

Perspectives

- by Tom Stoddart

WHAT

Perspectives features the work of award-winning photographer Tom Stoddart (www.tomstoddart.com). The 100 signature black and white images will form a major retrospective of his finest work as a photojournalist and documentary photographer during a career spanning 40 years.

The exhibition chronicles Tom's hard-hitting coverage of international news, conflicts and humanitarian crises as well as subjects closer to home such as politics, people and the rich social diversity of British life.

WHY

Perspectives aspires to inspire, educate, inform and entertain London's once-in-a-lifetime Olympic visitors through the lens of one of the country's top photographers.

WHO

Tom Stoddart began his photographic career with a provincial newspaper in his native North East of England. In 1978 he moved to London and, working freelance, started to regularly supply national newspapers and magazines.

During the 'eighties he worked extensively for the *Sunday Times* newspaper. During 1982 he was in Beirut when the Israeli forces bombed Yasser Arafat's besieged PLO base. Later, Tom was aboard the Greenpeace boat *Rainbow Warrior* where he shot a widely published story about the environmentalists efforts to stop the Canadian cull of baby seals in the Gulf of St Lawrence. In 1987, he was back in Beirut shooting a world exclusive on the horrific conditions inside the Palestinian camp of Borj el Barajneh, where Dr. Pauline Cutting was trapped.

He also witnessed international events such as the fall of the Berlin Wall, the Romanian Revolution and the massing of alliance troops in the Middle East for the Desert Storm conflict with Iraq.

In July 1991 Tom travelled to Sarajevo to document the civil war that was engulfing Yugoslavia. His work from Sarajevo was published across the world. Returning a year later for *The Sunday Times Magazine*, Tom was seriously injured in heavy fighting around the Bosnian Parliament buildings. After a year of recovery he threw himself back into photojournalism, producing a powerful feature on the aftermath of the Mississippi floods and, later that year, an award-winning photo-essay on the harsh regime for the training of Chinese Olympic Child Gymnasts.

In December 1993 he returned to Sarajevo to report on the hardship of life in the city during a freezing winter under siege. This trip confirmed Tom's fascination with a city that he was to return to on a dozen different occasions up until the Dayton Peace Accord in 1995.

In 1997 Tony Blair gave Tom exclusive access for three months to document his election campaign as Labour swept to victory after 18 years of Conservative government. He was subsequently given exclusive access to Gordon Brown and David Cameron.

His acclaimed in-depth coverage of the HIV/AIDS pandemic in sub-Saharan Africa continues to be widely published and referenced in the international media.

For the past two years Tom has been travelling around his own country, capturing intimate moments and portraits that illustrate the character of Britain and its people.

Now established as one of the world's most respected photojournalists Tom continues to produce campaigning photographic projects on serious world issues.

WHERE

The *Perspectives* exhibition will be staged at a prime South Bank venue for the duration of the Olympic and Paralympic Games - adjacent to City Hall and framed by the iconic Tower Bridge, HMS Belfast and 'Gherkin' building. The area will be the London hub of 2012 activity outside the Olympic Park. Energy is gathering there already among those aware of what is planned. The site is secured and a contract signed with owners More London



■ THIS is how Tower Bridge will look when giant Olympic rings are suspended from it for the Games.

The computer-generated image was released today by Mayor Boris Johnson, who said that the structure will play "a starring role in once-in-a-lifetime celebrations".

The bridge will also get a lighting makeover from the firm which illuminates the Eiffel Tower.

PICTURE: Tower Bridge, to the right of the exhibition, will be illuminated and adorned with Olympic rings – in direct line of sight of the broadcast media platform that stands behind it. (Evening Standard, Olympic Countdown)

WHEN

Perspectives will run for the duration of the Olympic and Paralympic Games, from 25 July to 11 September 2012 for a period of seven weeks.

As the countdown to the Games advances we are investigating sponsor/partnership opportunities that will enable the exhibition to be seen by as many people as possible. The options are to have a single sponsor and/or media partner and while we have had several expressions of interest we have made no commitment.

HOW MUCH

For £75K we can deliver:

- High quality photographic exhibition (approx. 100 images) supported by video
- Creative design and project management
- Expertise of top design, manufacture and installation team (<http://www.standard8.com/>)
- Staff on site daily to greet and inform visitors
- Security

RETURN ON INVESTMENT FOR SPONSOR/PARTNER

GENERAL

At our most recent meeting More London executives confirmed that, outside the Olympic Park, the exhibition area will be the hub of celebrations in the capital. Twenty metres from our site four TV studios will transmit 24/7 worldwide using Tower Bridge as a backdrop. Mayor Boris Johnson said the bridge will "play a starring role in once-in-a-lifetime celebrations".

For the 25,000 journalists and broadcasters the exhibition provides ready-made and accessible visual feature material. Tom will be available every day to do media interviews and any TV stand-ups could be done under the sponsor logo.

More London is home to 50,000 workers every day. During the period of the Games it is estimated that a further 50,000 people daily will visit the site. The free access and position of the exhibition will ensure a huge footfall. The presence of large screens in Potters Field (200 metres from *Perspectives*) transmitting live coverage of the sports events will also attract huge crowds

More London have also confirmed that one of the 35 key Ambassador Pods (involving 8,000 volunteers) will also be located on the site. City Hall will be dressed and act as 'London House' for the duration of the Games for entertaining foreign dignitaries, VIPs and celebrity guests. Prime Minister David Cameron and the Mayor of London will host several functions and parties at the venue – just 50 metres from the exhibition. Olympic rings are going to be hung from Tower Bridge.

SPONSOR SPECIFIC

We would like the exhibition to be a collaborative project with an imaginative partner who shares our vision. Below are a few ideas that we could explore together.

- **The installation.** Static pillars, interactive screens or a mixture of both - could carry discreet sponsor branding. The size and nature of the branding would be decided jointly by the site owners, our sponsor/partner and us with reference to London 2012 Advertising Restrictions
- **Hospitality.** Our contract with More London provides for a private viewing/launch party that would provide our sponsor with an opportunity to host a corporate evening or other event. (NB The cost of this is not included in the £75k).
- **Charity involvement.** Competition linkage.
- **Video.** Production of video content about Tom, the background to some of the pictures and the exhibition. This footage could provide online content for a media partner or material suitable for a documentary that could be shown at the site.
- **Advertising.** Distribution of free T-shirts advertising the exhibition and bearing sponsor logos could be distributed at effectively turning visitors into mobile, viral advertisers. A designated 'snapshot' area, framing subjects with a suitable background, would enable visitors to have their pictures taken wearing the T-Shirts. The best 1,000 of these images would be uploaded to a dedicated '1,000 words' Facebook and/or sponsor website accompanied by comments about the exhibition.

PUBLICITY & MARKETING

Tom Stoddart (www.tomstoddart.com) and Project Director Glyn Strong (www.glynstrong.co.uk) have extensive media experience and contacts. These will be fully exploited to promote the exhibition.

More London are fully committed to the project and will include it in all their 2012 marketing and PR material. This will include the More London website, *More for Me* extranet, email distribution and London listings such as *Time Out* and *What's On*.

We can supply high quality written material, stills images and video footage to promote and support the exhibition to requirement.

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