

NINE ELMS ADVENT CALENDAR

TRAIL 2021



The Nine Elms Advent Calendar is back for its 3rd fantastic year, and we invite you to be one of the 24 featured venue partners on the trail!

What is the Nine Elms Advent Calendar?

In 2020 TimeOut rated the Calendar in the Top 3 things to do at Christmas. Click on the link at the bottom of the page to watch a short video of all the windows to see why!

In 2021 we will once again transform Nine Elms into a giant Advent Calendar of art. The Calendar brings together the local community to create the walking trail, so that residents and visitors can explore Nine Elms, engage with the art and enjoy a magical countdown to Christmas. We are planning once again to co-ordinate 24 beautiful windows and installations in business and community locations, with venues and community groups working with our fantastic network of local artists and creatives.

What's the Theme?

This year's theme is 'Peace on Earth – and we need you to get involved and help spread that Peace! As well as celebrating the season in more traditional ways, we will be encouraging venues and artists to explore the theme in relation to caring for the earth, working for peace and justice and celebrating the many cultures and faiths which make our area so special. We are also keen that the windows are created in sustainable ways that protect our planet. We want the installations to be as varied as possible – we just ask that each window contains the word 'Peace' somewhere.

How to get involved!

We would love YOU to be part of co-creating this year's window trail. Whether you are a local business, a developer or a community organisation – you can be part of creating what has become one of the big local highlights of the winter. Remember we only have 24 spaces so don't delay!

To secure your place in the Nine Elms Advent Calendar 2021 please complete the Expression of Interest Form (link in the covering email) as soon as possible, and by 8th October at the latest. If you would like an informal chat before completing the form, please email us to arrange.

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@nineelmsartsministry

Watch the 2020 project video 

Help! I don't have a window!

As well as the windows of businesses the installations can be on hoardings, in marketing suites, in empty units – even in open air locations (subject to weatherproofing) – the more unusual the venue the more creative you can be!

Help! I'm not artistic!

We have a fantastic pool of locally based professional artists who we can match with interested venues. In fact, a big part of the Advent Calendar is creating these partnerships between artists and venues, giving much needed work to local creatives. This year we are also looking for some venues who are happy to work with both an artist and a local community group or school to create their installation in a really collaborative way.

When will windows open?

The windows need to be completed by 30th November to 'open' on 1st December with a launch event and a co-ordinated 'switch-on'. This will allow people to walk the trail throughout the festive season. Each day from 1st-24th December one venue and artwork will be spotlighted on social media as we build up the calendar. To make the trail

easier to walk there will be four distinct area trails and we plan to host an event in each area during December. In addition, venues will be invited to make their own spotlight day special with events, promotions and other activities.

How will people know about it?

Being the third year, the calendar already has a great following and reputation. This year we are exploring exciting new ways to make the trail even more accessible through online resources and interactive maps. Last year we distributed 15,000 flyers across the area and were featured in several media outlets, and we plan to build on that further in 2021. All venues will receive full marketing and social media assets.

What will it cost?

We seek to make the Advent Calendar something that everyone can be involved in, regardless of budget, whilst at the same time ensuring that artists are paid for their work and the quality of the installations is kept high. This is achieved through the range of funding and sponsorship we receive as well as the generosity of our partner venues. We will therefore work with each venue to find a fair and appropriate package.



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Contact

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Watch the 2020 project video

