



Exhibition Road Events Strategy

June 2019

DISCOVER
**SOUTH
KENSINGTON**

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8. TO MAKE A PROPOSAL

Exhibition Road is the central boulevard of London's arts and science district. It connects some of the greatest museums, universities and cultural institutions including the V&A, Science Museum, Natural History Museum, Royal Albert Hall, Imperial College London and more. Together we welcome over 20 million visitors per year. Here we generate and share knowledge and inspire the engineers, designers, scientists, musicians and artists of the future.

Discover South Kensington is a partnership of the leading 19 cultural and educational organisations in South Kensington – we work together to promote and develop London's arts and science district as a great place to visit, work, study and live.

The Ambition for the Exhibition Road Events

Through a vision of creating 'great exhibition for all' with a mission of permeability extending from behind the walls of the institutions, Discover South Kensington encourages a curated programme of events that take place in Exhibition Road and across the public realm connecting the district's member institutions. The core values provide focus for the proposals. The platforms outline curatorial typologies that relate directly to the events policies of the local councils.

Who is Involved?

Exhibition Road is split between the Royal Borough of Kensington & Chelsea (RBKC) and Westminster City Council (WCC). Both or either local authority may need to give permission for an event, subject to the nature of the event and its location. RBKC's Key Decision Report: The Future Use of Exhibition Road 2011¹ describes the types of activity RBKC will allow in Exhibition Road and encourages the Exhibition Road Cultural Group to propose an annual programme of events.

Discover South Kensington convenes the Exhibition Road Events Advisory Group, bringing together institutions, local residents and council officers to consider proposals for events on Exhibition road that meet the objectives and core values set out in the strategy and advise on the annual programme.

¹ <https://www.rbkc.gov.uk/exhibitionroad/exhibition-road-future/future-use-exhibition-road>

Vision

great exhibition for all

The Exhibition Road Events Programme furthers the legacy of the Great Exhibition developing inspiration and knowledge by putting the greatest international innovation in the arts & science on show for all.

Mission

permeability

Through collaboration and discovery of the infinite intersections between arts, science and technology, the Exhibition Road Events Programme is an exemplar of collaborative programming in the public realm that permeates some of the greatest institutions in the world. The programme is a unifying expression of one of the world's first cultural districts using its collective resources to showcase relevance to the contemporary world through pursuit of diverse knowledge, collection and exhibition, engagement and participation, ensuring the spirit of place is constantly reinterpreted.

Objectives

- Excite the public about historic and emerging innovation generated in partnership
- Build, share and exchange ideas and audiences
- Inspire all people about learning and discovery of (unimagined) fields and skills application
- Build awareness of the exceptional, world-class rich cultural and educational offer
- Create a sophisticated and inclusive identity experience of the arts and science district outside and inside the institutions
- Inspire more deliberate collaboration and innovation of exhibition between the members of Discover South Kensington



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Platforms



Proposals should consider the scale of ambition, and also the key objective in choosing the approach/event type. These curatorial typologies are organised as exhibition Platforms that correlate to the RBKC policy for events in Exhibition Road and to activities that do not require council permits (such as digital initiatives or installations placed on institutions' public realm that is not on the Road itself). The Platforms double-act as the programming strands of a collaborative Discover South Kensington programme that will assist the Exhibition Road Events Advisory Group review and for the submission of the Annual Plan for RBKC & WCC. These Platforms will enable more considered planning and evaluation of diversity of activity for the Exhibition Road Events Programme and will help structure the events allocation in the Annual Plans.

