Tunnels of Hope Community Arts Project – St Peters Square, W6
Underpass - Sponsorship Appeal

OVERVIEW
We are looking to raise £20,000 to fund the project and bring it to fruition. TFL have kindly donated £10,000 however we need to match fund another £10,000 from local business sponsorship to fully fund the project. All sponsors will receive mentions in all press coverage and all publicity related to this event to fully maximise their association with this innovative local arts project with a wide target market reach.

TUNNELS OF HOPE OBJECTIVES
• To use art as a means to brighten up the drab TFL underpass that goes between St Peter’s Square, W6 and the river Thames which is much used by the general public.
• To make the community proud of the space as they walk through
• To improve the mental wellbeing of the general public and especially the 9/10 year olds involved in creating the artwork, some of whom may well go on to be artists/graphic designers etc.
• To help to position Hammersmith and Fulham Council, TFL and local business sponsors as forward thinking, creative organisations.

OUR APPROACH
• 9/10 year olds from the nearby St Peters Primary School were tasked with expressing what they would do more of in their community to make them happier.
• The children used a maximum of 4 shiny CD discs as their creative pallet – a material that often goes to landfill.
• The innovative project is called the ‘Tunnel of Hope’ and the children were encouraged to think about what they hoped for within the broader community and what they would change should they be in charge.
• Two creative external artists – Jo Holland and Edd Quamina, guided and inspired their approach, as well as musician Maddy Hannah.
• The two visual artists Jo and Ed, will display their interpretations of the Tunnel of Hope theme at each end of the tunnel walkways.
• The children’s photographed art works will follow to form their first ever exhibition inside the underpass.
• The work is wide ranging and powerful for the community to enjoy.

FUNDING PROGRESS
Match funding is required to ensure this project comes to full fruition.

The Artworks with the children have now been created and are being worked on to get them ready for printing and presentation for the exhibition together, with the two external artists art work preparation for printing, production and installation. Proposed dates for project completion is September 23rd with the launch of the exhibition followed by an exciting parade incorporating an all women brass band playing a remake of love train, further details to follow.

All donations - however large or small, are welcome to support this important art exhibition as the benefit it will have on the community is priceless!

We would love for you to be a part of this innovative art community project so please do feel free to get in touch with us or donate via the gofundme link below.

https://uk.gofundme.com/f/tunnelsofhope

Please remember to provide us with your business logo should you wish to be promoted alongside the exhibition and should you require any further information or assistance please don’t hesitate to contact us on:
ros_elwes@btconnect.com

External artists links
Jo Holland  
Ed Quamina  
Tunnels of Hope Instagram  Tunnels of Hope Facebook

THANK YOU