



**MAKING LONDON EXTRAORDINARY**

**MAYOR OF LONDON**



Overseas tourists who visit London's cultural institutions bring an estimated £3bn per year to the city's economy.  
**London & Partners**

Photo: British Museum

## **WHY IS CULTURE SO IMPORTANT TO LONDON?**

London's cultural industry is famous for its innovation and experimentation, its entrepreneurial energy and risk taking. It is this that explains why the music, books, art, theatre shows and films we make are enjoyed all around the world and why the capital is one of the most visited cities on the planet.

## **WE ARE THE MAYOR'S CULTURE TEAM**

We're passionate about creativity and want Londoners and visitors alike to enjoy London's unrivalled wealth of cultural riches.

We deliver the Mayor's vision for culture ensuring the capital remains a cultural metropolis. We promote culture here and on the world stage and support the development of future talent to help London's thriving creative industries.

We create, commission and catalyse public and private sector partnerships to bring to life ambitious outdoor events and contemporary culture for all to enjoy.

## **WHAT WE DO FOR LONDON**

### **Tell London's cultural story**

London is a great creative capital, but we can't rest on our laurels, especially in the face of growing international competition. Our creative industries are a major growth sector and our investment in fashion, film, TV and design helps us maintain our leading global position.

A staggering 8 out of 10 people say culture is the reason they come to London and with over 15 million visitors a year we are one of the most visited cities on the planet. So we're developing the first cultural tourism strategy for the capital to really make the most of this opportunity.

We have started a new campaign 'threading' culture, tourism, retail and the fashion industry together to position London as the global home of menswear.

### **Lead on the global stage**

We founded the World Cities Cultural Forum, the biggest gathering of global cities - currently 22 - to share ideas and champion culture as the DNA of cities. We also produce the most comprehensive data on culture in cities, showing unequivocally that culture is as important as finance and trade.

Another innovation is our Culture Diary, a one-stop-shop supporting cultural organisations in the planning, programming and promotion of their events and activities around the world.



“People make the mistake of comparing London with New York, Milan and Paris and that’s not what it’s about. London has its own fashion identity. You come here to find the next Alexander McQueen or John Galliano.”

**Anna Wintour, Vogue**

### **Make culture a right, not a nice to have**

We lead Big Dance, the world's biggest mass dance event, which reaches over 5 million people in 25 countries and has broken numerous world records!

Gigs, our annual young buskers competition is London's largest free music festival bringing our streets to life each summer.

Every year we help thousands of young people develop their creative potential. The Mayor's music education programme awards hundreds of scholarships for young musicians and over 1600 school children come up with brilliant ideas for the Fourth Plinth Schools Awards.

### **Create world class public art**

We proudly run the most talked about public art prize – the Fourth Plinth Commissioning Programme, which showcases bold new work by leading artists like Marc Quinn, Antony Gormley, Yinka Shonibare, Katharina Fritsch, Hans Haacke and David Shrigley. The Fourth Plinth has become a true icon for London.

### **Shape new cultural destinations**

As London develops we make sure culture is always part of the story – the new developments in Crystal Palace, the Queen Elizabeth Olympic Park and the Royal Docks are all fantastic landscapes for fresh creative thinking.

We are reinvigorating the river, illuminating London's bridges, expanding the Mayor's Thames Festival into a month long celebration, looking into a new London lido and getting excited about the Garden Bridge!



‘It’s a strange and lovely thing, Trafalgar Square’s Fourth Plinth... Since 1999, with one long pause, the plinth has acted as the smallest but most prominent sculpture park in the world.’

**The Sunday Times**

Photo: Mick Brundle





‘Sacrilege is not only a lot of fun (it is impossible not to smile when you shed your shoes, dignity, and understanding of gravity), but also thought-provoking’

**The Guardian**

Photo: Mayor of London



'Death-defying daredevil dancers...  
Streb's thrilling troupe swings  
through the skies around London's  
iconic landmarks'

**Evening Standard**

Photo: Mayor of London

## **RAISING THE GAME**

2012 was an extraordinary year for culture. While the spotlight was on our city we raised our game with the most audacious cultural festival ever staged and changed our ambitions forever!

