

# Sculpture Trail 2023

Covent Garden, London

Design Document



# About...

## Objectives of the trail:

- To launch a Summer attraction trail across the Covent Garden portfolio, resulting in wide ranging coverage and footfall.
- 15 sculptures are proposed, of which 6 are proposed in the London Borough of Camden and 9 are proposed in Westminster City Council.
- The trail aims to appeal to the consumer audience, from families to adults, considerate of domestic and international groups whilst re-educating Londoners.
- To raise funds for the Tusk Charity through donations and a charity auction where the sculptures will be sold at the end of the trail.
- The sculpture trail will collaborate with an eclectic mix of desirable relevant artists and partners, each providing their own authentic design to the sculptures, thus reinforcing the unique cultural heritage of the district.
- Previous trail collaborators have included Tracey Emin, Harland Miller, Gavin Turk, John Cleese, David Mach, Ian Davenport and Ronnie Wood amongst others.



Summer 2023 will see a sculpture trail arrive in the West End in support of leading conservation NGO, Tusk Trust.

Curated and delivered by Shaftesbury Capital in partnership with Westbrook Gallery, the activation will span the Covent Garden portfolio in the form of a sculpture trail, aimed at raising awareness and appealing to all audiences.

The trail will consist of 15 Gorilla sculptures, promoting the incredible work that Tusk Trust are committed to supporting across conservation and climate change programmes. The sculptures will sit across the enlarged Covent Garden portfolio over the Summer months between 14 July and 14 October 2023, and will be sold on at a private auction with proceeds going to Tusk Trust.



# About Tusk...



## Tusk Lion Trail 2021

- 47 life-sized lion sculptures, designed and made by some of the planet's foremost artists, musicians and sportspeople – 2 of which were housed on the Covent Garden estate
- The trail ran from 10 August – 24 September 2021
- 2021 project raised over £1m for Conservation
- The trail was sited in London, Bristol, Edinburgh – UK | The Hamptons – USA, Wellington – New Zealand | Nairobi – Kenya | Sydney – Australia



- Tusk Trust and their Patron HRH Prince William have, for over 30 years, championed and supported programmes across more than 20 countries, increasing vital protection for over 70 million hectares of land for more than 40 critically threatened species.
- Tusk continues to work with governments to reduce the impact of illegal wildlife trade world-wide. The charity funds programmes to mitigate climate change and enable indigenous communities to co-exist and mutually benefit from their shared environment.
- There are two gorilla species in the world, Eastern and Western. The Mountain gorilla (that the sculpture is based on) is a subspecies of the eastern gorilla, and is endangered. There is an estimated 1,063 remaining in the wild and they are currently under threat.
- Degradation of habitat is the main threat, and as the population grows the land is increasingly converted for agriculture and competition for resources that results in deforestation. This puts the gorillas at high risk.
- Habitat loss remains the greatest threat to the vast majority of wildlife, including 85% of all threatened species
- Approximately half of the world's original forests are gone, and what remains is still being removed ten times faster than it can be replaced.

# Details...

Each sculpture will be displayed on a plinth which will feature branding and a QR code with CTA's to 'Discover more' about the trail.

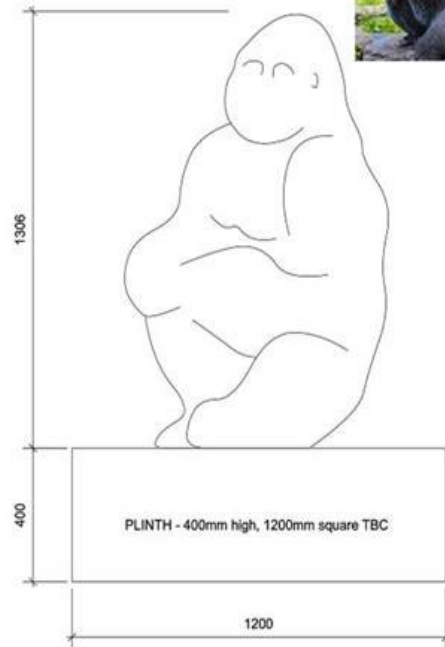
The QR code will link through to further information including:

- Large map of the complete trail
- Details on the important work Tusk Trust undertake
- Ability to make a donation direct to the charity
- Details on the sculpture design collective

The use of QR codes in Westbrook Gallery's previous sculpture trails have amassed a total audience reach of over 1.2billion visitors world-wide, raising over \$8.7million for conservation.



\* Production pictures

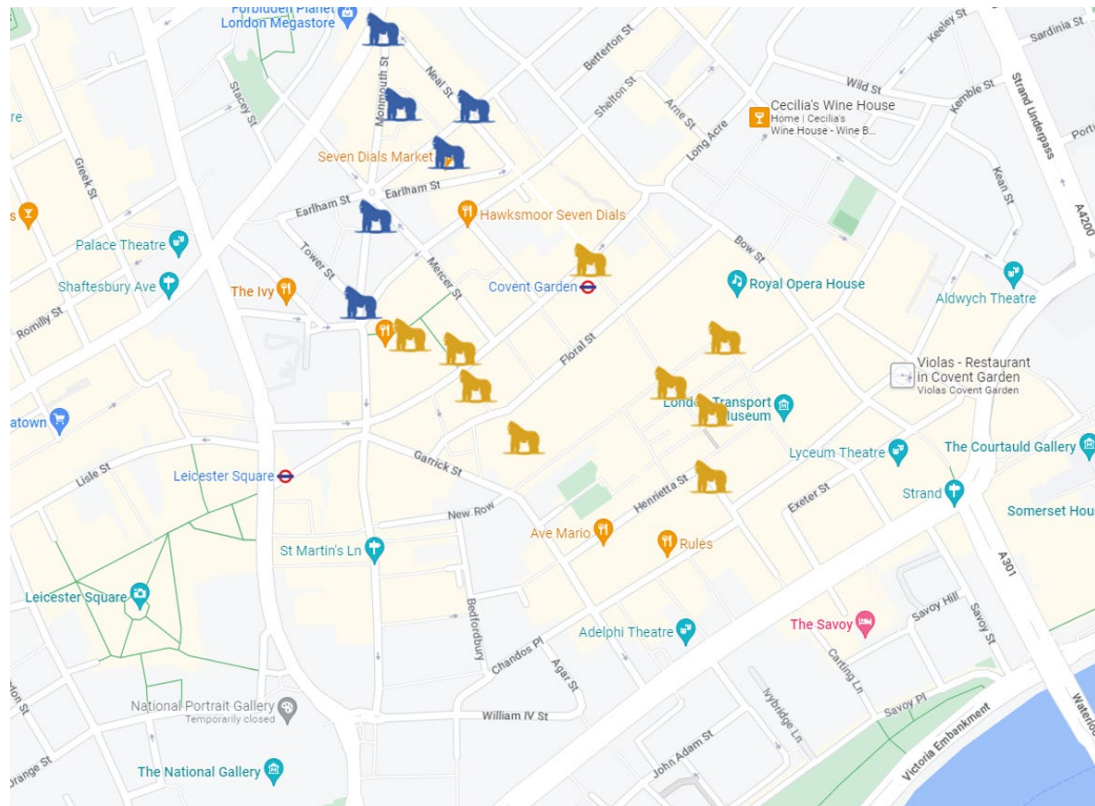


# Sculpture Trail –Details

The 15 sculptures will be sited at key points around the Covent Garden and Seven Dials area for visitors to discover.

- 6 gorilla sculptures will be located in Camden Council's boundary and 9 gorilla sculptures in Westminster City Council
- The next pages show the locations of each gorilla sculpture and ownership details.

