

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA120521-2911

24 June 2021

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 11 May 2021. Your request has been dealt with under the Freedom of Information Act 2000.

You asked for:

1. *Any emails exchanged between anyone in the Mayor's office and the artist David Hockney (or his staff/office) regarding his artwork for the #LetsDoLondon campaign pictured here: <https://twitter.com/mayoroflondon/status/1392134314939371527?s=21>*
2. *Any instructions or briefings given to David Hockney (or his staff/office) regarding the artwork.*

Our response to your request is as follows:

Please find attached the information the GLA holds within scope of parts 1 and 2 of your request.

The names of junior members of staff and third parties are exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

[REDACTED]
Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at: [Freedom of information | London City Hall](#)

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Sunday, May 9, 2021 3:37:14 PM
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney

Dear [REDACTED] and Julie

I can confirm David has agreed the following:

David Hockney
"Piccadilly Circus Station Logo" 2021
iPad painting
© David Hockney

All the best

[REDACTED]

For personal use only. Images are not to be duplicated, printed, posted or redistributed in any manner without written consent. Copyright David Hockney

On 9 May 2021, at 14:49, [REDACTED] <[REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

Sorry to chase but can you please provide the credit line as soon as possible as press enquiries are already coming in and we want to ensure we're referencing the artwork correctly.

Much appreciated,

[REDACTED]

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Saturday, May 8, 2021 8:55 pm
To: Dixon Julie
Cc: [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Subject: Re: David Hockney

Dear Julie,

Great, thank you for the update. I will keep you posted on the credit information.

Sincerely,

[REDACTED]

David Hockney, Inc.

On Sat, May 8, 2021 at 12:46 PM Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:
Dear [REDACTED]

At the moment we only have the roundel image scheduled to run from 9am Monday, not the animation as this was only received late on Friday. I'm planning on speaking to our media agency first thing Monday to see if we can run the animation so we can make this amend

Once we get the credit information we will update the roundel only image.

I will let you know if it's going to be possible to run the animation

Julie

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Saturday, May 8, 2021 8:39:37 PM
To: Dixon Julie <[REDACTED]@tfl.gov.uk>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney

Dear Julie and [REDACTED]

Mr. Hockney would like you to remove "This would make them smile" from the layout. I am still waiting to hear about credit information but now that we know this iPad painting is only running on screens, it may not be necessary.

I will get back to you the moment I know.

In the meantime, please revise the animation by removing "This would make them smile" from the layout and resend for approval.

Thank you.

Sincerely,

[REDACTED]
[REDACTED]
David Hockney, Inc.

On Sat, May 8, 2021 at 6:42 AM Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:
Thanks [REDACTED] I'll wait for this, I have someone in my team who can drop that in over the weekend and send back to you and [REDACTED]

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Saturday, May 8, 2021 1:42:01 PM
To: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney

That's right, we do need the correct title and date – but [REDACTED] will supply that as soon as she can. In any case, I don't think this should stop us from moving forward as it can be dropped in later.

Thanks,

[REDACTED]

From: Dixon Julie <[REDACTED]@tfl.gov.uk>
Date: Saturday, May 8, 2021 at 13:14
To: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney
Hi all

Sorry if I've misunderstood but I thought we were waiting for artwork number and date to be confirmed?

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: Saturday, May 8, 2021 1:09 pm
To: [REDACTED] Dixon Julie; [REDACTED]
Cc: [REDACTED] [REDACTED]
Subject: RE: David Hockney

Great news, thanks [REDACTED]

In terms of next steps.

I have updated the correct artwork credits (Artwork by David Hockney "No. XYZ" XXX May 2021 © David Hockney) of the station screen images:

@ [REDACTED]

Can you or a colleague review and approve the text below as soon as possible please to update our press release.

Main body:

Piccadilly Circus will become 'Hockney Circus' between 10th -16th May, with the legendary David Hockney's art shown on digital boards at the station and on the Piccadilly Lights screen each evening.

Programme detail:

From 10th - 16th May, one of the UK's most influential artists, David Hockney, will be taking over Piccadilly Circus underground station, reworking TFL's iconic roundel with a specially made digital artwork.

Many thanks,

[REDACTED]

From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: 08 May 2021 11:52

To: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@com>

Subject: Re: David Hockney

Thank you Julie and [REDACTED] for you emails and clarity on this. I spoke to Mr Hockney this morning and he remains very excited at the opportunity to show this design at the Piccadilly Station.

