

SILK PEARCE AT SOUTHBANK

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Branding and design consultancy Silk Pearce has landed in London with a blaze of colour to launch the start of the 09/10 orchestral season at Southbank Centre.

“Silk Pearce has come up with a striking look and line for our latest campaign. ‘Hear the Colour’ perfectly captures the sheer power, passion and emotion of live orchestral music and is part of an integrated approach to raise awareness, draw in new audiences and drive ticket sales,” said Kath Trout, marketing director of the London Philharmonic Orchestra, who along with the other resident orchestras – the Philharmonia Orchestra, Orchestra of the Age and Enlightenment and London Sinfonietta – and Southbank Centre’s Shell Classic International Series, contributed to the development of the work.

The phrase ‘Hear the colour’ has been overprinted on a specially commissioned abstract work by acclaimed artist Andrew Foster. The theme is being rolled out across a range of promotional and sales materials from external vinyl poster sites and plasma screen ads at key venues to direct mail, email and online.

Southbank Centre is at the heart of an arts quarter on the bank of the River Thames stretching from the Royal National Theatre to Tate Modern and Shakespeare’s Globe. The Centre comprises Royal Festival Hall and Queen Elizabeth Hall, as well as the Hayward Gallery and Saison Poetry Library. For further information see www.southbankcentre.co.uk

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