5



Camden Council



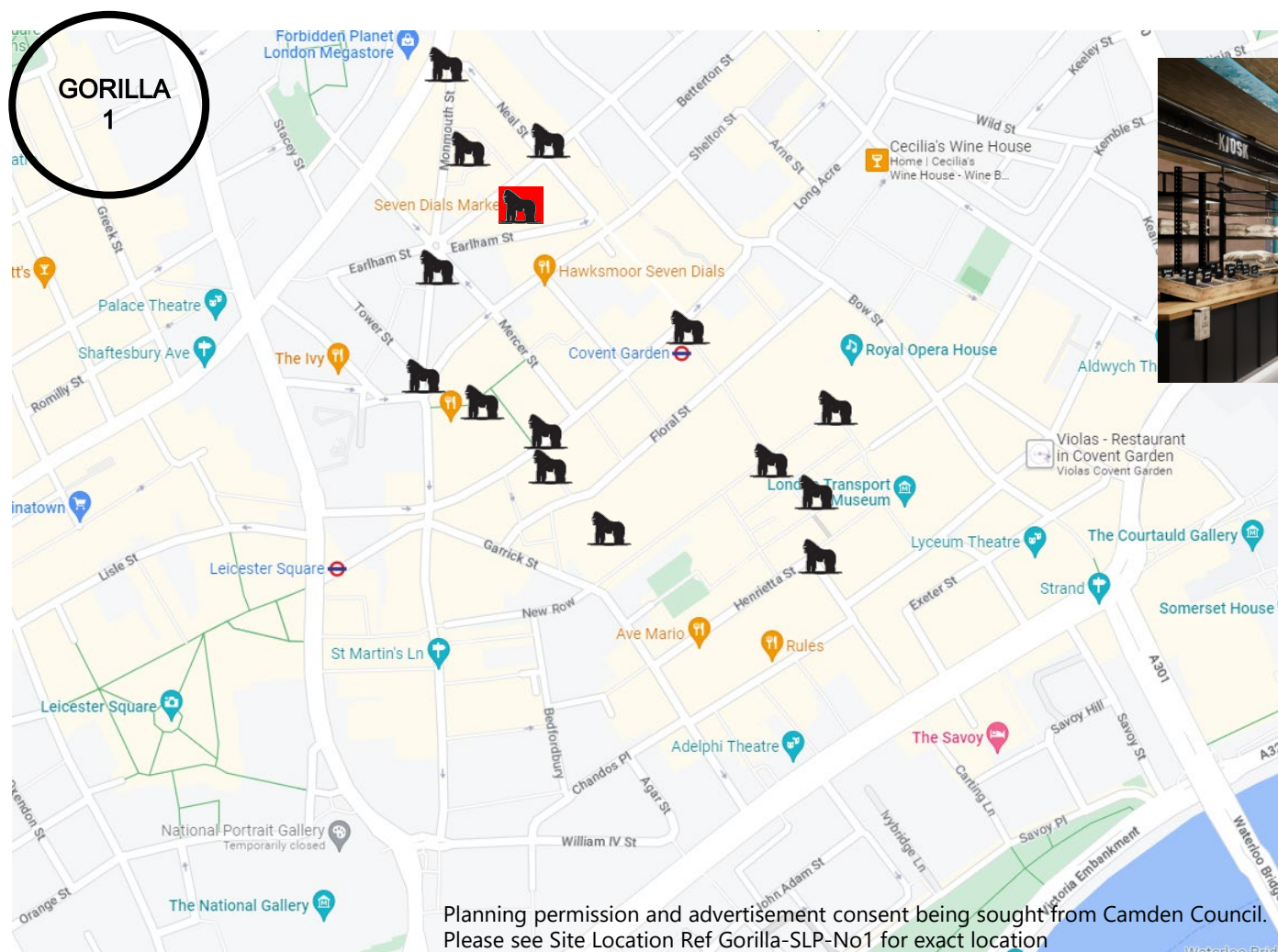
Westminster City Council



SHAFTESBURY  
CAPITAL

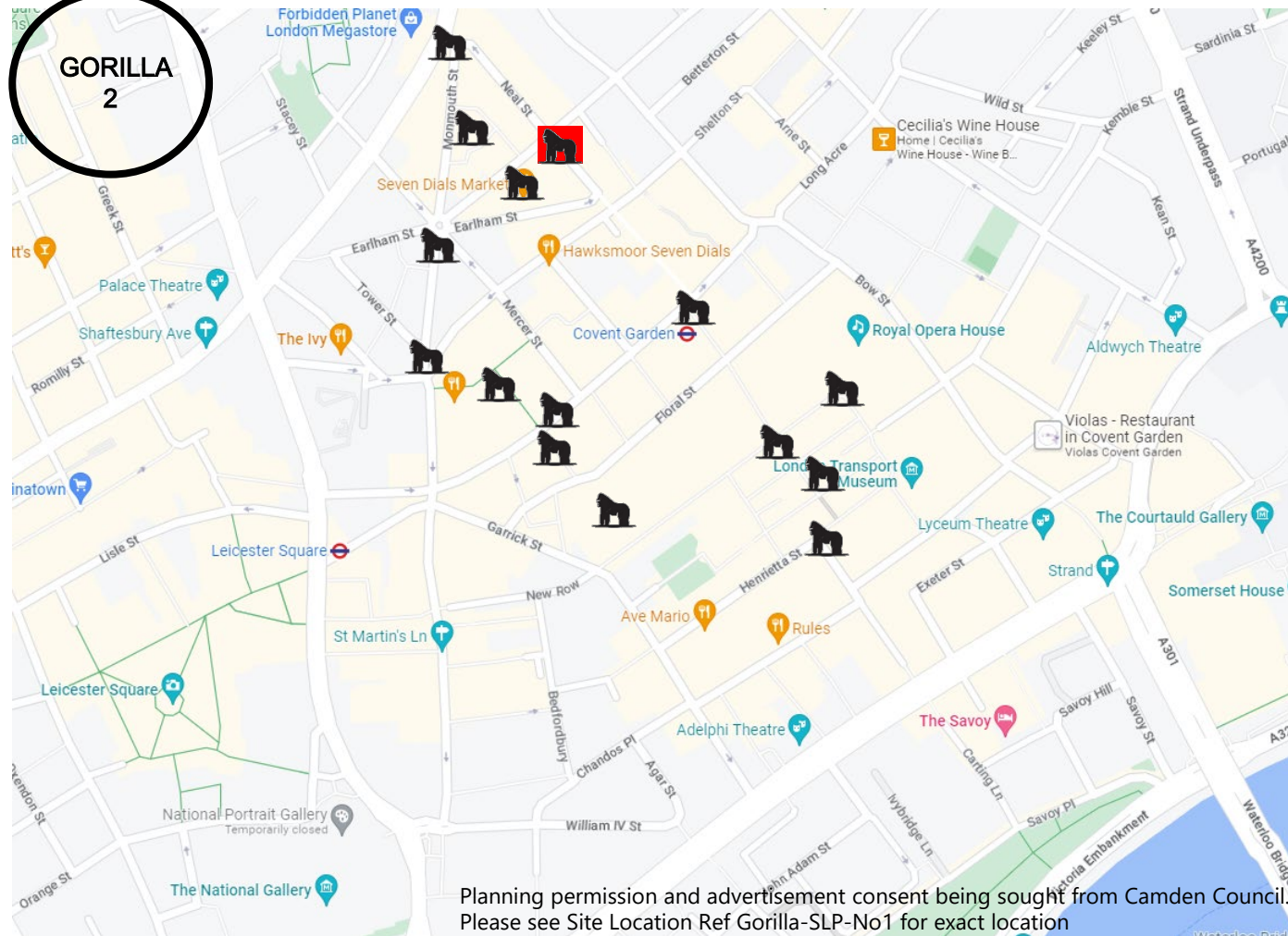


# GORILLA 1



Planning permission and advertisement consent being sought from Camden Council.  
Please see Site Location Ref Gorilla-SLP-No1 for exact location

