

## ART OF LONDON TRANSFORMS WEST END WITH GIANT PUBLIC ART TAKEOVER



Assets are available to download [here](#).

**PHOTO CAPTION:** Art of London celebrates the return of its seasonal art programme, Art After Dark, transforming the West End with an art takeover including an inflatable, immersive sculpture and illuminated poem. [artoflondon.co.uk/artafterdark](https://artoflondon.co.uk/artafterdark)

- MArt artists Claire Luxton and Robert Montgomery's striking installations to inspire creativity in West End visitors walking by Leicester Square Gardens
- Immersive, inflatable sculpture 'The Cornucopia' by Claire Luxton and illuminated installation 'The People You Love' by Robert Montgomery unveiled in London's cultural district today
- Display on the Piccadilly Lights inspired by Marina Abramović's major solo exhibition at the Royal Academy of Arts
- Marks the return of [Art After Dark](#), Art of London's seasonal late-night arts programme with world-class galleries on 12th and 13th October 2023

**[12<sup>th</sup> October 2023, London, UK]** Art of London, the award-winning cultural initiative from Heart of London Business Alliance, today celebrates the return of [Art After Dark](#) with a colourful public art takeover in Leicester Square Gardens and a display in Piccadilly Circus inspired by performance artist Marina Abramović.

To mark the free late-night arts programme featuring over 30 art galleries, a giant inflatable sculpture by British contemporary MArt artist Claire Luxton has been installed in Leicester

Square. Visually striking and towering over the capital's entertainment district, 'The Cornucopia' reaches an incredible height of 7m and stretches over a total area of 70m.

Painted in playful colours of purple, green, pink and orange, and lit up with LED lighting throughout, Luxton's new installation will bloom from the ground to symbolise growth, beauty and the vibrant modern energy of the West End.

Leicester Square Gardens is also displaying an illuminated installation by MTArt poetic artist Robert Montgomery, who fuses art and design in a poem titled 'The People You Love'. Montgomery's evocative installation is an expression of sorrow and of love in a time of loss.

On the Piccadilly Lights on Friday 13<sup>th</sup> October there will be a digital display inspired by the work of iconic performance artist Marina Abramović. Set to light up the screens of the Piccadilly Lights as night falls, the display combines images from 'Four Crosses' 2019, an installation featured in the *Marina Abramović* exhibition at the Royal Academy of Arts, along with a selection of instructional statements taken from the 'Marina Abramović Method'. These statements are designed to teach the artist's method for reaching a higher consciousness and confronting life's challenges.

Art After Dark, created in partnership with Westminster City Council, Landsec and Mayfair Art Weekend, will feature London's most acclaimed independent galleries shaking up the art scene on Thursday 12<sup>th</sup> October, including **Stern Pissarro**, **Cristea Roberts**, and **Saatchi Yates** as part of an entertaining night out in London's cultural district. On Friday 13<sup>th</sup> October, members of the public can absorb the culture at the **National Gallery**, the **Royal Academy of Arts** and the **National Portrait Gallery**, which has just announced a series of [Frieze Masters Talks](#). Art After Dark is part of London Creates' campaign to boost the arts sector and throughout the late-night art programme, culture seekers can visit world-class restaurants and bars with many establishments offering [special offers](#).

**Claire Luxton, MTArt artist, said:** *"It's such a joy to share my new installation 'Cornucopia' to celebrate Art After Dark. I wanted the immersive installation to use light, colour, form and scale, to create a playful environment for people to explore and be transported to a moment of pure escapism."*

**Robert Montgomery, MTArt artist, said:** *"Leicester Square is where Soho meets the theatre so it's the true heart of London, a square where nocturnal magic happens - where the stage and reality merge. For me, it's where the ghost of Lillie Langtry dances with the ghost of Oscar Wilde. If you come down to see my light poem you might just glimpse them dancing in the shadows."*

**Mark Williams, Director of Art of London, said:** *"Art After Dark has opened up London's vibrant art scene to evening culture seekers who can experience spectacular exhibitions, bars*



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*and restaurants when visiting the West End. We're delighted to collaborate with so many talented artists and bring spectacular art to the West End for members of the public to enjoy."*

**Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, said:** *"I am delighted that Art After Dark is returning to light up the West End with striking installations and the opportunity to enjoy our fantastic art galleries out of hours. By showcasing this work in the heart of our city, we are once again showing why we are a world-leading arts capital, as we build a better London for everyone."*

Culture seekers can also discover a raft of spectacular arts destinations to visit using Art of London's [handy online guides](#), filled with world-class art galleries, theatres, museums, institutions and pop-ups to explore in the West End.