3.1

Great Exhibition

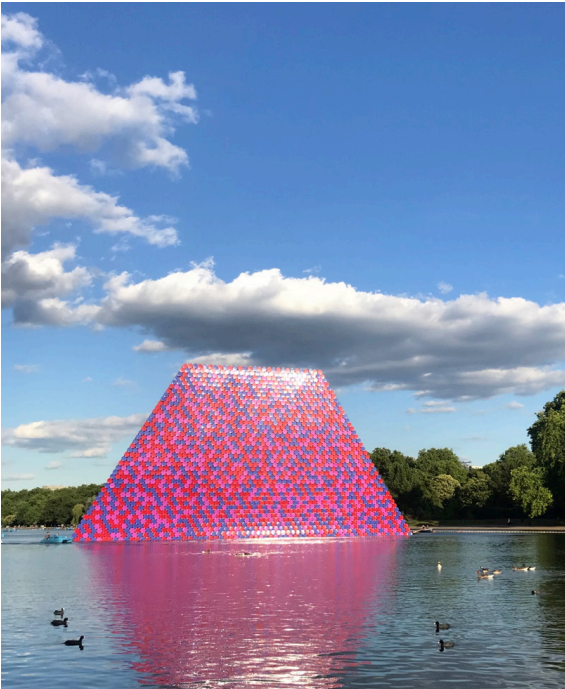
Concepts that demonstrate large-scale thinking and uniting numerous institutions in collaboration.

For example:

- Event linking Serpentine Galleries & Royal Parks all the way to Cromwell Road
- Large exposition of artists interpreting play
- Creating interventions that transform sense of place
- Largescale performance like a drone ballet imitating swarm patterns
- Audio & visual takeovers that gather people in the centre of the road to view

Logistics: May require closing the full length of the road to vehicles, both RBKC and WCC sections.

RBKC Policy: states that these events should be related to London-wide events of national and international significance and may not be granted more than once every two years.



3.2 Bridging Places

Physical and contextual union that connects institutions through programme in the road/the physical space between them.

For example:

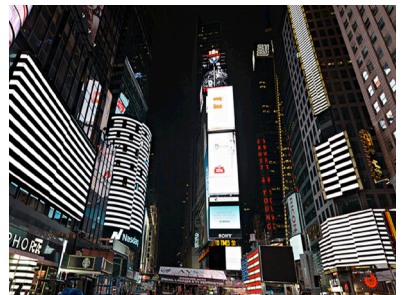
- Festivals that explore concepts at the heart of the missions of the cultural and educational institutions, such as the Imperial Festival, London Design Festival
- Unified exhibition through public realm design & sculpture
- Performance or performance series

These events may fill a section of Exhibition Road. Bridging Places could also encompass activities that do not require temporary road closure, for example:

- Digital media and projection
- AR/VR or audio linkages
- Installations that are elevated and do not impede traffic or pedestrians (such as pavilions, aerial installation or seasonal 'awnings' - subject to resources)

Logistics: May require closure of sections of the Road to vehicles (eg Cromwell Rd to Prince Consort Road).

RBKC Policy: states there can be up to six events a year, lasting one to three days, with a maximum of one road closure a year.



3.3

Exhibiting Innovation

These are opportunities to extend the institutions into the street, and their scale and experience is more intimate

For example:

- Innovative small workshops (possibly from those whom have been in residence)
- Presentations
- Creating actions for participation
- Mini outdoor cinema and talks
- Activity on the street could continue into the institution, reminding people of the free admissions beyond the road
- Could include innovative career-fair events where the professions are on show and tell

Logistics: Would not require any closure of the vehicular access and takes place on a more contained footprint on the pavement areas. Activities need to fit around street furniture and allow space for queues and pedestrian flow. Creative elevated platforms could be designed to go over the permanent seating to achieve better viewing.

RBKC Policy: States there can be up to five events a year that do not require a road closure, lasting one to three days



