

## PRESS RELEASE

### FIFTEEN GORILLA SCULPTURES LAND THROUGHOUT COVENT GARDEN, AS THE IMMERSIVE TUSK GORILLA TRAIL LAUNCHES IN THE HEART OF CENTRAL LONDON



3<sup>rd</sup> July 2023

- *Covent Garden and Tusk announce the launch of the **Tusk Gorilla Trail at Covent Garden**, with the neighbourhood welcoming 15 individually designed life-sized gorilla sculptures across its historic streets*
- *Curator Chris Westbrook from **Westbrook Gallery** and African conservation charity, **Tusk** have brought together an array of talented artists and collaborators including **Ronnie Wood, John Cleese, Chila Burman, Rankin and Jack Savoretti***
- *The installation invites visitors to follow the Gorilla 'Trail' and spot them all across the estate via an easy-to-use map, with visitors able to make donations to **Tusk** via QR codes*
- *Following the interactive sculpture exhibition, the artworks will be auctioned with proceeds going to **Tusk** to support the conservation of threatened species across Africa*

**London, June 2023:** Covent Garden and Tusk are proud to announce the launch of the **Tusk Gorilla Trail at Covent Garden**, a new immersive art installation in the heart of historic central London, live from 14<sup>th</sup> July in support of African wildlife conservation.

Following the huge success and popularity of the Tusk Rhino Trail in 2018 and the Tusk Lion Trail in 2021, the charity will place 15 life-sized gorilla sculptures throughout the historic Piazza and streets of London's Covent Garden, including Seven Dials. The artworks will be on display for the public to enjoy from Friday 14<sup>th</sup> July until October.

Curator Chris Westbrook, from Westbrook Gallery, has brought together an array of talented artists from the world of art, design, film, photography and comedy including several Tusk ambassadors, to release a band of individually designed gorillas across the Covent Garden estate including Seven Dials.



Internationally recognised artists designing gorillas include *The Rolling Stones* guitarist and Tusk ambassador **Ronnie Wood** and wife **Sally Wood**; English actor and comedian **John Cleese** and wife **Jen Cleese**; British artist **Chila Burman**; British photographer **Rankin**; printmaker **Adam Dant**; Tusk ambassadors actress **Jemma Powell** and husband musician **Jack Savoretti**; restaurant **Petersham Nurseries** in partnership with British artist **Hayden Keys**; former army helicopter pilot, wildlife artist and Tusk ambassador **Hannah Shergold** as well as artists **Barnaby Barford**, **Mr Jago**, **Gordon Cheung**, **Mauro Perucchetti**, **Charles Uzzell Edwards** and **Nick Gentry**.

The population of African gorillas remains critically endangered across both Western and Eastern species. Each sculpture will highlight the beauty of gorillas, threats to their existence and the people and solutions working for their survival - raising awareness for conservation efforts across the African continent.

The installation will encourage visitors to follow the Gorilla Trail via an easy-to-use map, making a fun and interactive experience for families and all to enjoy throughout the Summer.

The discovery map can be downloaded or viewed digitally via the Covent Garden website. Visitors will be able to make donations to Tusk to support its conservation goals across Africa through the website and via QR codes on the sculptures.

The full list of artists, ambassadors and collaborators designing gorillas is:

1. Ronnie Wood
2. John & Jen Cleese
3. Chila Kumari Singh Burman
4. Rankin
5. Sally Wood
6. Adam Dant
7. Hayden Kays x Petersham Nurseries
8. Hannah Shergold
9. Barnaby Barford
10. Mr Jago
11. Gordon Cheung
12. Jemma Powell & Jack Savoretti
13. Mauro Perucchetti
14. Nick Gentry
15. Charles Uzzell Edwards

Michelle McGrath, Executive Director at Shaftesbury Capital commented: *"London is globally renowned as a city of culture and nowhere better represents this than the vibrant West End, where arts and culture are part of the fabric of the area. Shaftesbury Capital is a committed patron of the arts, and this new sculpture trail represents the latest commission of public art for the Covent Garden neighbourhood."*

*The historic streets have become a platform for each artist to highlight the important work that Tusk does to support African conservation and continue our mission to have a positive environmental impact. This installation will offer a one-of-a-kind experience for visitors to enjoy at Covent Garden throughout the Summer."*

Charlie Mayhew MBE, Chief Executive, Tusk commented: *"Gorillas share 98.3% of their DNA with humans. They are our closest cousins after chimpanzees and bonobos. Yet humankind continues to poach them, degrade their habitat and contribute to the rapid warming of the planet we share."*



*We know art can be a vehicle for change and we're proud to be working in partnership with some incredible artists and Shaftesbury Capital to present a trail in Covent Garden that should inspire and encourage people to act to protect not just gorillas but the natural world at large."*

Chris Westbrook, Founder, Creative Director and Curator of Westbrook Gallery commented "For over 20 years we have brought artists and important conservation causes together to create meaningful experiences for the public to interact with. Harnessing the emotional and communicative power of Art is the perfect vehicle to raise awareness and create positive change across the widest of audiences.