# GORILLA 2

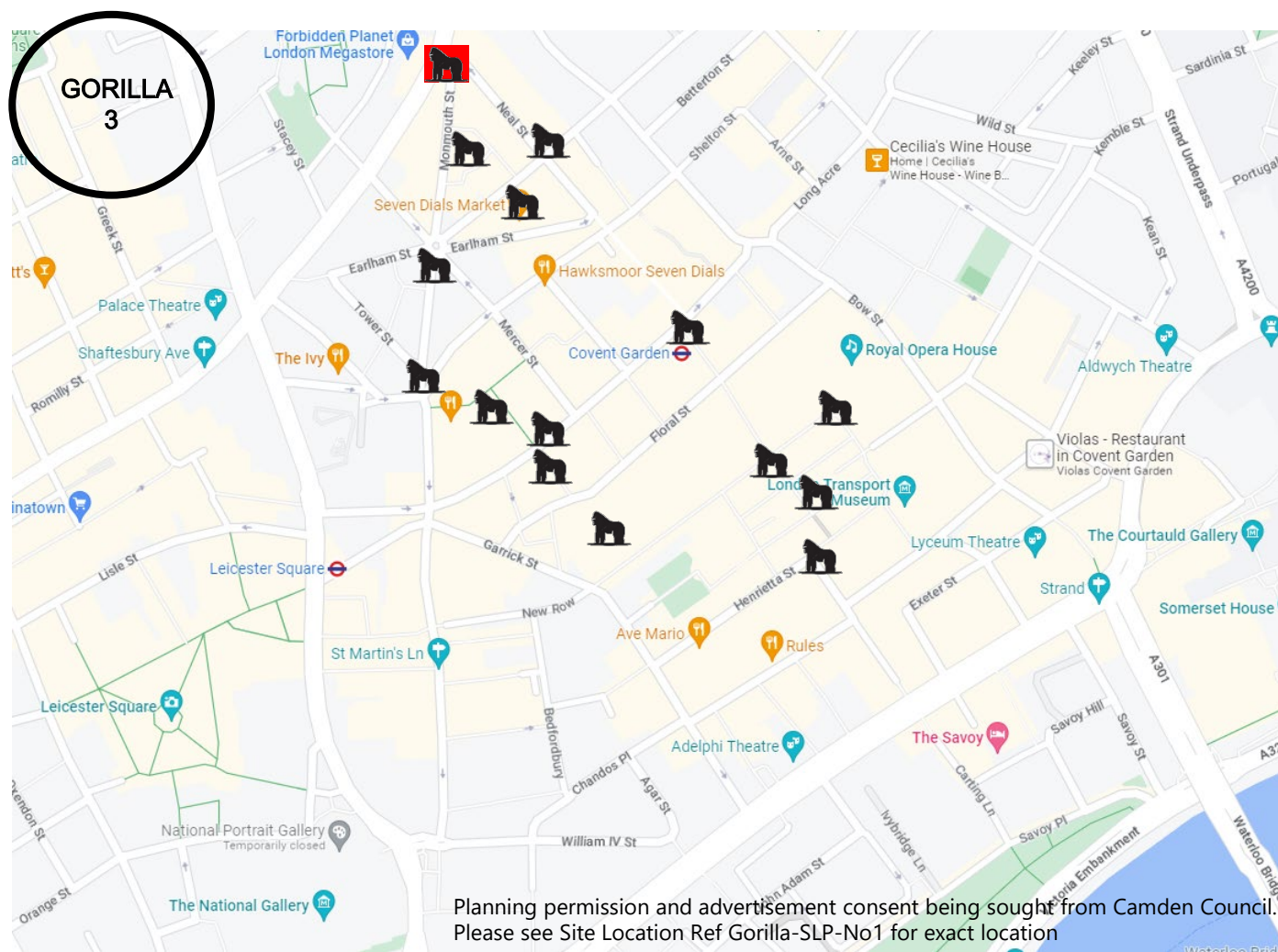


Planning permission and advertisement consent being sought from Camden Council.  
Please see Site Location Ref Gorilla-SLP-No1 for exact location





**GORILLA  
3**

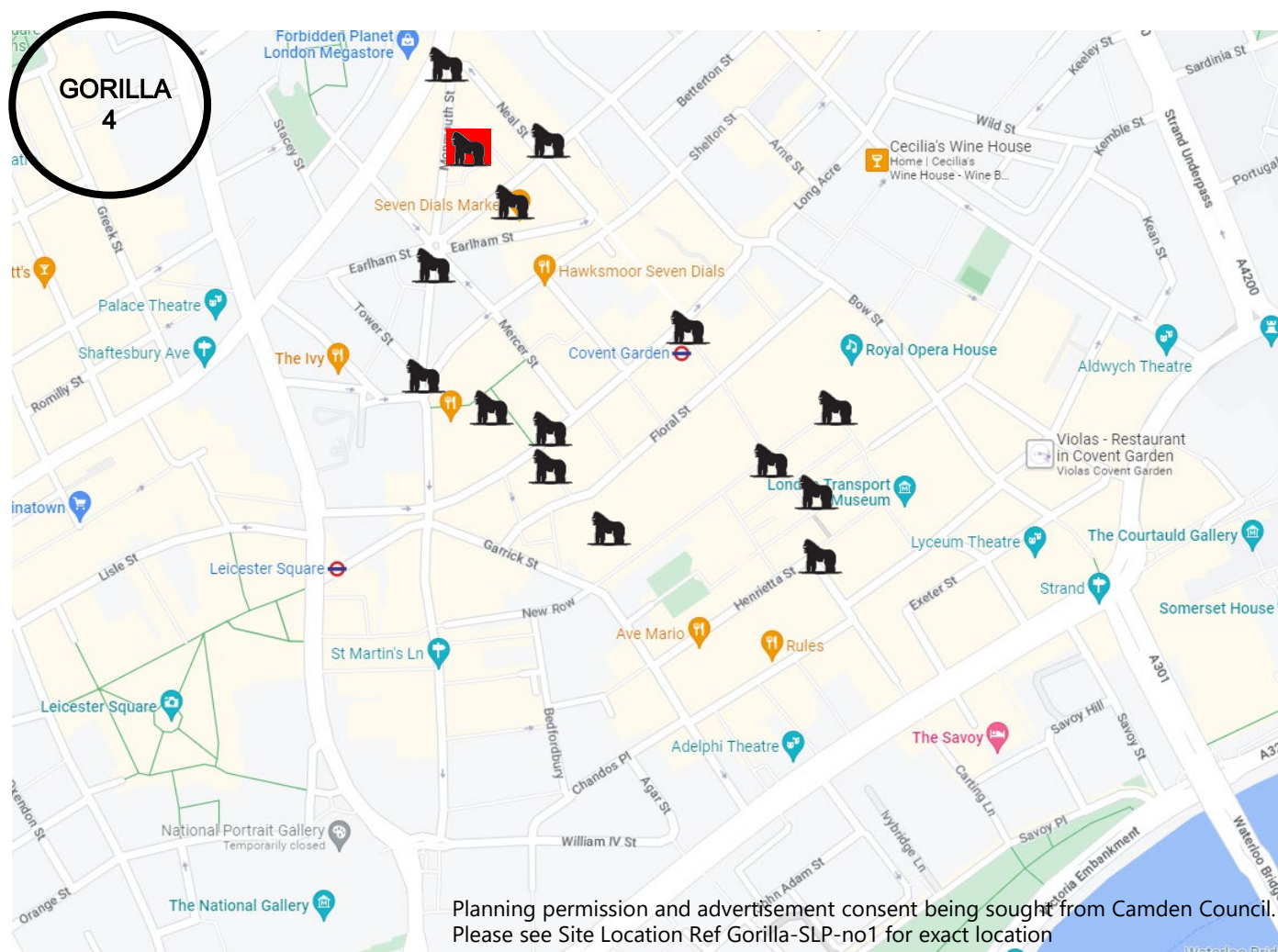


Planning permission and advertisement consent being sought from Camden Council.  
Please see Site Location Ref Gorilla-SLP-No1 for exact location





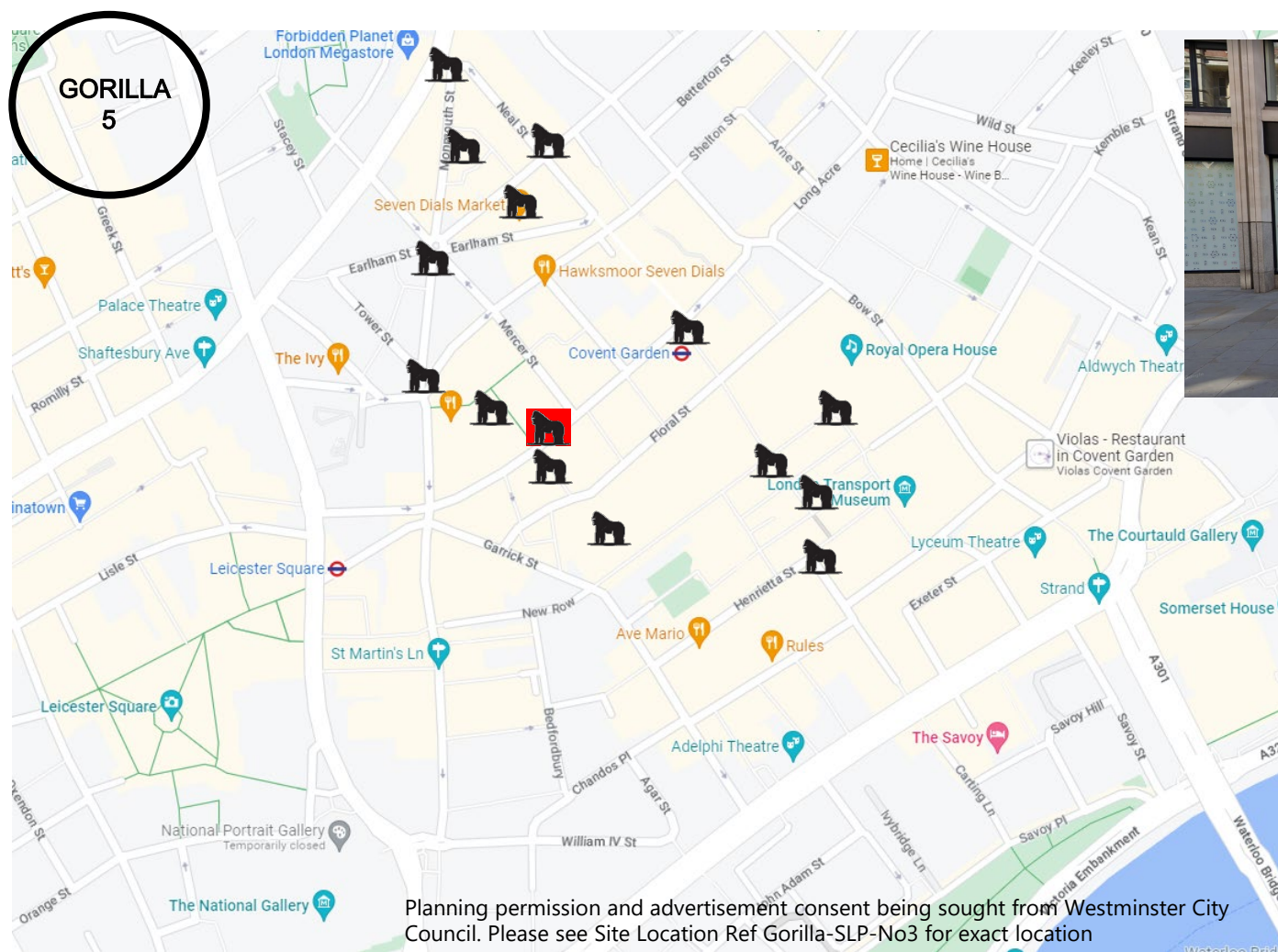
**GORILLA**  
4



Planning permission and advertisement consent being sought from Camden Council.  
Please see Site Location Ref Gorilla-SLP-no1 for exact location