3.4

Connected Boulevard

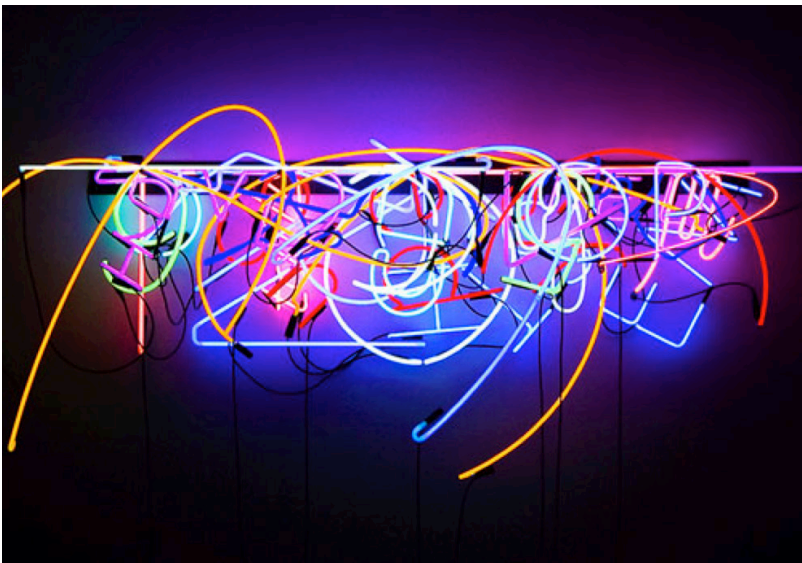
Create temporary public art and installations related to larger festivals, or to complement a season, or partners' programmes. The activities provide joined-up journeys between the institutions, to enhance the collective experience and awareness of the district.

For example:

- Designed alternative 'garden'
- Innovative signposting
- Light pavilions in darker months
- installations that draw the eye (installations scattered throughout and into institutions' vertical and horizontal spaces)
- Changing plinth or public art exhibit related to London fairs/festivals

Logistics: These exhibitions do not require vehicular or pedestrian traffic closures for the duration of the exhibition . May require temporary changes to street furniture or parking bays.

RBKC Policy: states that these exhibitions should not last for more than three months and take place between September and March on a biennial basis.



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To Make a Proposal

For Questions, Email...

Emily Candler, Executive Director
info@discoversouthken.com

To Make a Proposal

Online submissions can be made at:
www.discoversouthken.com/eventproposal

Process

Exhibition Road Events Advisory Group meets three times a year to review proposals and plan the programme for the following year. Their recommendations are then provided to the two local authorities (Royal Borough of Kensington and Chelsea and Westminster City Council) who are responsible for the event permissions and licences for Exhibition Road.

If the proposal is successful, you will be contacted by Discover South Kensington to discuss development of a detailed plan ahead of your application for any necessary permit or licences.

Discover South Kensington may offer advice on behalf of the partners, but it will be responsibility of the successful applicant to obtain the necessary permit or licences.

Advisory Group

Exhibition Road Events Advisory Group consists of representatives from local residents associations, programming colleagues from the partner institutions, local businesses, and Royal Borough of Kensington and Chelsea and Westminster City Council.

Discover South Kensington

Discover South Kensington is a partnership of the leading cultural and educational organisations in South Kensington – London's home of arts and science.

This is one of the world's most popular cultural destinations and home to an extraordinary cluster of world-leading organisations pioneering innovation and learning in science and the arts. Here we generate and share knowledge and inspire the engineers, designers, scientists, musicians and artists of the future and together we welcome over 20 million visitors each year.

Discover South Kensington is the trading name for the Exhibition Road Cultural Group. It is a registered charity and company.

www.discoversouthken.com

Partners of Discover South Kensington

Natural History Museum
Science Museum
Victoria and Albert Museum
Imperial College London
Goethe-Institut
Institut Français,
The Ismaili Centre
Kensington Palace
Royal Albert Hall
Royal Borough of Kensington and Chelsea
Royal College of Music
Royal Commission for the Exhibition of 1851
Royal Geographical Society (with IBG)
Serpentine Galleries
The Royal Society of Sculptors
South Kensington Estates
The Royal Parks
Design Museum
Japan House London

Credits

The Exhibition Road Cultural Group commissioned Sherry Dobbin to develop cultural strategy for Exhibition Road. Sherry is an experienced cultural strategist with significant experience within the public realm and non-traditional spaces. She was previously Creative Director for the Times Square Alliance & Founding Director of Times Square Arts, New York City. Sherry developed the REVEAL Festival for the Victoria and Albert Museum in 2017 which included the first collaborative event Exhibition Road public realm for over five years. Sherry Dobbin is Managing and Cultural Director of Futurecity Ltd.

Senior colleagues in South Kensington's arts and science organisations, local stakeholders and council officers participated in the development of this strategy through consultation events, workshops, interviews and review. We are very grateful to everyone who has given their time, expertise and encouragement.