



Gary Hume RA

SAVE THE DATE FOR 'ART IN MAYFAIR': A CELEBRATION OF ART AND CULTURE IN THE HEART OF MAYFAIR

- **Bond Street and the Royal Academy of Arts to launch 'Art in Mayfair'**
- **Taking place from 2 September – 17 October 2021**
- **Globally renowned British artist and Royal Academician Gary Hume commissioned to design flags suspended above Bond Street**
- **Acclaimed artists install large-scale sculptures across Mayfair**

Throughout September and into October, London's Bond Street, in partnership with the Royal Academy of Arts, will host Art in Mayfair – a six-week celebration of art and culture in Mayfair.

Now in its fourth year, Art in Mayfair, sees some of Bond Street and Mayfair's most distinguished luxury stores transform Mayfair – one of the most iconic and dynamic art districts in the world - into an open art exhibition in celebration of the Royal Academy of Arts' 253rd Summer Exhibition, the world's largest open submission contemporary art show. This year the Summer Exhibition, which runs from 22 September 2021 to 2 January 2022, is coordinated by British artist Yinka Shonibare RA and will explore the theme of 'Reclaiming Magic', celebrating the joy of creating art.

Many of the destination's iconic fashion and jewellery brands including Bulgari, Burberry, DeBeers, Chanel, IWC, Louis Vuitton, Loewe, Pomellato, Max Mara, Moussaieff, TODS, Tasaki, Tiffany & Co. Victoria Beckham, Vacheron Constantin and many others will create art-inspired window installations, and visitors will be able to attend a host of fashion and art-lead experiences.

BOND STREET



Bond Street will be adorned with over 30 flags designed by Gary Hume RA. Hume is known for figurative and abstract paintings on aluminium panels, which often feature colour combinations made with paints purchased premixed from hardware stores. He exhibits all over the world including New York, Berlin, Los Angeles, Seoul, and London.

Axel Rüger, Secretary and Chief Executive, Royal Academy of Arts said:

“We are pleased to once again to collaborate with Bond Street and the New West End Company on ‘Art in Mayfair’. We hope that these artworks by Gary Hume RA and other artists will bring inspiration to the public as London reopens and one of the world’s most creative cities is revitalised.”

Leading Mayfair art galleries such as The Sladmore Gallery, Ben Brown Fine Arts and Opera Gallery London are also teaming up with the event to present outstanding sculptures by renowned artists on the streets of Mayfair. Visitors can expect the unexpected as they visit the famous shopping hotspot. Artwork will spill out onto the streets of London’s Mayfair, creating an immersive experience for visitors to enjoy for six weeks this autumn.

New to Art in Mayfair for 2021, is a collaboration with MT Art, the award-winning talent and creative agency for up-and-coming visual artists worldwide, that will bring an additional, and never seen before art installation to Bond Street.

Katie Thomas, Associate Director of Bond Street & Mayfair at New West End Company said:

“We are delighted to continue this special partnership with the Royal Academy of Arts who are extending the Summer Exhibition beyond their walls and into the streets of Mayfair. Art in Mayfair brings art together with world-leading fashion and fine jewellery brands celebrating the creativity in our world-renowned district. Throughout September and into October, the destination will be flooded with art, and everywhere you look there will be something new to see.”

More information about Art in Mayfair can be found at: www.bondstreet.co.uk/events/art-in-mayfair-2021

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Image credit: Voytek Ketz, courtesy Matthew Marks Gallery.

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Notes to Editors

About Bond Street

London's famous Bond Street is renowned across the world for its wealth of elegant flagship stores, exclusive brands, designer fashion, fine jewellery, and watches. Its leading art galleries and auction houses have played a pivotal role in the heritage of the area, creating a unique and thriving mix of culture and luxury that defines the destination. New West End Company is a leading voice for the West End's retail and property sector, representing 600 businesses across 80 streets in London's West End & Mayfair including Bond Street. Working in partnership with members and stakeholders, the organisation has driven a renewal of London's retail heartland and continues to lead transformational projects, while creating meaningful relationships with commercial partners to further elevate the global profile of the West End & Mayfair to international, domestic, and local audiences.

www.bondstreet.co.uk

About the Royal Academy of Arts

The Royal Academy of Arts was founded by King George III in 1768. It has a unique position in being an independent, privately funded institution led by eminent artists and architects whose purpose is to be a clear, strong voice for art and artists. Its public programme promotes the creation, enjoyment, and appreciation of the visual arts through exhibitions, education, and debate.

The Royal Academy is an independent charity. It does not receive revenue funding from the government so is reliant upon the support of its visitors, donors, sponsors, patrons, and loyal Friends.

www.bondstreet.co.uk/events/art-in-mayfair-2021

Royalacademy.org.uk

About Gary Hume RA

Gary Hume graduated from Goldsmith's College, London in 1988. His first group exhibitions were held that year at Karsten Schubert Ltd, London, and in Freeze: Part II, at Surrey Docks, London.

Following his first solo show at Karsten Schubert Ltd, London (1989) he rapidly established an international reputation, exhibiting in numerous significant group exhibitions throughout the 1990s. He was shortlisted for the Turner Prize in 1996 and was winner of the Jerwood Painting Prize in 1997.

BOND STREET

RA Royal
Academy
of Arts

About MArt

Founded in 2015, MArt Agency is a certified B Corp® award-winning talent agency for the most exciting up and coming visual artists worldwide, and a creative agency that delivers exciting art-driven projects for brands, public bodies, and cultural organisations. While the art industry typically concentrates on selling art on walls, MArt's visionary approach focuses on investing in and supporting the person behind it.

As a creative agency, MArt uses its expertise to work with inspiring brands on commissions and partners with cultural organisations and public bodies to deliver public art projects. Its artists have collaborated with Cannes Film Festival, brands such as Aston Martin, Nike, and Chloé, government bodies including the Mayor of Paris, Mayor of London and Camden Council, transit hubs such as Paris-Charles de Gaulle airport and Saint-Lazare train station, and with museums, auction houses, festivals, and luxury hotels.

www.mtart.agency