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#### Follow Art of London

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Hashtag: #ArtAfterDark

- ENDS -

For more information on *Art After Dark*, please contact Premier:

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Video and imagery is available for download [here](#).

#### Art After Dark - Listings Information:

**WHAT:** Art After Dark 3.0

**WHERE:** West End

**DATES:** 12-13 October 2023

**MARINA ABRAMOVIĆ PICCADILLY LIGHTS SCREENING:** Friday 13th October at 7pm

**MORE INFORMATION:** [artoflondon.co.uk/artafterdark](http://artoflondon.co.uk/artafterdark)

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### West End Promotions (during Art After Dark)

- [Franco's](#) – Receive a complimentary glass of champagne or a FøA (Free of Alcohol) sparkling option by quoting 'Art After Dark' when booking dinner
- [Ochre](#) – Receive a complimentary glass of fizz by quoting 'Art After Dark' when booking dinner (valid only on Friday 13th October)
- [Farzi](#) – Enjoy 20% off your food order and a complimentary Farzi Royale cocktail by quoting 'Art After Dark' when booking dinner
- [Americana](#) – Sample Americana's exciting new tasting menu, paired with drinks, for just £30 per person (regular price is £50) when booking by quoting 'Art After Dark'
- [J Sheekey](#) – Savour a complimentary glass of champagne at J Sheekey by quoting when booking dinner

### NOTES TO EDITORS

#### About Art of London

Created by Heart of London Business Alliance in partnership with some of the UK's leading cultural institutions, Art of London is a major consumer arts initiative that launched in 2021, championing the cultural sector, celebrating art in every form and showcasing the vital role culture plays in society. Visit [artoflondon.co.uk](http://artoflondon.co.uk) for more information. Art After Dark is part of Heart of London Business Alliance's latest work to support the cultural sector and the night-time economy. Previous campaigns include the [Season 2023: The Art of Entertainment](#), the [Take A Moment](#) photography exhibition, [Augmented Gallery](#), the [Piccadilly Art Takeover and Trail](#), and [Brighter Future](#) public art commission.

#### About Heart of London Business Alliance:

Since 2001 Heart of London Business Alliance has been cementing London's position as the world's leading cultural destination by working on behalf of over 500 businesses and 100 property owners in the Leicester Square & Piccadilly Circus, Piccadilly & St James's and St Martin's areas of the West End.

Home to galleries, theatres, restaurants, cafés, bars, world-famous shops, cultural institutions and associations, the area is truly unique with an experience-based economy that caters to every taste. From the BAFTA headquarters to the National Portrait Gallery and the Royal Academy of Arts, the area's cultural heritage stretches back centuries, yet it remains at the forefront of the arts.

As a not-for-profit, Heart of London Business Alliance is focused on securing the long-term commercial wellbeing of the area. Through area promotion, business support and advocacy they champion members' interests and ensure the West End remains truly world-class.

#### About Claire Luxton

Claire Luxton is a British contemporary multi-disciplinary artist represented by MTArt Agency, working with photography, immersive installation and poetry. She works from her rural studio



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based in East Sussex, and the nature she is surrounded by is always reflective in her work. Inspired by art history's masterpieces, Luxton explores the place of humans in nature and the specificity of the female experience in society, including prejudices built around the opposition of beauty and intellect or mental health. Luxton's themes are beauty and life, decay and death, melancholy, and romanticism.

### **About Robert Montgomery**

Robert Montgomery was born in Chapelhall, Scotland, in 1972. He was selected to represent the United Kingdom at the Lyon Biennale of contemporary art (France) in 2011, the Kochi Biennale (India) in 2012, and the Yinchuan Biennale (China) in 2016. He has produced large-scale light installations in the public space in various European cities like Berlin, London, Paris, Athens, and more. His work has been presented at the Aspen Art Museum (USA), the Oklahoma Contemporary Arts Center (USA), or the Cer Modern Museum (Ankara, Turkey). His works are in the permanent collections of the Houston Museum of Fine Arts and the Albright Knox Museum (USA). He lives in London and is represented by MTArt Agency.

### **About Marina Abramović**

Marina Abramović has earned worldwide acclaim as a performance artist. She has consistently tested the limits of her own physical and mental endurance in her work, subjecting herself to exhaustion, pain and even the possibility of death. For more information about Marina Abramović's exhibition, please visit the Royal Academy of Arts [website](#).