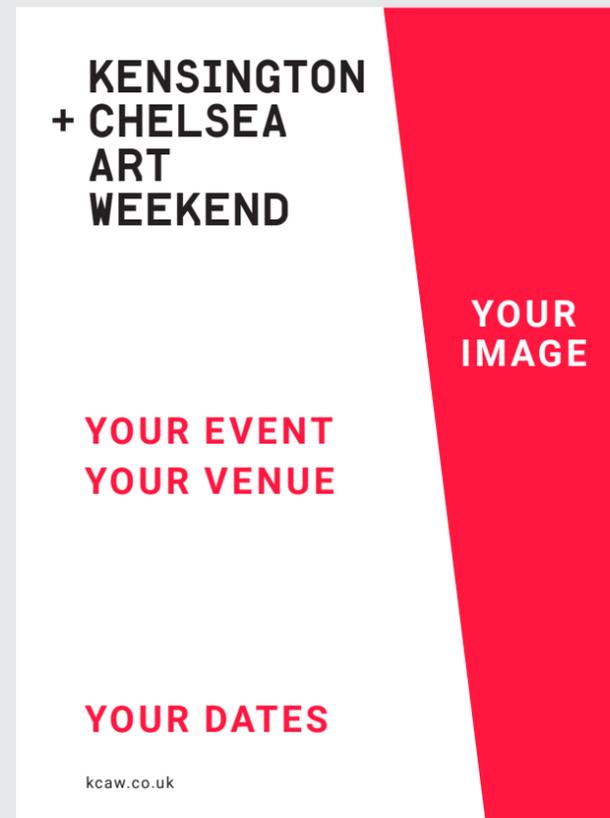
Distribution of guides and signage takes place on the two week period prior to the weekend so please bare this in mind when organising the venue for your event.

SIGNAGE

All participating venues are supplied with window stickers to boost the space's visibility from the street.

New bold street signage is planned for walls and pavements marking key locations, alongside information boards on the site of public art installations for visitors to find their way across the borough.

KCAW stewards are available at key locations – including Art Bus stops – throughout the weekend, to provide directions and help visitors with anything they need.



KCAW RESOURCES

Once registration is received, KCAW works with your team to collect all the information and material needed to list and promote your venue or event.

Each Participant receives a full listings form, and has the option to choose a 1/3 page, 2/3 or full page listing to represent their venue in The Guide.

KCAW supplies Participants with a digital marketing toolkit, which includes customisable marketing templates, resources and tips on how to maximise the engagement of your event.

A member of the KCAW team is available to answer any questions and provide support in the time leading up to the Art Weekend.

PARTICIPANT EVENT ON 4 APRIL

Ahead of the weekend KCAW stages an Artnet Workshop + Meet the Organisers event to answer any questions and make connections with other Participants. Prospective KCAW19 Participants learn directly from Artnet staff show how to use the Gallery Network platform and its capabilities.

Held on 4 April at a landmark cultural venue in the borough, this event is a great opportunity to network and strengthen relationships with local creative spaces and businesses.

BECOME AN OFFICIAL KCAW PARTNER

KCAW offers an opportunity to discuss an enhanced participation through an Official Partnership.

If you join KCAW as an Official Partner you will gain additional promotional benefits including:

- + Headline and tagline partnership levels to suit your business
- + Bespoke commercial sponsorship options
- + Commercial alignment incorporating profile and branding within marketing and communications collateral
- + Feature at all major events across the programme
- + VIP corporate hospitality at major events
- + Profile through our digital platforms
- + Engagement with our tourism programme to reach international audiences
- + Access to our local, national and international media partnerships
- + Volunteering opportunities for your team

For more information on partnership opportunities and benefits, please contact info@kcaw.co.uk.

KCAW LISTINGS

KCAW promotes the Participants through The Guide, website, dedicated Artnet page, Eventbrite, newsletters, social media, and via our Press + Marketing teams.

FREE LISTINGS

All participants receive a free 1/3 page listings in the printed guide + free web listing across all of our platforms to represent their event.

PREMIUM LISTINGS

For extra visibility, participants can choose from two Premium Listings packages. Find more information on these packages on the next page.

KCAW aims to build a sustainable structure for its future editions, and every pound raised is reinvested back into the festival, to develop bigger and better public art, programming, signage, and increased, year-round support for Participants.

All proceeds from the sale of premium packages and advertising go towards supporting KCAW and its mission.

