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## London light festival looks to brands, social media for foot traffic

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*Brown Hart Gardens, London*

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British arts producer Artichoke, property management corporation Grosvenor Group and automaker Jaguar Land Rover are working together to illuminate London's Mayfair district.

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In an effort to turn the district into a world-leading culture and arts destination, landmarks in the area will host Lumiere London, a light festival that will take place Jan. 14-17. The festival will draw tourists and locals alike, providing an experience that could generate sustained interest and returning visitors.

"We like to think we have been a catalyst for art galleries moving back to Mayfair," said Craig McWilliam, executive director, London estate at Grosvenor Britain & Ireland. "Mayfair has been associated with the arts since the 1870s when the Grosvenor Gallery opened alongside a host of internationally-acclaimed art and antique dealers."

### Lumiere London

Grosvenor Square, Brown Hart Gardens and Grosvenor Hill will be the primary sites of the light installations, with attractions extending to Piccadilly, Regent Street and St. James's, Trafalgar Square and Westminster and King's Cross. There are 30 installations in total for the festival.



*Aquarium, Benedetto Bufalina, Grosvenor Square*

Among them are an iconic red phone booth transformed into an aquarium, designed by Benedetto Bufalina and

Benoit Deseille; neon birdhouses in Brown hart Gardens by Sarah Blood; a light-bench on Grosvenor Hill by Bernd Spiecker; "Spectra-3," a "living, sensing and moving light sculpture attempting to connect with the people around it," the third piece in FIELD.io's Spectra series; LAB[au]s "binaryWaves," which transforms information from mobile phones, radios and cars into light, sound and color; fibre-optic LEDs that make up color-changing dresses in London shop windows, by Tae gon Kim and an animation of an elephant making its way underneath the arches of Air Street. A full list of installations is available on the festival's [Web site](#).

Visitors can also download maps to their mobile phones, which mark both installations as well as permanent attractions in the area. While the festival itself positions Mayfair as an arts and culture district, noting attractions will give people cause to return to the area in the future and help Mayfair maintain the burst of interest.



*Spinning Night in Live Colour, Elaine Buckholtz, Grosvenor Square*

Organizers are counting on mobile technology to increase interest, as consumers are more likely to listen to friends or brands they trust.

Among the numerous sponsors for the event is Jaguar Land Rover. Scattered throughout the area and installations are five Land Rover Private Views, each of which is designed to give an especially interesting view of an installation.

From Land Rover Private Views, consumers are encouraged to snap a photo and share them on Instagram using #Hibernot, a play on the word "hibernate" encouraging others to come out and join the fun. Consumers are more likely to take a friend's recommendation, so the viral photos could help generate more foot traffic to Mayfair.



*Brothers & Sisters, Ron Haseldene, Grosvenor Square*

Additionally, anyone attending has a chance to win a trip to Lyon's light festival in December 2016 simply by taking a photo of Lumiere London and posting it to Twitter or Instagram with @VisitLondon or @VisitLondonOfficial and #LumiereLDN tagged.

Other high-end brands that call the area home have also shown support for the festival. British hotel The Dorchester and perfumer Floris London have both encouraged Facebook followers to check it out.



*Sanctuary, Sarah Blood, Brown Hart Gardens*

Lumiere London aims to turn Mayfair into a tourist destination, so luxury brands are appropriate sponsors and supporters given the industry's reliance on tourism. Additionally, sponsoring art and culture festivals casts a favorable light on a brand, which benefits from the association with a sophisticated, curious or adventurous lifestyle.

#### Arts and culture

Luxury brands have also used light exhibits to promote their own products.

For example, last March Shiseido-owned Cl de Peau Beaut introduced its products to a wider consumer demographic through an outdoor installation commissioned by architect Shigeru Ban.

Cl de Peau Beaut's exhibit "Reverberation Pavilion of Light and Sound" was on display May 8-9 in Venice, Italy, during the the opening weekend of the 56th Venice Biennale international art exhibition May 9 through Nov. 22. Brands often stage exhibits and public art displays during festivals such as this to generate interest in their offerings while targeting a specific, affluent class ([see story](#)).

Some brands that deal in material goods have made a habit out of partnering with arts and culture institutions.

For instance, in August Swiss watchmaker Jaeger-LeCoultre showed its dedication to the cinematic arts once again with an initiative alongside New York's Film Institute of Lincoln Center.

Last year, the third annual Filmmaker in Residence is Greek writer and director Athina Tsangari, who worked on her thriller/comedy "White Knuckles" during her time in New York. Jaeger-LeCoultre frequently aligns itself with the film world as a way of showing its own artistry ([see story](#)).

While Lumiere London will further the development of the region even more, Mayfair is already seeing improvements.

"It is very pleasing to see Grosvenor's vision for this part of the West End come to life through vastly improved public areas, top-quality architectural design and attracting some of the best cultural and retail operators in the world," Mr. McWilliam said.