



# Bee in the City - 50 Windows of Creativity:

*A celebration of work by artists and makers in Manchester*



MANCHESTER  
CITY COUNCIL



# 50 Windows of Creativity



From the team behind the hugely successful Bee in the City, Wild in Art propose to create a free to view exhibition of a work created by local artists, makers and designers displayed in the windows and on the walls of occupied and vacant buildings in Manchester city centre. This event will :

- celebrate and showcase and support the work of local artists and makers
- support venues and businesses in the city centre as part of post lockdown recovery by stimulating and influencing footfall and navigation, enabling people to re-connect with a sense of pride and wonder
- inject colour, vibrancy and re-introduce intrigue into Manchester city centre - helping to bring to life some of the empty shop units and parts of the city centre which have been affected
- focus on supporting the cultural and leisure sector as many of these venues will not be able to function until later on in the year
- bring together and to celebrate the creative community of the city by providing paid opportunities for the sector
- engage with the event sponsors to ensure they maximise their involvement
- raise funds for the We Love MCR charity



# The art





# The art



# The trail



A trail of original and extraordinary 'creative products' (arts, crafts, photography) that are displayed on walls and in the windows of shops, offices, bars, restaurants, galleries, museums, etc. Some of these will be unoccupied, some will be closed (due to social distancing) and some will be open.

Each display/exhibit will feature the Bee in the City 'identifier symbol' that makes them easy to find.



# Timeline



To support the creative and retail sector in the lead up to Christmas the project will go live in October 2020.

- August : secure buy-in and funding from stakeholders, announce the event and engage artists and venues, cultural institutions
- September : start to produce some of the larger installations/murals
- October 2020 : install 22-23 October - trail live 24 October until 04 December – 6 weeks
- 05 - 07 December : artwork exhibited
- 10 December online auction



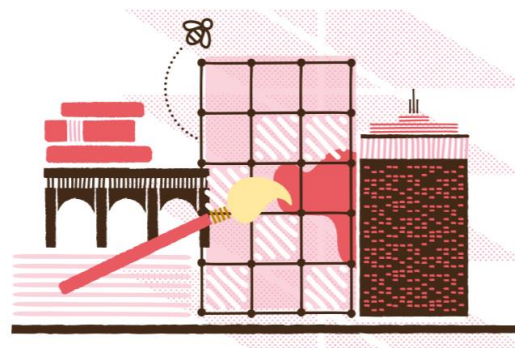
# Branding



We are working with Instruct Studios to develop a complementary brand for this event which will be available for our sponsors and partners to use. Example of new brand are below:



Windows of Creativity



50 places to discover









# Main Event partners



To produce the event, the app and pay artist fees we need the support of our partners from the public/private sector.

- One of a maximum of four event partners
- Logo on print and digital communications for all main trial collateral
- All above the line, marketing and brand recognition in print and digital communications, including on all artwork plaques
- One medium Bee to use for a employee/customer competition
- Product/service integration via the event app, milestone rewards
- Dedicated Account Manager

**£25k plus VAT**

# Event supporters



We are looking for a number of supporters who can help us with either cash or **value in kind print, installation and other services.**

- One medium Bee to use for a employee/customer competition
- Logo on website and app as an official supporter to the event
- Logo as an event supporter on plaques/installations
- Opportunity for your window to be used within the event, space on our e-newsletter and other opportunities with the app (TBC)
- Account Management support

**£10k plus VAT**



# Branding opps



50 Windows of Creativity

In support of:



A celebration of the work of artists and makers in Manchester



Supported by:

AutoTrader



sponsor





# Branding opps



Bee in the City  
50 Windows of Creativity

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MANCHESTER CITY COUNCIL



# Activation suggestions



Supporting 50 Windows of Creativity will support your corporate objectives and brand values - you can look at measuring RoI by :

- Using social media to create good creative content and perhaps linking an event or webinar to the event



Bee in the City –  
11,668 followers



Bee in the City –  
6,923 followers



Bee in the City –  
9,332 followers

- Creating an employee comp to win a medium blank Bee
- Aligning core messages/providing a reward to a milestone reward
- Engaging key audiences and stakeholders

# Fred Aldous\*

ART, CRAFT & DESIGN MATERIALS



See in the City  
50 Windows of Creativity  
in support of:  
WILD IN THE CITY  
WE MCR

A celebration of the work of artists and makers in Manchester



Sponsored by:

AutoTrader



sponsor

MANCHESTER CITY COUNCIL

JCDecaux





# Benefits to sponsors



- Be part of a cool recovery project that seeks to support artists and smaller more independent businesses who have suffered from the Coronavirus Pandemic.
- Media and PR value – Bee in the City generated £2m of media value
- Engage your stakeholders – encourage them to explore and come back into the city with their families and friends
- Artists will be asked to reflect on the contributions played by all in the battle against Covid-19.
- Generate positive social media content

# app-tivations



Some event partners and supporters may want to provide a reward on the event app when their window has been unlocked or if people achieve milestones e.g.

- First window unlocked
- Trail complete
- 50% of Windows unlocked
- 25% of Windows unlocked
- All Windows in NQ unlocked



This could be a simple discount or an offer on product and services, or it could be a game, a downloadable pdf or entry into a prize draw.

We have worked with hundreds of businesses in all sectors to define a reward that meets their objectives.

We are working on ways to make the app work for our event supporters

# Our charity



We Love MCR works with some of our most vulnerable people and most ambitious Communities – to help them to write Manchester's next chapter.

We know too well the problems that face us. Within our bright, international city, one in three of our children live in poverty, and one in ten Mancunians have no qualifications.

Tragically, there are also those who seek to sow divisions within our Communities. We aim to address these challenges – by offering ways to spread opportunities and to help Communities to build themselves up.

A little money really can go a long way when we invest it in direct support.





# About Wild in Art



Wild in Art is a leading producer of spectacular, mass-appeal public art events that connect businesses, artists and community through the power of creativity and innovation. Since 2008 Wild in Art has animated cities across the world including Sydney, Auckland and Cape Town. It has created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Ventures.

Further information about Wild in Art visit [www.wildinart.co.uk](http://www.wildinart.co.uk) / [@wildinart](https://twitter.com/wildinart)

Wild in Art Events have:

- Enabled over £15m to be raised for charitable causes
- Injected over £2m into local creative communities
- Engaged over 850,000 young people in Learning Programmes
- Helped millions of people of all ages to experience art in non-traditional settings

# Thank you