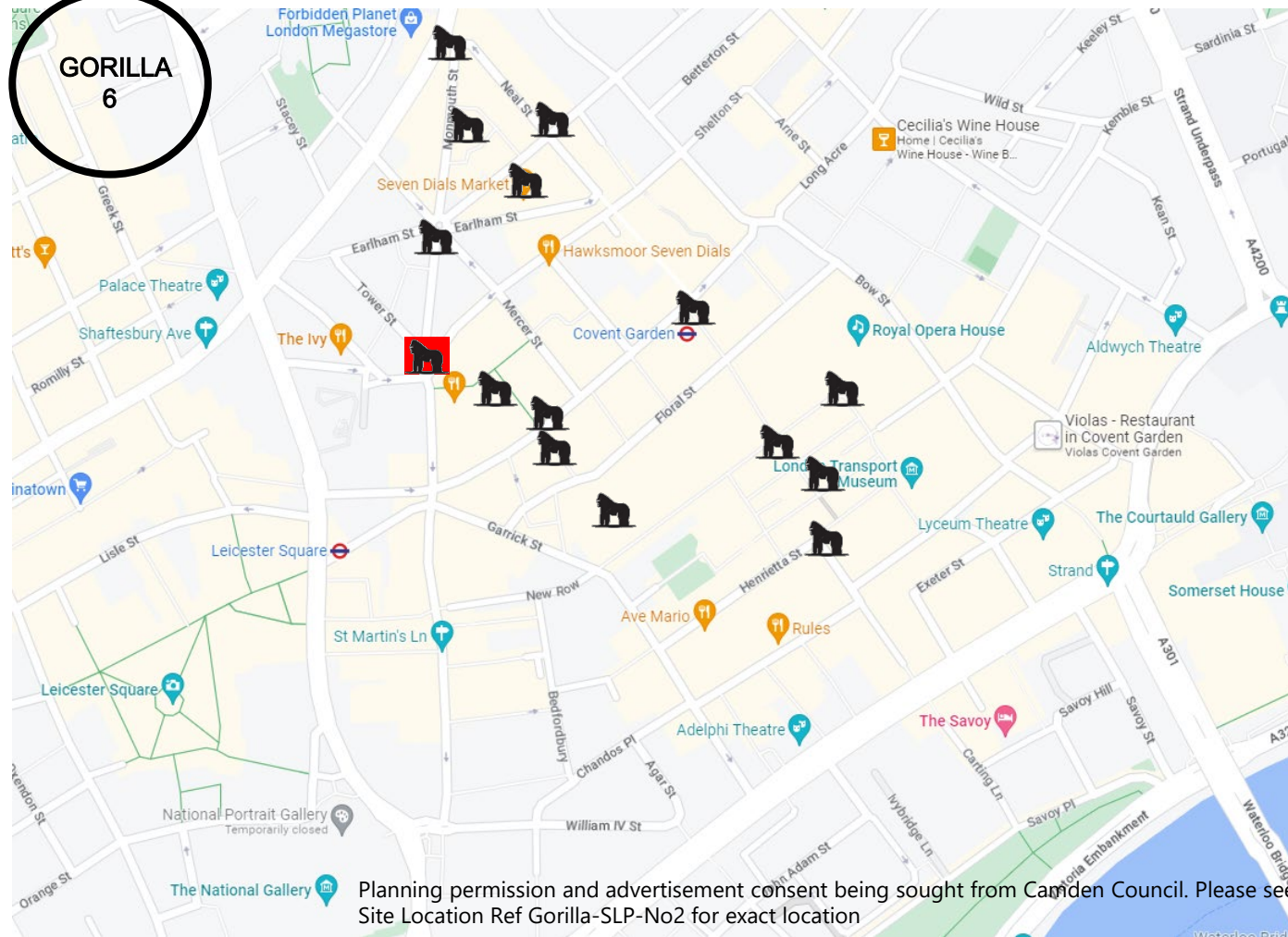
GORILLA  
5



Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No3 for exact location



GORILLA  
6



Planning permission and advertisement consent being sought from Camden Council. Please see Site Location Ref Gorilla-SLP-No2 for exact location