DEADLINES FOR PRINTED LISTINGS:

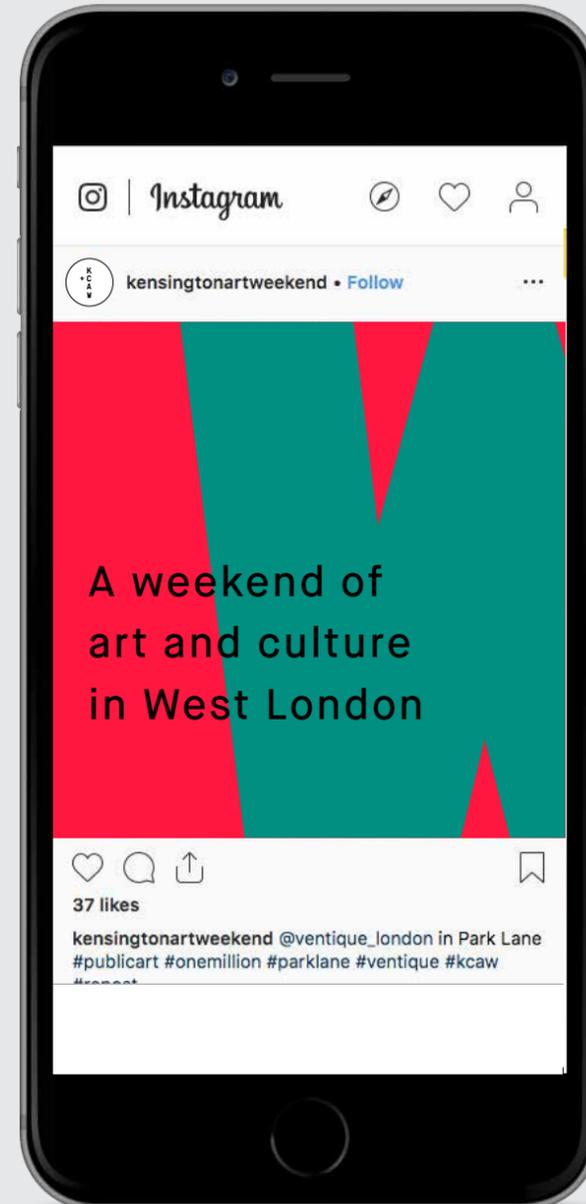
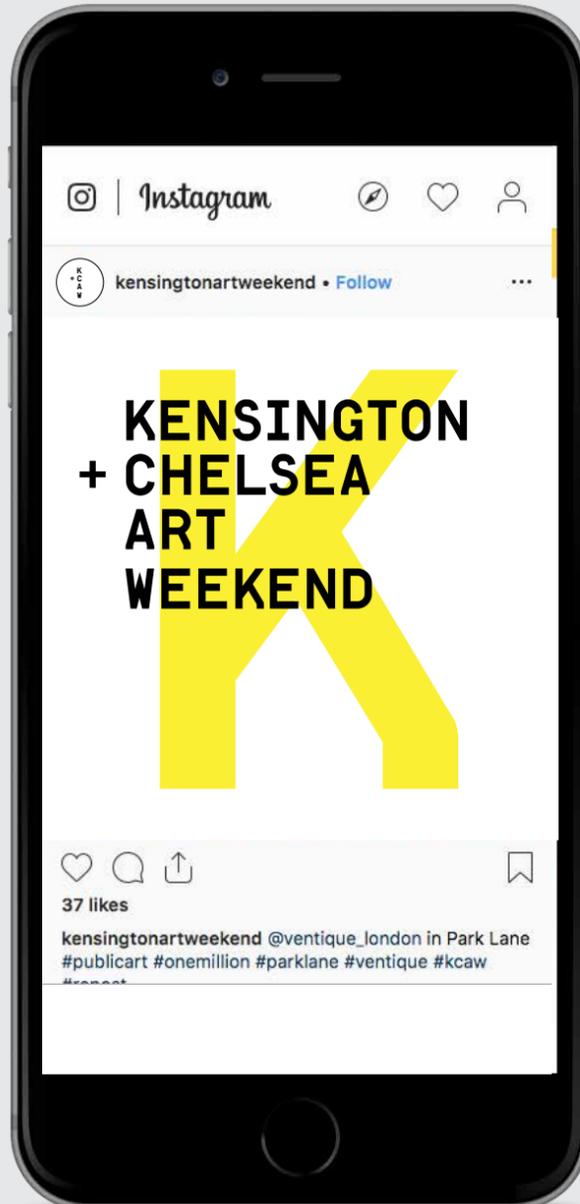
30 April: Please register using the form on the KCAW website: kcaw.co.uk/join-KCAW19. The KCAW team will send you a full listings form shortly after registration.

DEADLINES FOR WEB ONLY LISTINGS:

31 May: Please register using the form on the KCAW website: kcaw.co.uk/join-KCAW19. The KCAW team will send you a full listings form shortly after registration.

LATE SUBMISSIONS:

We understand that our participants may be delayed however, due to the additional resources needed to work through late submissions, a small fee will be applied.