Feel free to contact me should any issues arise over the weekend.

[REDACTED]

Regards,

[REDACTED]

From: Dixon Julie <[REDACTED]@tfl.gov.uk>

Date: Saturday, May 8, 2021 at 10:57

To: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@com>

Subject: RE: David Hockney

All,

I have now briefed the team that the creative will need to be amended and we await your confirmation.

I just thought it would be useful to summarise what is happening next.

[REDACTED] to confirm the copy that needs to be added to the creative, based on this text:

Artwork by David Hockney

"No. XYZ" XXX May 2021

© David Hockney

Julie D to get creative updated with the correct credit copy and send back to this group for approval

Julie D to provide updated creative to Global for display on Monday. Please be aware that Global, our media agency who programme the assets that are displayed on the digital screen, do not work over the weekend but I have updated them that new creative will be sent. The artwork is not due to be displayed until 9am on Monday but I am relying on someone from Global picking this up and updating the asset.

Julie D to see if we can run the animations at Piccadilly Circus station next week

I also wanted to confirm that the artwork will be displayed from the 10th May to the 16th May inclusive, not the 17th as mentioned in the copy below.

The creative will be running on digital screens only, there are no printed posters being produced. [REDACTED] has provided the specifications for the 3 types of digital display

Julie

Julie Dixon
Head of Information, Design & Partnerships | Customer
Mobile: [REDACTED]
Email: [REDACTED]@tfl.gov.uk

From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 07 May 2021 22:43
To: [REDACTED] <[REDACTED]@hockneypictures.com>
Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney

Dear [REDACTED],

Thank you so much for your rapid efforts. Really appreciated.

Have a great weekend all.

[REDACTED]

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Friday, May 7, 2021 10:18:19 PM
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: Re: David Hockney

Dear [REDACTED]

Thank you kindly for providing the visuals and animations. I have submitted them for final approval and will get back to you before Monday with final approval.

Sincerely,

[REDACTED]

David Hockney, Inc.

On Fri, May 7, 2021 at 1:09 PM [REDACTED] <[REDACTED]@london.gov.uk> wrote:
Dear [REDACTED]

I think I can help to clarify on some of these points below.

Mock up of layouts: 210506 MoL Hockney Circus roundel - [REDACTED] Photography

Please note: the current credit is a holding reference and we will ensure all images are credited correctly as soon as you can send them, ahead of Monday.

I've also attached the animations of the artwork that [REDACTED] has produced and TfL are looking at whether these can be incorporated in the screen circuit.

Dimensions:

D6

<https://global.com/wp-content/uploads/2020/10/D6s-TfL-and-National-Rail-Production-Specs.pdf>

<https://global.com/wp-content/uploads/2020/10/D12s-TfL-and-National-Rail-Production-Specs-Feb-2020.pdf>

<https://global.com/wp-content/uploads/2020/10/Ribbons-London-Underground-Production-Specs.pdf>

Current press release reference to review and approve:

Piccadilly Circus will become 'Hockney Circus' between 10th -17th May, with the legendary David Hockney's art shown on digital boards at the station and on the Piccadilly Lights screen each evening.

From 10th - 17th May, one of the UK's most influential artists, David Hockney, will be taking over Piccadilly Circus underground station, reworking TFL's iconic roundel with specially commissioned digital artwork.

Best,

Subject: Re: David Hockney

Thank you for your email. I just spoke with [REDACTED] as well and she has conveyed to me that you are requesting to run the iPad painting on digital screens throughout Piccadilly Circus, as well as on 6 sheet and 12 sheet (I am assuming are posters?) as well as Ribbons.

Artwork by David Hockney
"No. XYZ" XXX May 2021
© David Hockney

Sincerely,

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On Fri, May 7, 2021 at 11:35 AM Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:
Hi [REDACTED]

Just to recap on our conversation
We will review the creative next week and for now we have the current creative due to run on Monday
Kind regards
Julie

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Friday, May 7, 2021 6:08:35 PM
To: [REDACTED]@london.gov.uk <[REDACTED]@london.gov.uk>
Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: David Hockney

Dear [REDACTED]
We have been forwarded your email by [REDACTED] [REDACTED] and I have also been in contact directly with [REDACTED] regarding the work. Might it be possible to let us know exactly how you intend showing or employing this design? In the absence of a clear sense of this it is rather difficult to navigate the contract.
We understand that this needs to be put in place quickly and are ready to turn it around right away once we have a better understanding of how it will be utilized.
With many thanks,

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☐ ☐

DAVID HOCKNEY

Tue 04/05/2021 17:41

Perfect.