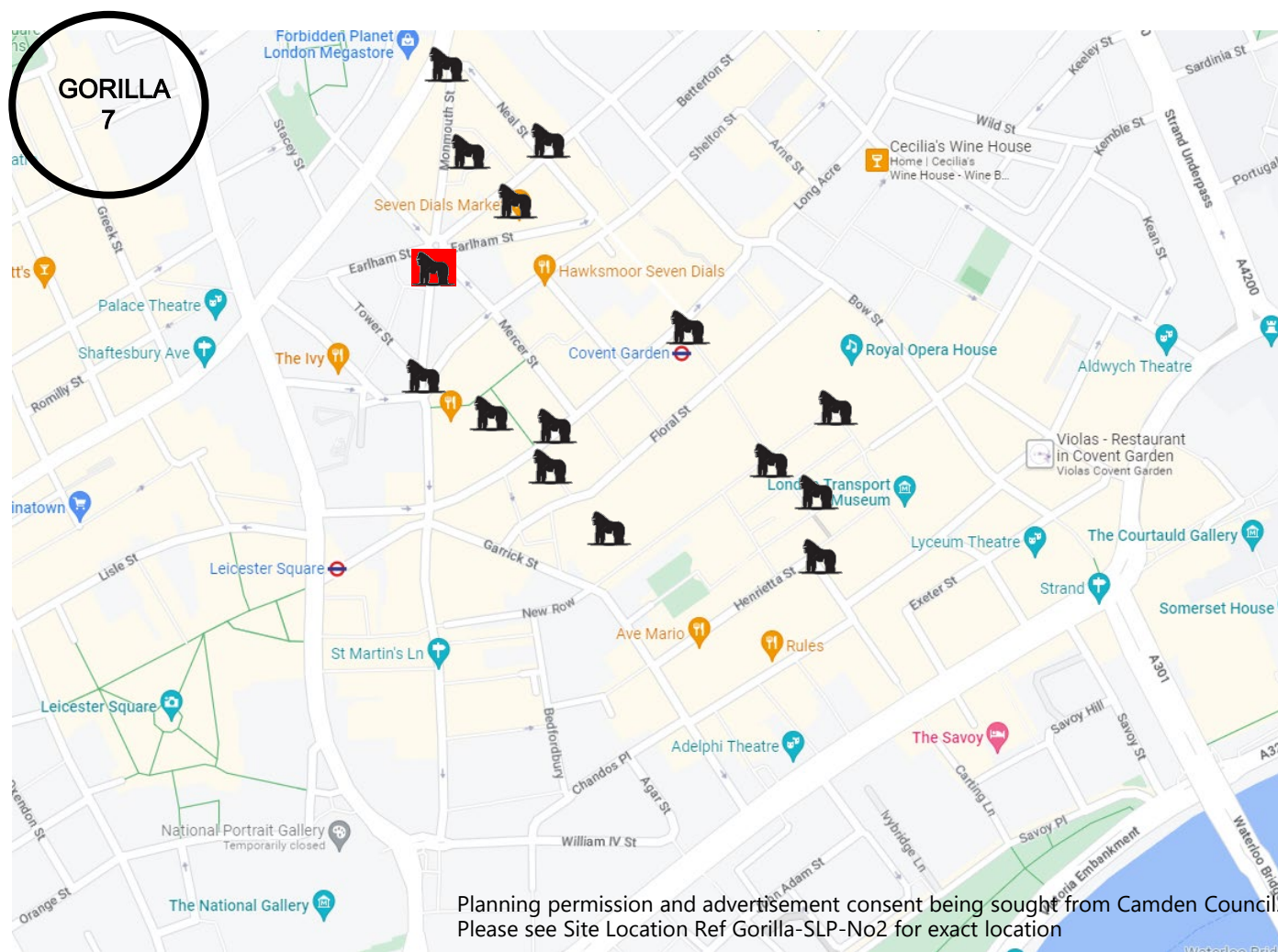


same location from two separate angles

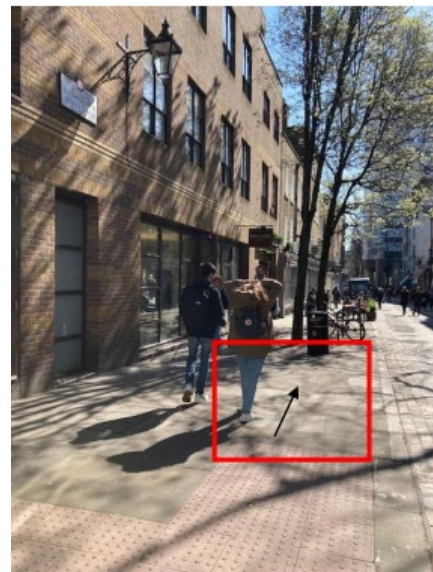
 SHAFTESBURY  
CAPITAL



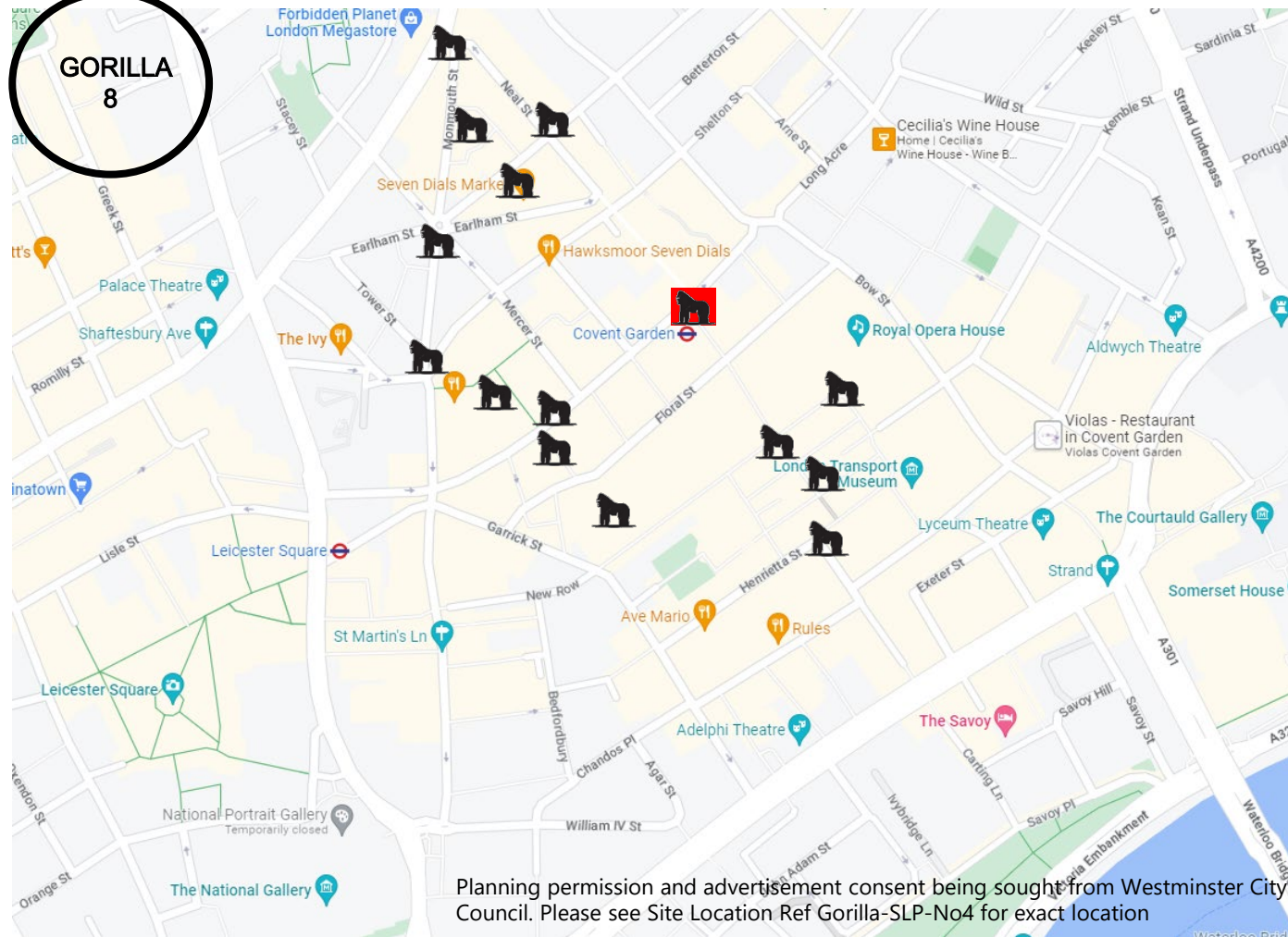
GORILLA  
7



Planning permission and advertisement consent being sought from Camden Council.  
Please see Site Location Ref Gorilla-SLP-No2 for exact location