LISTINGS PACKAGES

STANDARD FREE

THE GUIDE | DEADLINE 30 APRIL 2019

1/3 page
1 hero image
300 characters about your event/s
10 copies

SIGNAGE

1 window sticker

WEBSITE | DEADLINE 30 MAY 2019

Dedicated Participant page
Event/s listing on Eventbrite
Dedicated Artnet page

SOCIAL MEDIA (MAY-JUNE)

1 post on each platform (Instagram, Facebook, Twitter)

NEWSLETTER

A selection of events will be mentioned, we do not guarantee for all.

RESOURCES

Marketing toolkit
Invitation to Participant Event on 4 April
Information about your event/s shared in our Press Platform
Support from the KCAW Team
Invitation to VIP Opening Event (2 guests)

WEB ONLY FREE

WEBSITE | DEADLINE 30 MAY 2019

Dedicated venue or event page
Dedicated listing/s on Eventbrite
Dedicated Artnet page

SOCIAL MEDIA (MAY-JUNE)

1 post on each platform (Instagram, Facebook, Twitter)

NEWSLETTER

A selection of Standard Partners will be mentioned, we do not guarantee for all.

RESOURCES

Marketing toolkit
Information about your event/s shared in our Press Platform
Support from the KCAW Team
Invitation to VIP Opening Event (2 guests)

2/3 PAGE PREMIUM £ 300 + VAT

THE GUIDE | DEADLINE 30 APRIL 2019

2/3 page
Up to 3 hero images
650 characters about your event/s
Up to 15 copies

SIGNAGE

1 window sticker
1 floor sticker

WEBSITE | DEADLINE 30 MAY 2019

Dedicated Participant page
Event/s listing on Eventbrite
Dedicated Artnet page

SOCIAL MEDIA (MAY-JUNE)

2 posts on each platform (Instagram, Facebook, Twitter)

NEWSLETTER

1 newsletter mention with image and link

RESOURCES

Marketing toolkit
Invitation to Participant Event on 4 April
Information about your event/s shared in our Press Platform
Support from the KCAW Team
Invitation to VIP Opening Event (2 guests)

FULL PAGE PREMIUM £ 700 + VAT

THE GUIDE | DEADLINE 30 APRIL 2019

Full page
Up to 4 hero images
1400 characters about your event/s
Up to 20 copies

SIGNAGE

1 window sticker
1 floor sticker

WEBSITE | DEADLINE 30 MAY 2019

Dedicated Participant page
Event/s listing on Eventbrite
Dedicated Artnet page

SOCIAL MEDIA (MAY-JUNE)

4 posts on each platform (Instagram, Facebook, Twitter)

NEWSLETTER

2 newsletter mentions with image and link

RESOURCES

Marketing toolkit
Invitation to Participant Event on 4 April
Information about your event/s shared in our Press Platform
Support from the KCAW Team
Invitation to VIP Opening Event (2 guests)

GUIDE SPECIFICATIONS

| | |
|---|--|
| <p>1/3 PAGE LISTING VENUE NAME</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">IMAGE AREA 62mm (w) x 46mm (h)</p> </div> <p>EXHIBITION NAME ARTIST/GALLERY NAME</p> <p>DATES</p> <hr/> <hr/> <hr/> | <p>FULL PAGE LISTING VENUE NAME</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">IMAGE AREA 128mm (w) x 85mm (h)</p> </div> <p>EVENT TITLE ARTIST/DETAILS</p> <p>DATES + TIMES</p> <hr/> |
| <p>2/3 PAGE LISTING VENUE NAME</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">IMAGE AREA 128mm (w) x 63mm (h)</p> </div> <p>EVENT TITLE ARTIST/DETAILS</p> <p>DATES + TIMES</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> | |

STANDARD LISTINGS:

- + Text allowance: maximum 300 characters including spaces.
- + Image size: maximum space available 70mm width x 38mm height.
- + Images must be a minimum resolution of 300dpi and preferably in CMYK colour profile.
- + Final image size may alter depending on format/content.

2/3 PAGE LISTINGS:

- + Text allowance: maximum 650 characters including spaces (without line breaks).
- + Image area: maximum space available 120mm width x 70mm height. Max 2 images.
- + Images must be a minimum resolution of 300dpi and preferably in CMYK colour profile.
- + Final image size may alter depending on format/content.

FULL PAGE LISTINGS:

- + Text allowance: maximum 1400 characters including spaces (without line breaks).
- + Image area: maximum space available 145mm wide x 105mm height. Max 3 images.
- + Images must be a minimum resolution of 300dpi and preferably in CMYK colour profile.
- + Final image size may alter depending on format/content.

