

TRAVEL AND HOSPITALITY

Mandarin Oriental solicits ideas for art piece's "second life"

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Sir Peter Blake's "Our Fans" on the facade of Mandarin Oriental Hyde Park, London

By STAFF REPORTS

Mandarin Oriental Hyde Park, London is looking to extend the lifespan of the massive artwork currently covering its facade through a crowdsourcing campaign.

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A competition hosted by the property is asking consumers to brainstorm a new use for the 213-foot long mural created by Sir Peter Blake to camouflage its exterior during renovations. While a competition, the prize is centered on philanthropy, as Mandarin Oriental looks for a new owner who will make a difference with the collage.

Recycled for a cause

As its kicked off a complete renovation of its historic building earlier this year, the London property took the attention off its facade with an artistic diversion.

The multimillion dollar construction plan is set to run through the spring of 2018, but the hotel will remain open throughout the process. To ensure that guests are greeted by a pleasant sight, the hotel has masked its facade in a large-scale collage by pop artist Sir Peter.

Sir Peter's work, titled "Our Fans," is his largest scale piece to-date, equaling the size as 33 double decker buses. Weighing over a ton, the poster took 10 hours to install ([see story](#)).



Sir Peter Blake in his London studio

Knowing that it will not be up forever, Mandarin Oriental is already trying to find the art a new home.

Consumers can submit an idea in 100 words or less, explaining what they would do with the poster, to Mandarin Oriental's creative agency London at henry@londonadvertising.com. The recipient will need to pay the cost of transportation and storage.

Mandarin Oriental has also stipulated that the person who gets the poster has to use any profit for a charitable cause.

Some examples given include fashioning the poster into a new product, such as tote bags, or cutting up the collage and having signed portions auctioned as a fundraiser.

The deadline for entry is April 10 at 5 p.m. From there, the submissions will be judged by a panel that includes Sir Peter.

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