**GORILLA  
8**

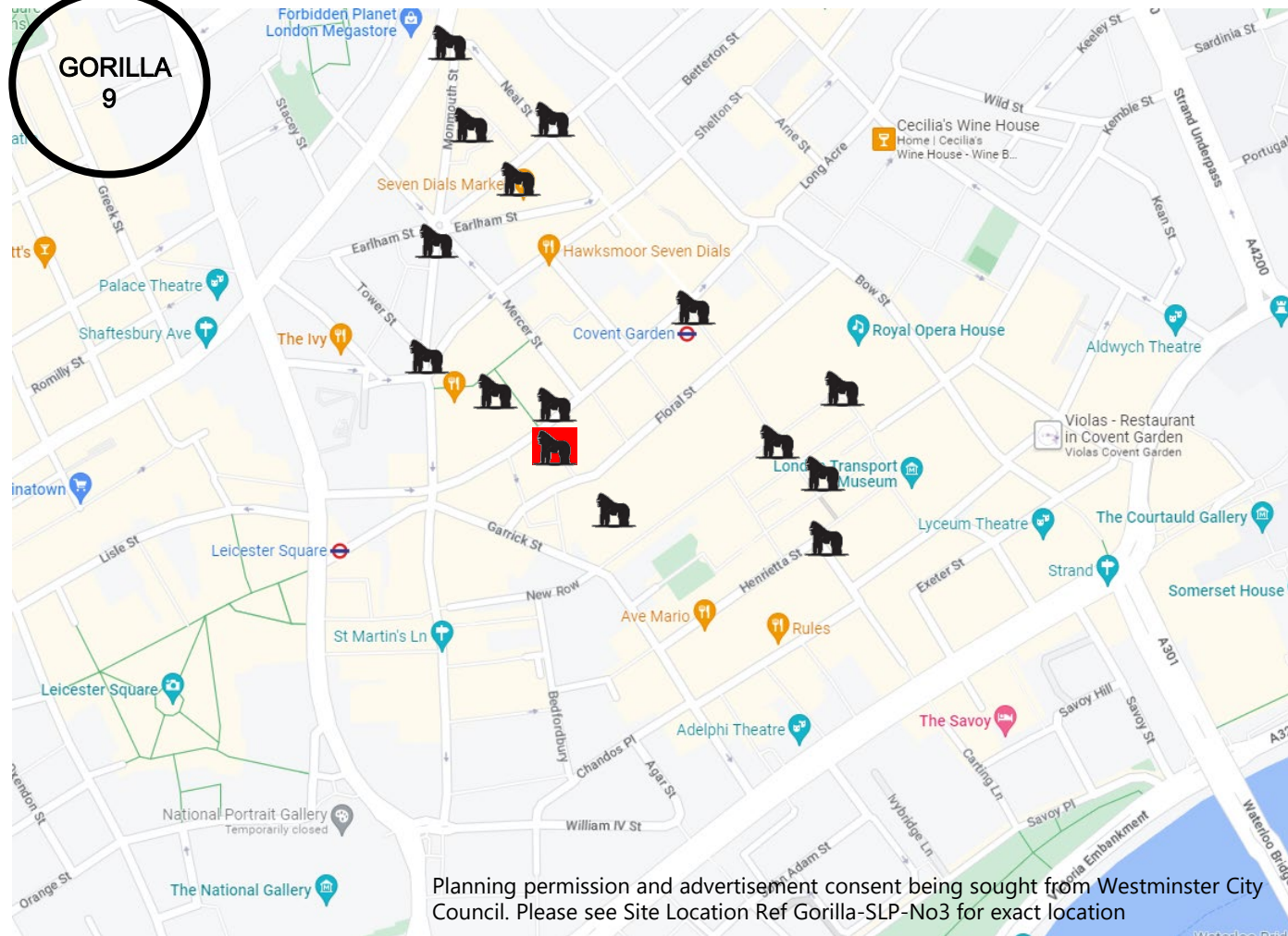


Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No4 for exact location

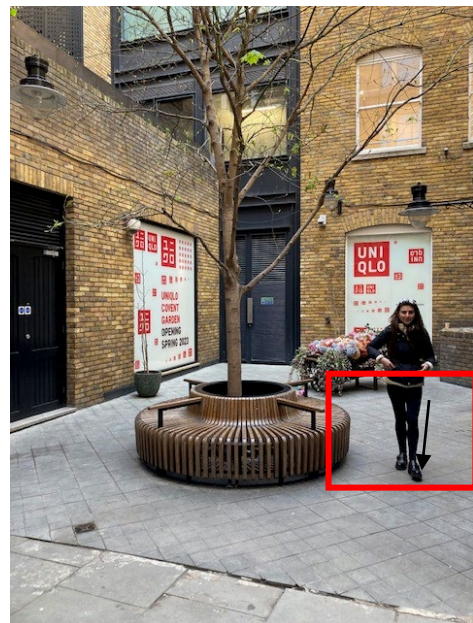




**GORILLA  
9**



Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No3 for exact location

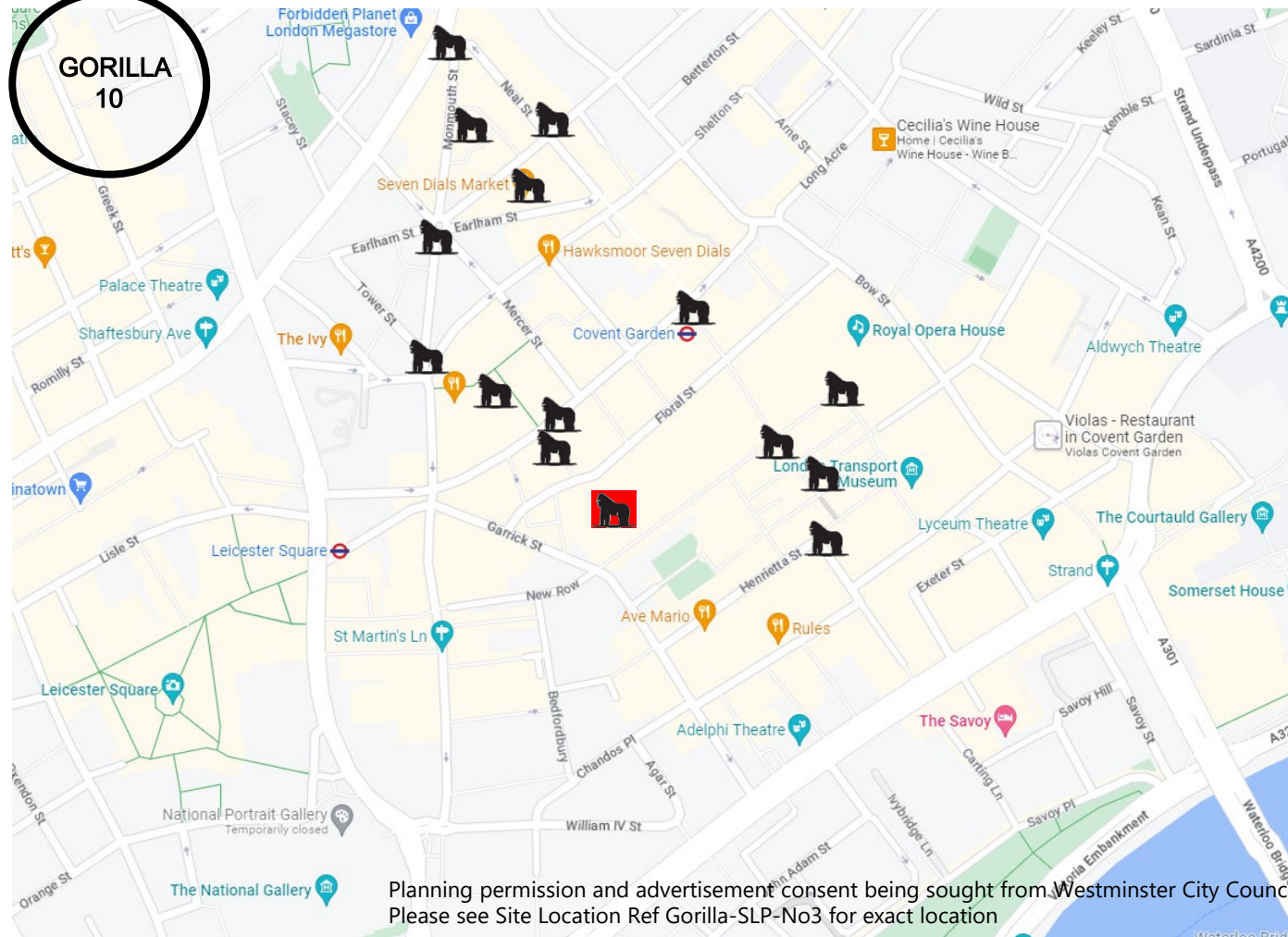


\*Shaftesbury Capital ownership

**SHAFTESBURY  
CAPITAL**



GORILLA  
10

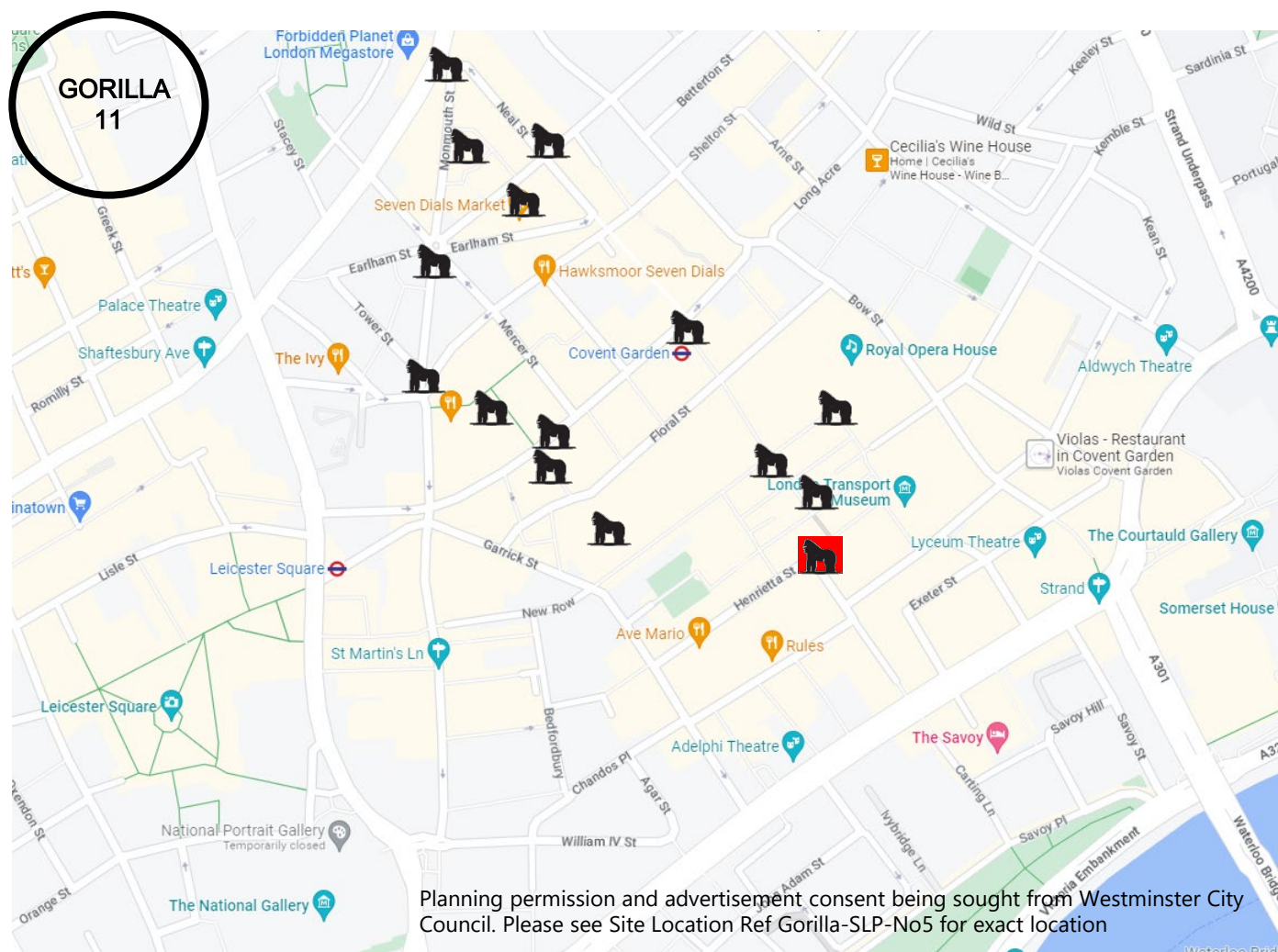


Planning permission and advertisement consent being sought from Westminster City Council.  
Please see Site Location Ref Gorilla-SLP-No3 for exact location