### **Re-imagining London's icons**

Award-winning choreographer Elizabeth Streb and her daredevil dancers made London their playground, dancing in the spokes of the London Eye and bungee jumping from Millenium Bridge.

For just one day we turned Piccadilly Circus into a real circus, and a finale of 1.5 tons of feathers rained down on delighted spectators.

London awoke to guerrilla millinery with famous statues adorned with specially designed hats by leading British milliners including Stephen Jones and Philip Treacy. Even Admiral Lord Nelson got one!

### **The whole city celebrating**

Showtime, the first pan-London touring programme saw the biggest free outdoor festival ever staged with performances across every corner of London.

### **Artistic licence**

Jeremy Deller's life-size bouncy castle Stonehenge, 'Sacrilege', was a huge success during the summer and continues to delight everyone from toddlers to pensioners on its international tour – with a quarter of a million global bouncers to date!

Award-winning actor Mark Rylance and his merry band of actors surprised visitors with pop-up Shakespeare, bringing the bard to locations including Borough Market and Covent Garden.

Monty Python's Terry Jones and the Royal Opera House collaborated to bring 'The Owl and The Pussycat' to local canals, while English National Ballet gave us ballet in London's lidos.

‘(The Owl & The Pussycat)  
is a moveable, floating  
feast... ...a mini-opera that  
serves a modern audience  
without wrecking the  
filigree fabric of Lear’s  
masterwork.’

**Daily Express**

Photo: Mayor of London







‘Apologies to Milan and Tokyo. Regrets to Stockholm and Paris. Forgive me, Eindhoven, Berlin, Barcelona and, most particularly, New York. But London is the design capital of the world.’

**New York Times**

Photo: London Design Festival

## **WHO WE WORK WITH**

Whether grass roots or global, the people and organisations we work with all share our ambition to make sure London stays a world centre of creativity and a city of outstanding cultural experiences.

### **Leading artists and organisations**

We've helped realise the creative visions of leading artists such as Jeremy Deller, Katharina Fritsch, Siobhan Davies and Elizabeth Streb. We work with designers such as Thomas Heatherwick, Mr. Hare and Christopher Raeburn, along with expert organisations like Artichoke, Royal Opera House, V&A, English National Ballet and the Thames Festival.

### **London's creative industries**

We partner with and support organisations such as the British Fashion Council, London Film Festival, London Design Festival, Museum of London and Frieze Art Fair. We champion individuals and small businesses across London's dynamic culture sector.

### **Global brands**

We have worked with major companies like BMW, BP, BT, Eurostar, Louis Vuitton as well as Grazia, Sony Entertainment T-Mobile, Topman and The O2 to generate unique commercial solutions, raising brand awareness and attracting fresh new audiences.

### **Strategic partnerships**

We promote the capital as a cultural destination working with Arts Council England, British Council, English Heritage, Heritage Lottery, London & Partners, Transport for London, Visit Britain and national and local government.



Made in London!

As the world's third busiest film production centre, London has an average of 48 crews film on the go in the capital every day.

**Film London**



Photo: Disney



‘This summer has proved that we have a taste for spectacle that provokes, entertains and glues us together - if only for the time it takes for a feather to fall from the sky.’

**The Guardian**

Photo: Justine Simons

## HELP US MAKE LONDON EXTRAORDINARY

Find out more about what we do and how we do it:

Cultureteam@london.gov.uk

@Culture\_London

[www.london.gov.uk/culture](http://www.london.gov.uk/culture)

### **Working together**

We have fantastic partnership opportunities for the right organisations and we would be delighted to discuss how we can work together.

Justine Simons, Head of Culture

