

BT Artbox Proposed Locations and Project Document

London Borough of Camden

small
medium
large

MARKETING & EVENTS



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17 APR 2012

BT ArtBox
Celebrating 25 years
of ChildLine

ChildLine 25
0800 1111 BT
Working together

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Project Overview:



We are currently working with ChildLine and BT on producing a London public art exhibition this year by using BT's iconic telephone box as the canvas to celebrate ChildLine's 25th anniversary.

We are launching the ArtBox exhibition to take place in and around London from 18th June until 17th July 2012.

Artists will transform life size replicas of the iconic red telephone box in their own unique way. This colourful and engaging art exhibition will have a major impact across the capital and help raise awareness for Childline.

Artists design and sponsors will be confirmed at the end of May 2012 and be available for approval.

We aim to raise in excess £1 million for the charity by auctioning the boxes at the end of July at an evening gala dinner.

Each fibre glass phone box will be placed on a concrete branded plinth which will feature the sponsor logo and artist information.

We aim to have a max of 100 ArtBoxes throughout the streets of London and we are currently working with all London Boroughs on this project.

This project is similar to the Elephant Parade, Cow Parade and more recently, the Egg Hunt.

SML are working with **Capita Symonds** on producing all Health and safety paperwork such as risk assessment and method statement which will all be available once we know the exact location of each artbox.

We have a draft event safety plan on request and a copy of our £10m PL and EL insurance.

We are looking to host 7 x Artboxes within the borough.

Website - www.btartbox.com

BBC footage of project launch - <http://www.bbc.co.uk/news/uk-england-london-17047805>