*To encounter any one of these incredible gorilla sculptures with the beautiful backdrop of Covent Garden will be a stunning and thought-provoking experience. I am immensely proud to be collaborating with Shaftesbury Capital to raise awareness of Tusk's vital conservation work to ensure the survival of these magnificent animals for future generations."*

Following the interactive sculpture trail, the unique works of art will be auctioned and there will also be a public viewing exhibition of the 15 sculptures - more information to follow.

In 2021, Tusk raised £1.1m with its Lion Trail and is hoping to surpass this total. Funds raised at the auction and through public donations will support all Tusk's partner projects, including those involved in the conservation of gorillas.

Pickfords, the UK's leading name in home moving and storage, will be proud sponsors of the Tusk Gorilla Trail at Covent Garden, transporting all sculptures safely to their retrospective spots throughout the historic Piazza and streets of London's Covent Garden and Seven Dials.

Visitors can discover the very best brands across Covent Garden's cobbled streets including **Apple, Bucherer, Chanel, Charlotte Tilbury, Ganni, Glossier, Jo Malone London, Kick Game, Le Labo, Mulberry, Paul Smith, Polo Ralph Lauren** and **Reformation** as well as al fresco delights, with over 1,300 seats at over 75 al fresco dining terraces in some of the area's most loved restaurants, including **Ave Mario, Frenchie, Monmouth Coffee, The Oystermen, SUSHISAMBA, Sticks 'n' Sushi**, and more.

More information about the **Tusk Gorilla Trail at Covent Garden** can be found here: [www.coventgarden.london](http://www.coventgarden.london)

-Ends-

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## **About Shaftesbury Capital PLC:**

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.  
[www.shaftesburycapital.com](http://www.shaftesburycapital.com)

## **Our purpose**

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

## **About Covent Garden:**

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

[www.coventgarden.london](http://www.coventgarden.london)

## **About Tusk:**

For more than 30 years, Tusk has worked to accelerate the impact of African-driven conservation. Since its formation, Tusk has boosted an impressive range of successful conservation projects across more than 20 countries. These initiatives have not only increased vital protection for more than 40 different threatened species, but have also contributed to poverty reduction through sustainable development and education amongst rural communities living alongside wildlife. Tusk partners with the most effective local organisations, investing in their in-depth knowledge and expertise. By supporting and nurturing their conservation programmes, Tusk helps to accelerate growth from an innovative idea to a scalable solution. The charity, which has Prince William as its Royal Patron, has invested over \$100m into African conservation since its founding in 1990.

Website: [www.tusk.org](http://www.tusk.org) Instagram: @tusk\_org Facebook: /tusk.org Twitter: @tusk\_org

## **About Chris Westbrook:**

Curator and Creative Director Tusk Gorilla Trail Covent Garden 2023

Chris Westbrook of Westbrook Gallery has over the past 30 years evolved from a London gallery specialising in modern and contemporary international cutting-edge art, in to a bespoke, innovative Fine Art Creative organisation. Westbrook Gallery is renowned globally for a unique collaborative approach to working with international artists, collectors, NGOs and corporations across multiple sectors.



After establishing the Westbrook Gallery in 2000, Chris launched Westbrook Art Projects to fulfil a personal mission to create wider opportunities for Art to engage more meaningfully with the public. Harnessing Art's unrivalled ability to communicate and transform ideas and experiences, has enabled hundreds of thousands of visitors to his projects to discover unknown facts about vitally important causes.

Passionate about conservation and the environment, Westbrook Art Projects have benefited many charities by bringing artists' unique perspectives to raise awareness and vital funds. To date, these collaborations fusing art and NGO's have helped raise over \$7million, and have reached an audience of over 1billion.

Most recently he curated the global WWF Tiger Trail Singapore engaging artists across 13 countries (2022) and the Tusk Lion Trail across 5 countries in both hemispheres (2021).

[www.westbrookgallery.com](http://www.westbrookgallery.com)

### **About Pickfords:**

Established for nearly 400 years, the Pickfords brand is the UK's leading name in home moving and storage. Pickfords has a national network of branches throughout the UK and the Pickfords Global Network has 465 offices in 198 countries. Pickfords provides a complete portfolio of moving and storage services including; home moving within the UK and overseas, business moving, environmental recycling of office furniture, employee moving, storage, small moves and packing materials. These services are provided to a diverse range of clients including consumers, corporate accounts and government departments. Pickfords is a carbon neutral company and its Carbon Reduction Plan sets out its roadmap to achieve the Government's Net Zero targets by 2050.