\*Shaftesbury Capital ownership

**GORILLA  
11**

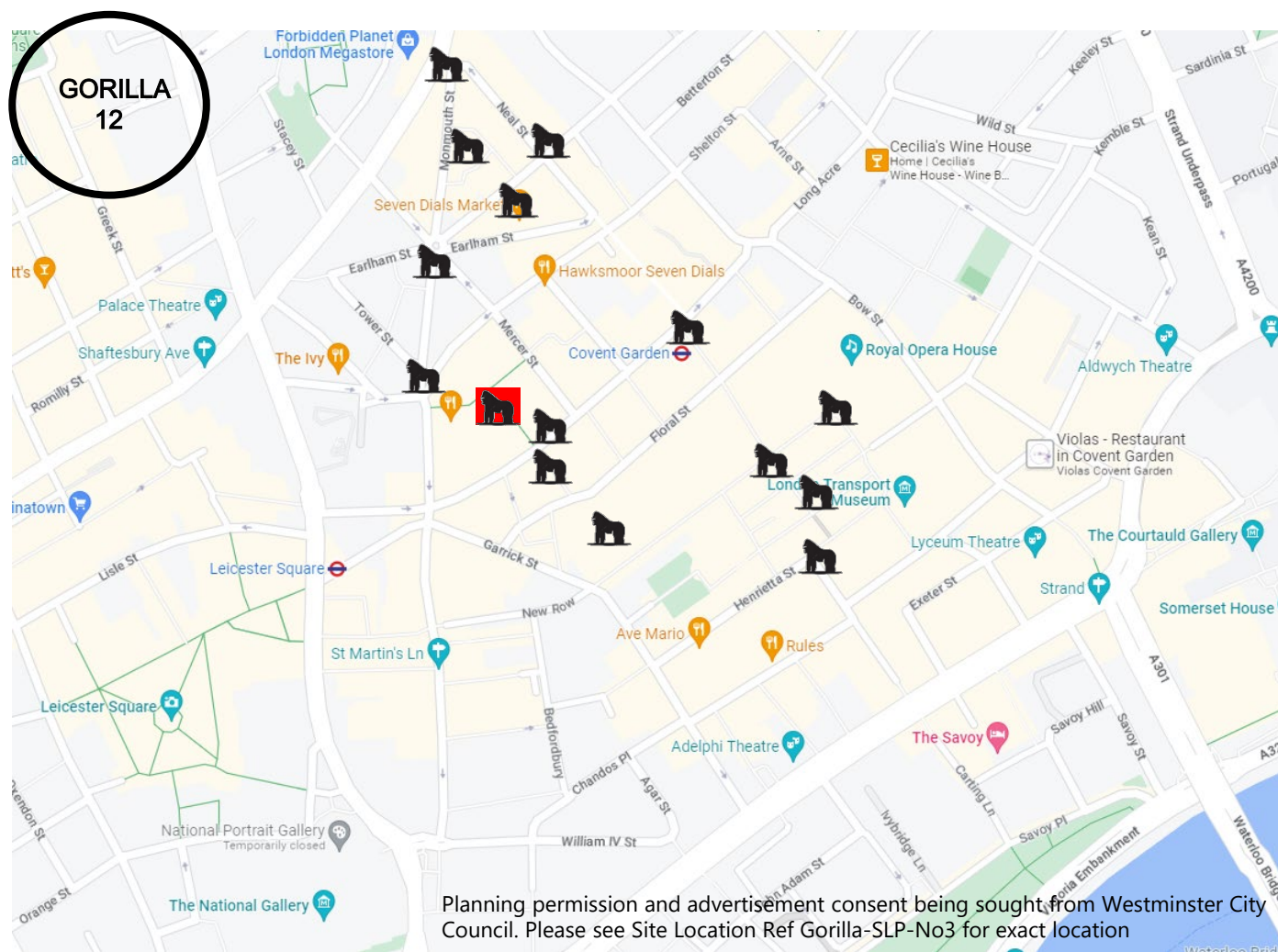


Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No5 for exact location





**GORILLA  
12**



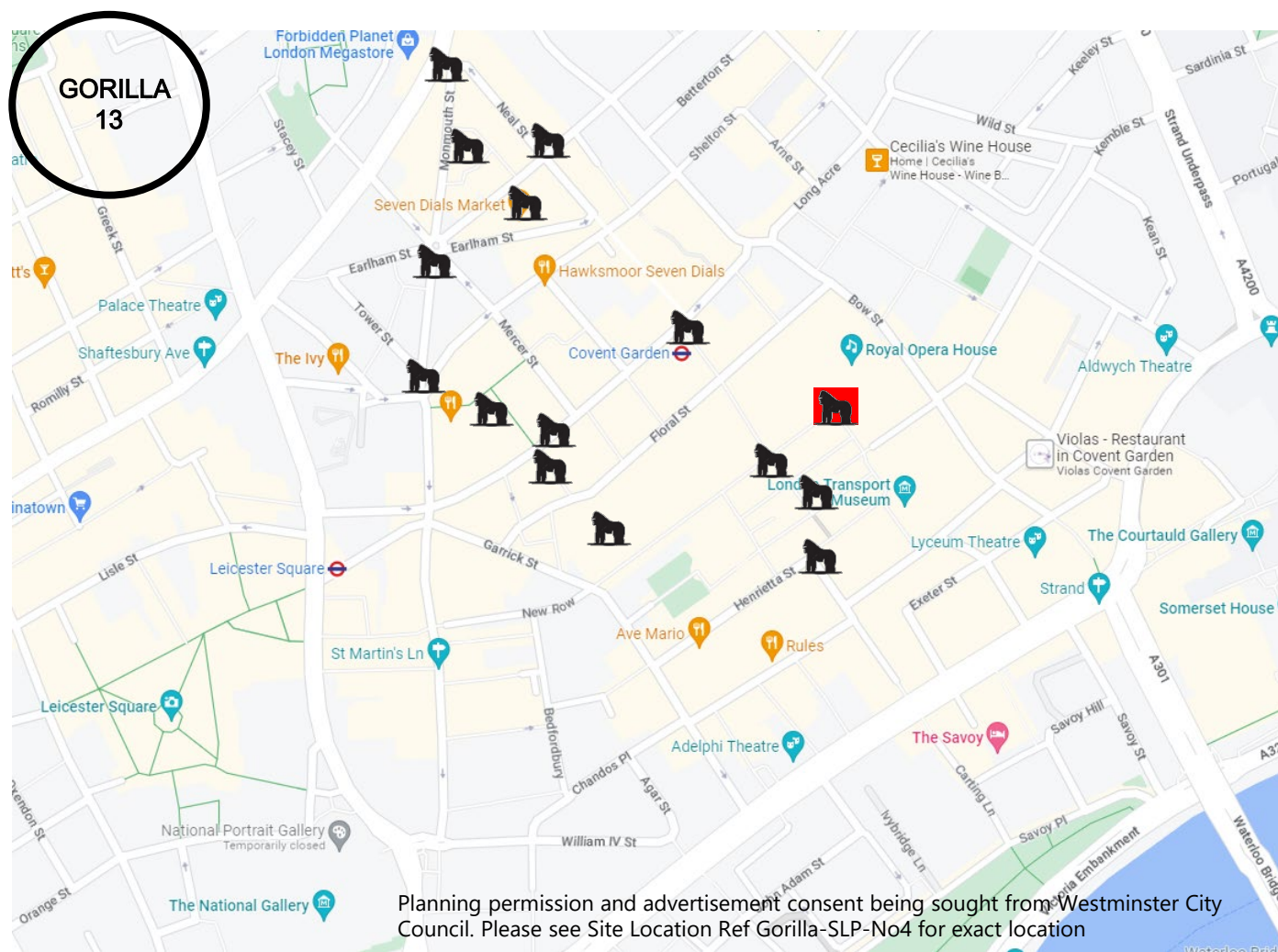
Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No3 for exact location