[REDACTED] [REDACTED]
[REDACTED] [REDACTED]
Office: [REDACTED]
www.[REDACTED].com

From: [REDACTED] <[REDACTED]@london.gov.uk>
Date: Tuesday, 4 May 2021 at 17:39
To: [REDACTED] <[REDACTED]@london.gov.uk>, Justine Simons <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>, [REDACTED] <[REDACTED]@london.gov.uk>, [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Re: Hockney

Many thanks [REDACTED] I'm call you at 6.30pm if that's ok.

Best

From: [REDACTED] <[REDACTED]@[REDACTED].com>
Sent: Tuesday, May 4, 2021 5:36 pm
To: [REDACTED] Justine Simons
Cc: [REDACTED]
Subject: Re: Hockney

Can I ring you now or before 6:30?

www. [REDACTED] .com

From: [REDACTED] <[REDACTED]@london.gov.uk>
Date: Tuesday, 4 May 2021 at 17:07
To: Justine Simons [REDACTED]@london.gov.uk>, [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>, [REDACTED] <[REDACTED]@london.gov.uk>
Subject: Re: Hockney

Thanks Justine,

██████ - I've just emailed you separately if you're free for a quick call with TfL colleagues this pm or tomorrow am.

In the meantime, if you could clarify on what the image will include that would be really helpful.

Thanks so much.

From: Justine Simons [REDACTED]@london.gov.uk>
Sent: Tuesday, May 4, 2021 9:44 am
To: [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Cc: [REDACTED]
Subject: Re: Hockney

Just to say – I had said it was a ‘clean image’ to [REDACTED] at TfL. But I know David has a version with some text – so just worth making sure we know what image is proposed.

J x

Justine Simons OBE
Deputy Mayor for Culture and the Creative Industries, London
Chair, World Cities Culture Forum

From: [REDACTED] <[REDACTED]@london.gov.uk>
Date: Friday, 30 April 2021 at 20:35
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] Justine Simons <[REDACTED]@london.gov.uk>, [REDACTED]@london.gov.uk
Subject: RE: Hockney

Hi again [REDACTED]

A couple of things to update on from TfL.

Artwork:

We are assuming David’s work will be a simple, static reworking of the roundel with the text ‘Hockney Circus’ and no additional text and are outlining the contract on this basis.

TfL have asked if it is possible David can provide the artwork as a high resolution Jpeg by 6th May to get it live.

We are working to a 9am embargo switch on for Monday 10th May to run until Thursday 20th May.

Contract:

TfL apologise for the delay are working to share this with you on Tuesday.

Press release quote / photography:

We would love to include a quote from David for the release on 10 May if at all possible.

If there’s anything he would like to say about the artwork or about spring, hope, renewal and recovery, or something about London would be brilliant.

We’re aiming to book a photographer and have been advised by TfL that trying to get pictures of the digital screens can sometimes be a challenge and, in the interest of time, suggested the photographer captures the digital screen locations in the week and then, when the artwork is available, render this over these so that it’s clear.

I wanted to check you’re happy with this approach and we will share these with you of course for review

Would you also like us to direct any media from the release to you?

Thank you again for your incredible help with this and have a lovely long weekend.

Best,

[REDACTED]

From: [REDACTED]
Sent: 30 April 2021 15:26
To: [REDACTED] <[REDACTED]@london.gov.uk>
Cc: [REDACTED] Justine Simons <[REDACTED]@london.gov.uk>
Subject: RE: Hockney

Hi [REDACTED]

Lovely to be in touch with you again.

I’ve just now received the specification of the different screens at Piccadilly Circus Station:

<https://global.com/wp-content/uploads/2020/10/D6s-TfL-and-National-Rail-Production-Specs.pdf>

<https://global.com/wp-content/uploads/2020/10/D12s-TfL-and-National-Rail-Production-Specs-Feb-2020.pdf>

<https://global.com/wp-content/uploads/2020/10/Ribbons-London-Underground-Production-Specs.pdf>

Please let me know if any questions at all and my mobile is below if you'd like to speak over the phone if easier.

11/11/2019

Sent: 30 April 2021 15:00

Cc: [REDACTED] <[REDACTED]@london.gov.uk>;

Subject: Re: Hockney

On 30 Apr 2021, at 14:59, Justine Simons [REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

J xx