

PRESS RELEASE

CALL OUT FOR CULTURE: COVENT GARDEN LAUNCHES COLOUR OF CREATIVITY CAMPAIGN THIS SEPTEMBER

8th September 2021

- A two-month-long celebration of art and creativity launches across Covent Garden including a new immersive neon art installation by British-Punjabi artist **Chila Burman** in the Market Building
- **Apple** will run free Chila Burman installation photography masterclasses led by Apple experts and with a talk hosted by Chila
- The return of **British Beauty Week** will offer exclusive beauty workshops and events
- Restaurants including **SUSHISAMBA, The Ivy Market Grill, Cinnamon Bazaar, Darjeeling Express, Sticks 'n' Sushi** and **Din Tai Fung** will showcase innovative new dishes and drinks
- **Balthazar** will treat visitors to live entertainment alongside limited-edition cocktails, and **Floral by LIMA** will host a monthly event with a live Latin band
- Workshops from retailers including **Strathberry, Cheaney, Jo Malone, Olivia Burton, Maison De Fleurs** and **The Alkemistry** will also be available to book and enjoy throughout the month
- New art installation launching in October, alongside **London Cocktail Week**

This September Covent Garden will launch '*Colour of Creativity*', a two-month-long celebration of art and creativity across the estate. Recognized as London's number one destination for culture, Covent Garden will offer immersive experiences, exclusive products and collaborations, pop-ups and new launches from over 35 shops and restaurants across the estate, including the large-scale neon wonderland by artist **Chila Burman**. Additionally, Covent Garden will once again become the home of **British Beauty Week**, and offer masterclasses, educational talks and an immersive beauty experience on Floral Street.

To excite visitors throughout September and October, **Chila Burman** has taken over the historic Market Building with a new large scale immersive art installation. Burman has flooded the building's South Hall with neon sculptures of peacocks, tigers, snakes and bulls, plus uplifting messages, transforming the space into a giant neon wonderland which can also be explored virtually via the Covent Garden website.

For the first time, Covent Garden will partner with **Apple** to launch low light photography masterclasses inspired by Chila Burman's installation as part of their **Today at Apple** Photo Walk series. Artist Chila will host an in-store talk on the inspiration behind her masterpiece "*Do you see words in rainbows*", and visitors will also have the chance to book educational photo walks to brush up on their photography skills led by Apple experts. The talks and photo walks will be free to book and take place on in September and October.

Returning to London's home of beauty once more, the British Beauty Council will host **British Beauty Week** from 8-12th September. With a hub in Floral Street, the event will offer beauty enthusiasts unique opportunities from hosted panel talks to workshops and demonstrations, with in-store activations, offers and gifts with purchase from a number of brands including **Dior, Penhaligons, Charlotte Tilbury, NARS, Molton Brown, L'Occitane** and more. Bookable masterclasses will take place at **Chanel**, with the return

of their School of Makeup in October, whilst **Jo Malone** will celebrate the launch of their limited-edition English Pear & Freesia collection with a botanical themed illustration event in store and a 'Pear Garden' pop-up on the Piazza from 16 – 20th September.

Celebrity favorite **Darjeeling Express** has launched a new *Rainbow of Drinks* menu including cocktails, mocktails and milkshakes, whilst **Avobar** have collaborated with **Desenio** who have reimaged the avocado-themed eatery's interior with their modern art prints, offering an exclusive discount to diners. For an elevated dining experience **Cinnamon Bazaar** will offer an exclusive tasting menu of delicious bright-coloured chaats alongside half-priced cocktails, **Din Tai Fung** has created a new *Taste of Taiwan* signature menu based on their Taiwanese culinary heritage, New for September, **FLORAL by Lima** will launch a creative tasting menu, **Neuhaus** will offer tastings of their new *Duets* boxes allowing customers to create their own praline chocolate and there will be new seasonal menus from **Petersham Nurseries** and **La Goccia**. For bright tipples, guests can indulge in **Sticks 'n' Sushi's** new cocktail menu featuring serves of Purple Rain made from Roku Japanese gin infused with butterfly pea flowers; **SUSHISAMBA's** Sushi Sour, a cocktail designed to celebrate the vibrant and artistic Japanese culture; **Balthazar's** limited-edition cocktails by Grey Goose and St Germain and browse the limited edition menu of colourful neon cocktails created by **Aubaine** in celebration of Chila Burman's installation. Guests can also 'Escape into Colour' through the brand new illuminated entrance at **The Ivy Market Grill** where you can enjoy a new and exclusive Bacardi Martini cocktail menu, consisting of 5 theatrical limited edition creations.

Nestled in the heart of theatreland, selected bars and restaurants across the estate will be providing evening entertainment late into the night. Weekly nautical and cabaret themed performances will delight guests of **Balthazar**, whilst **Mrs Riot's** Musical Monday's will showcase the best of the West End talent and up and coming stars in the industry every week. For soothing sounds of South America, **Floral by LIMA** will host a monthly event featuring a live Latin band and a new and exclusive Santa Teresa 1796 rum cocktail list will be available in their downstairs bar **The Lost Alpaca**.

London Fashion Week is back this year and will be running from 17th to 21st September, as an immersive physical and digital event. During the week, Covent Garden will give shoppers a chance to be part of it with retailers offering instore talks:, **Strathberry** will celebrate the opening of their new Covent Garden store and will host an in-store workshop to give customers an insight into their products craftsmanship, **Cheaney** will teach the importance of at home shoe care and bespoke eyewear retailer **Tom Davies** will present an '*acetate kitchen*' for customers to make their own acetate colours and designs to celebrate *Catch London's* acetate eyewear launch. For additional craft experiences **The Alkemistry** will run a series of bracelet making masterclasses as well as live tarot reading in store and **Olivia Burton** will celebrate the launch of their Celestial collection with a series of bookable *Brush and Bubbles* painting workshops. Luxury florists **Maison de Fleurs** will be hosting an exclusive bouquet building masterclass within Covent Garden's iconic Apple Market on 30th September and **Lulu Guinness** will be hosting an in store illustrator in celebration of National Handbag Day on 10th October.

Coming up in October, the campaign will continue with a new exhibition from London based artist Sebastian Bourdon better known as **Whatshisname** showcasing his Balloon Dog series of playful and mischievous giant animal sculptures. Their bright saturated colours combined with fun poses are designed to bring fun and happiness to the world of contemporary art. October will also see the launch of



London Cocktail Week's new home of their experiential multisensory hub, including the main bar of the month long festival, located on Floral Street, live from 1 – 31st October.

For further information on Colour of Creativity events, Chila Burman's neon installation, Covent Garden's rich history supporting the arts or more about the estates shops and restaurants visit www.coventgarden.london

-Ends-

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For all media enquiries, request for interviews or images, please contact:

Capco Covent Garden

Catherine Riccomini

Tel: +44 (0)20 7395 5499 / Catherine@capitalandcounties.com

Mission

Covent Garden Press Office: +44 (0)20 7845 7800 / capco@thisismission.com

Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Ganni, Vashi, The Big Mamma Group, Balthazar and SUSHISAMBA, with upcoming openings from Arc'teryx and Strathberry. www.coventgarden.london

Capital & Counties Properties PLC ("Capco")

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.8 billion (as at 31 December 2020) where its ownership comprises over 1.1 million square feet of lettable space. As at the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. www.capitalandcounties.com