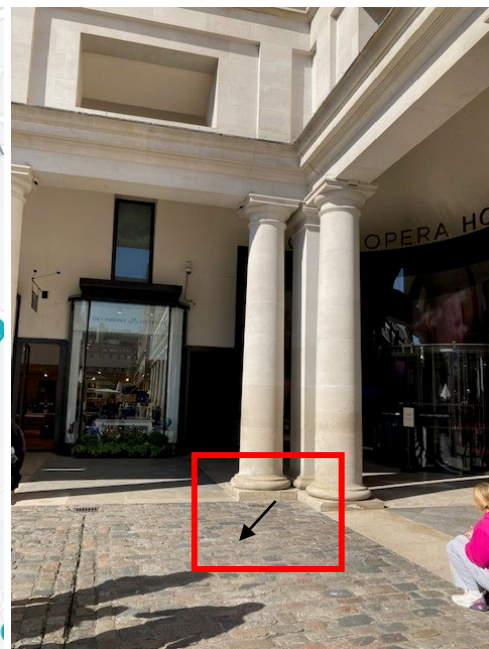
\*Shaftesbury Capital ownership



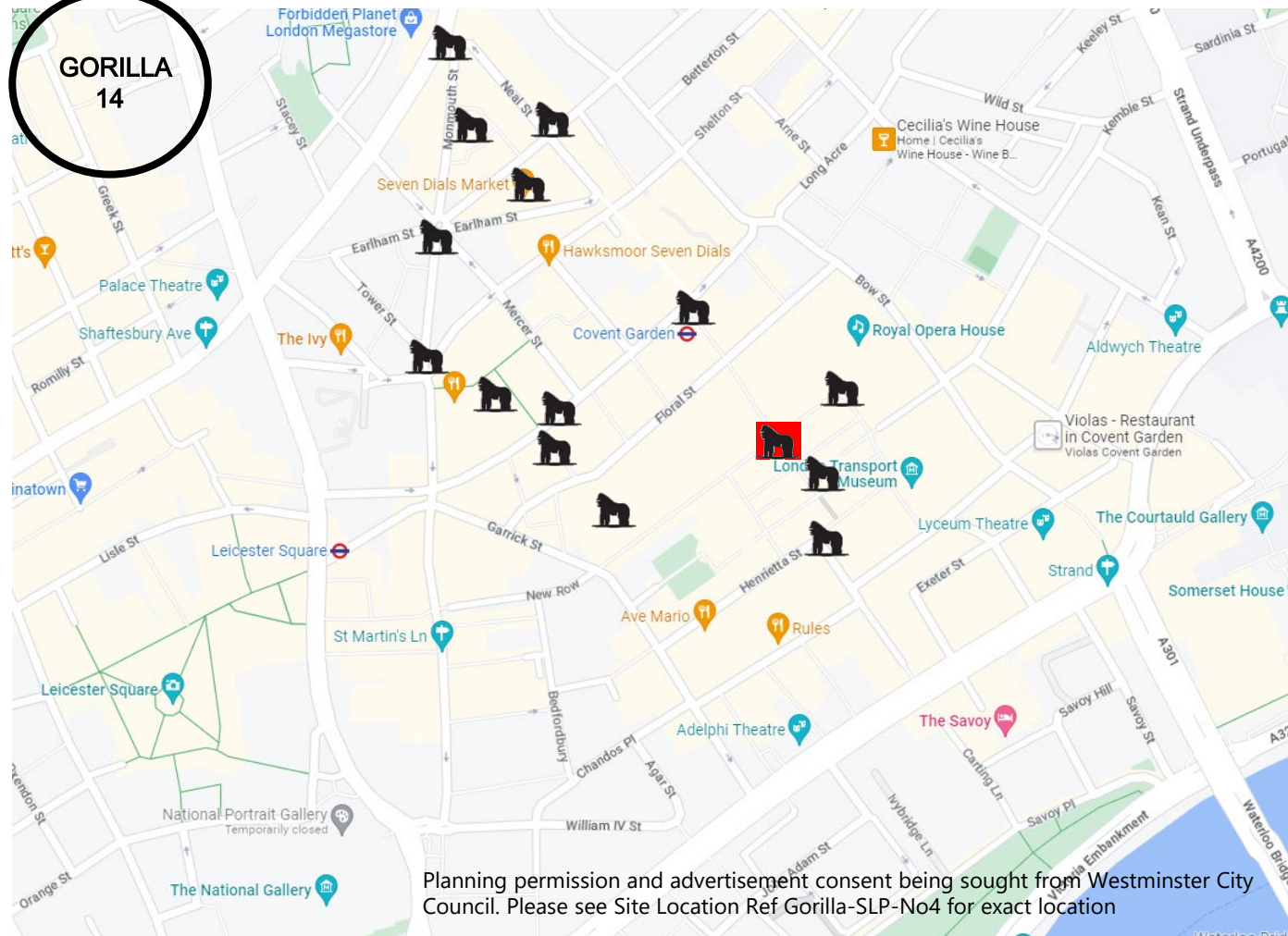
**GORILLA  
13**



Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No4 for exact location



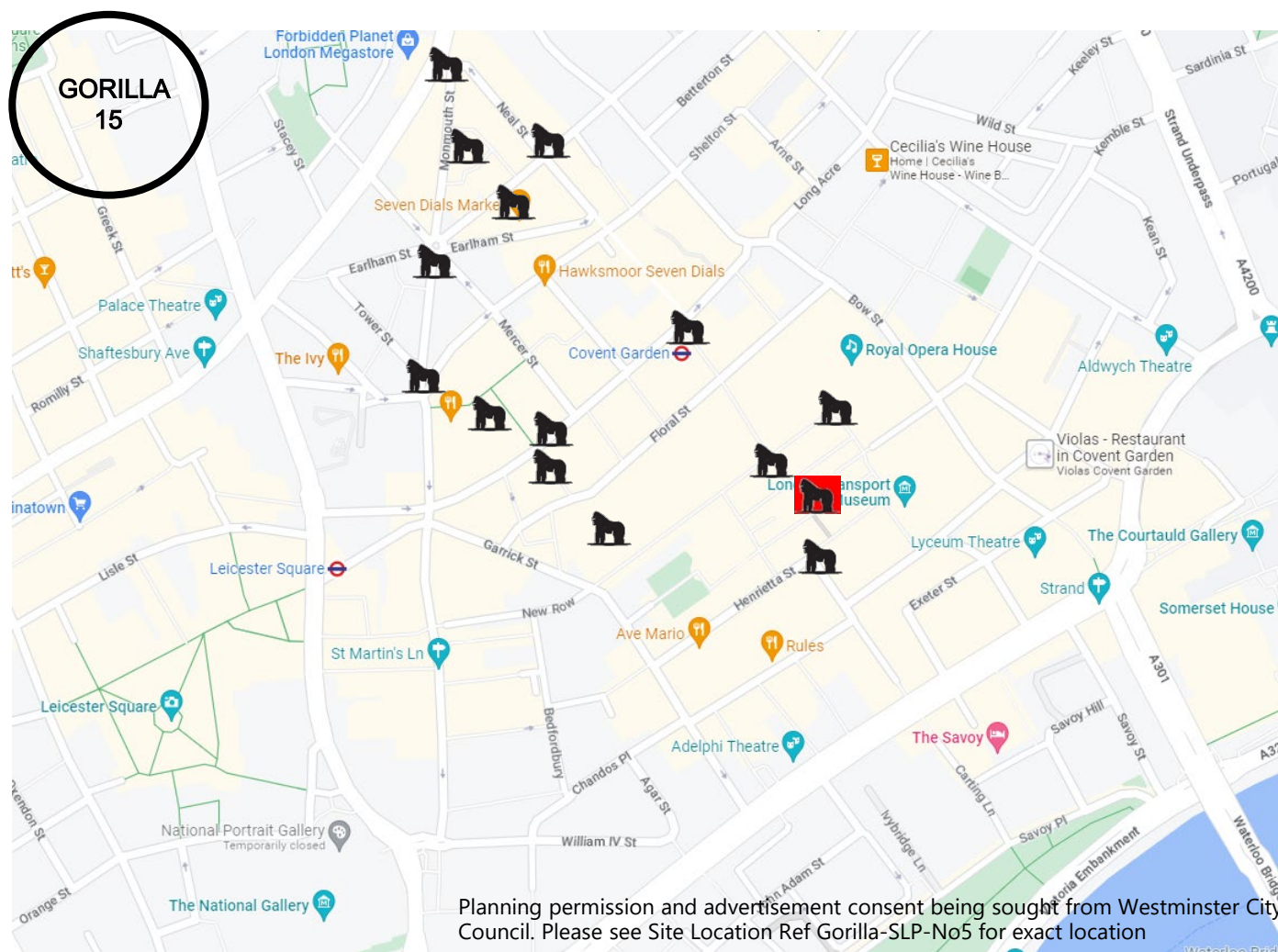
**GORILLA  
14**



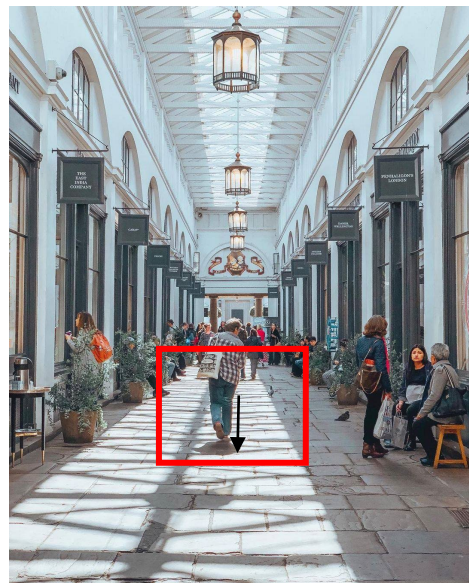
**\*Shaftesbury Capital ownership**



**GORILLA  
15**



Planning permission and advertisement consent being sought from Westminster City Council. Please see Site Location Ref Gorilla-SLP-No5 for exact location



\*Shaftesbury Capital ownership





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