KENSINGTON + CHELSEA ART WEEKEND

KENSINGTON

DESIGN MUSEUM



**EXHIBITIONS + TOURS
FRI-SUN 10.00-18.00**

The Design Museum is the world's leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. During KCAW, visitors will be able to join exclusive Building Tours and the 'Create and Make' family workshops.

224-238 Kensington High Street, W8 6AG

EXPOSED ARTS PROJECTS



**HOTEL JAGUAR
EXHIBITION + DAILY TOURS
FRI-SUN 13.00-18.00**

Exposed Arts Projects is a new charitable art organisation in Kensington, set up to exhibit, promote and support the research-led artistic and curatorial practices. Their objective is to show that the visual experience of art can evoke both creative and critical capacities in a viewer.

6 Drayson Mews, W8 4LY

KENSINGTON CENTRAL LIBRARY



**DEAD QUIET
IMMERSIVE THEATRE
SAT 13.45-16.30**

The library has teamed up with Rosanna Mallinson, the Artistic Director at ImmerCity, an immersive theatre company she set up in 2002, to bring forth 'Dead Quiet', a tense murder mystery written especially for Central Library building.

12 Phillimore Walk, W8 7RX

**KENSINGTON
+ CHELSEA
ART
WEEKEND**

A weekend of
art and culture
in West London

Applications now open

**28-30
JUNE 2019**

KCAW.CO.UK #KCAW19
INFO@KCAW.CO.UK

ADDITIONAL PROMOTION

Looking to grow the visibility of your venue even further? KCAW offers a range of additional promotional activity.

MULTIPLE LISTINGS

If you would like to promote multiple venues or events please contact us to discuss which package will work best for you: info@kcaw.co.uk

ADVERTISING

KCAW offers a range of advertising opportunities before and during the weekend. These include advertisements through the printed guide, website and newsletters, on the KCAW Talks programme, podcasts, and on After Nyne Magazine, as well as as part of events including the VIP preview and public opening.

To receive more information about advertising opportunities, prices and availability, please contact: info@kcaw.co.uk



ADVISORY BOARD

EMILY CANDLER

Executive Director, The Exhibition Road
Committee

JOSEPHINE CHANTER

Director of Audiences, Design Museum

JENNIFER CONNER

After Nyne, Affordable Art Fair

FELIX CONRAN

Designer, Maker + Son

TONY ELLIOT

Founder, Time Out

SARAH FARRUGIA

Chelsea Breakfast Club

SUE HARRIS

Executive Director for Environment, Leisure and
Residents Services, Royal Borough of
Kensington & Chelsea

CLIVE LORD

COO, Sotheby's

GEOFFREY MATTHEWS

Secretary and Chief Executive, Chelsea Arts
Club

TERRY O'NEILL

Photographer

DAMIAN RAYNE

West London Gallery Association, Director of
Gallery Bus Tour

CARLO RIZZO

V&A, Royal Society of Sculptors

PIERS THOMPSON

Director, Portobello Radio

CAROLINE WORTHINGTON

Director, Royal Society Of Sculptors

KENSINGTON + CHELSEA ART WEEKEND

A weekend of art and
culture in West London

Applications now open

**28 – 30
JUNE 2019**

KCAW.CO.UK

#KCAW19

KEY DATES

4 APRIL | PARTICIPANTS BRIEFING EVENT

The event will be held at a landmark arts venue in the borough on **4 April**.

30 APRIL | THE GUIDE LISTINGS

30 April: listings form submission
15 May: The Guide proof circulated
25 May: final amendments

31 MAY | WEB LISTINGS

31 May: listings form submission
7 June: final amendments

Late submissions will be subject to review and a late submissions fee.

31 MAY | PORTOBELLO RADIO INTERVIEWS

If you want to tell your story to Portobello Radio and hear it broadcast on the Art Bus, please let us know by contacting info@kcaw.co.uk by **31 May 2019**.

MAY – JUNE | MARKETING DISTRIBUTION

30 April: marketing toolkit distributed
Throughout May and June: social media posts and newsletters highlighting participants activities
1–7 June: window stickers and wayfinding
14–21 June: printed guide

27 JUNE | UNSUNG HEROES AWARDS

27 June: Participants + VIP opening event and Unsung Heroes Awards held at a cultural landmark in the borough

28 JUNE | KCAW PUBLIC OPENING PARTY + LATES GALLERY TRAIL

KCAW hosts a public opening party on **28 June**, held at a partner venue. Participants are invited to open their venues until 9pm and join the Lates Gallery Trail

31 JULY | REVIEW SURVEY

All participants are invited to fill out a survey to share their feedback and data from KCAW19. The survey will be distributed shortly after the art weekend, to be filled out and returned by **31 July**

**KENSINGTON
+ CHELSEA
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WEEKEND**

CONTACT

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claire@kcaw.co.uk

Rebecca Gremmo
Producer
rebecca@kcaw.co.uk