

HELP THE WORLD SEE LONDON DIFFERENTLY

Get your images in front of the world's
press and travel trade

LONDON
& PARTNERS

MAYOR OF LONDON



Background

In March 2015, the Mayor of London launched a [*Cultural Tourism Vision for London*](#) and as part of this ongoing delivery, the Mayor of London, London & Partners and VisitBritain are working together to curate a new collection of cultural imagery for the capital.

This imagery will capture the diversity, excitement and uniqueness of London's cultural offer and will be used to promote the city to the tourist industry.

Image request

We are asking **YOU** to help and submit your **best images**.

We want to share **more authentic** and **alternative** imagery with UK and international press and travel trade to ensure that they are representing a **more dynamic, compelling** and **less obvious** London.

How will images be used, stored and shared?

- The images will be used by the travel and cultural industry, press and media to promote London as the **ultimate cultural destination**.
- **Selected images** from each submission will be **tagged** and **uploaded** to [Visitbritainimages.com](https://www.visitbritainimages.com) and shared on [London.gov.uk](https://www.london.gov.uk) and London & Partners' new Photo.London website (coming soon).
- Last year **26,005 downloaded images** featured London as the subject.
- They will be shared free of charge for **non-commercial tourism use only**, across all media.
- They are **not for re-sell**.
- All uses will be **fully credited appropriately**.

Type of imagery

- ✓ The images need to show **cultural variety across London**, convey the city's **diversity** and **breadth** of offer.
- ✓ We are looking for both **hidden gems** that should be '**must sees**', as well as the **less well known corners of our world famous institutions**.
- ✓ Authentic images with real people having **real experiences**.
- ✓ Avoid images with models and **staged photography**.
- ✓ We want to move away from obvious cliché's of London and focus on the **interesting, surprising** and **unusual** side of the capital.

Image examples



- X Use of models, too staged, looks fake
- X Clichéd icons of London – too obvious
- X Harsh lighting

- ✓ Real characters, believable
- ✓ Good colour / composition
- ✓ Placed within the setting of the market
- ✓ Feels natural

Image examples



- X Standard stock shot of an iconic building
- X Typical view, little interest or atmosphere
- X Washed out lighting, middle of the day



- ✓ Well known landmarks, but an unusual viewpoint
- ✓ An interesting composition on a well known vista
- ✓ Atmospheric evening light and sky, which create depth and vivid colour.

Image examples



- X Could be anywhere
- X Bland lighting, grey sky, little atmosphere
- X Crowd not engaged, cannot see stage
- X Messy composition, lots of backs, cranes/pylons visible



- ✓ Location specific, stunning setting
- ✓ Fantastic atmosphere, dramatic lighting
- ✓ The attraction is visible and showcased
- ✓ Crowd engaged and sharing the experience

Image specification and submission

To submit images for this project, you must:

- ✓ Own the rights to all images submitted
- ✓ Agree that the images may be distributed by London & Partners and VisitBritain for non-commercial tourism related purposes
- ✓ Ensure all images are hi res 300dpi (at least 10MB) and be in jpeg format
- ✓ Supply information for each image on the asset spread sheet provided
- ✓ Send a signed copy of provided agreement attached with the images

Please send images, a signed agreement and the asset spread sheet via Wetransfer/Dropbox to: michellewooddesign@gmail.com

Thank you!

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