



# G.A.S International Launch

2<sup>nd</sup> - 6<sup>th</sup> Nov 2022

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Full Event Report

*Dec 2022*



# Itinerary at a Glance

## Wednesday 2<sup>nd</sup> November

- Trip to the Ecology Green Farm and G.A.S. Farm House

## Thursday 3<sup>rd</sup> November

- Studio visits with Mobolaji Ogunrosoye and Nengi Omuku
- Lunch at NOK by Alara / G.A.S. Lagos visit and private lunch with Yinka Shonibare
- Book launch of Discomfort Zones by Ndidi Dike
- Cocktail preview of I See You at Tiwani Contemporary

## Friday 4<sup>th</sup> November

- Gallery visits to Kó and Rele
- Lunch at NOK by Alara / G.A.S. Lagos visit and private lunch with Yinka Shonibare
- Collector's Preview of ART X Lagos
- Private buffet dinner with Mr and Mrs Akinsanya

## Saturday 5<sup>th</sup> November

- Visit to CCA Lagos
- Studio Visit with Victor Ehikhamenor
- Private lunch with G.A.S. Founding Patron
- Yinka Shonibare CBE 60<sup>th</sup> Birthday party at G.A.S. Lagos

## Sunday 6<sup>th</sup> November

- Seyi Adekun performance and open exhibition at G.A.S. Foundation



# Programme Learnings

## What worked

- Cemented relationships with stakeholders and major donors
- The Ecology Green Farm tour and Farm House visit were successful
- Artist's studio visits were “amazing”
- CCA was really successful and provided programme variety
- Visits to alternative spaces such as Lekki Arts and Craft Market and Jazz Hole were well received
- The Tiwani Contemporary Private view with wider cultural community
- The two private events with our major donor and private collector
- The two lunches with Yinka and tour of G.A.S. were a particular highlight and valuable in consolidating contacts, along with the food by Chef Benedict

## Recommendations for 2023

- Locations for all visits should be scouted and routes planned in advance
- Knowledgeable curators or artists should be on hand to discuss all exhibitions with guests
- Allowing planning time for curation and programme at G.A.S.
- A wider range of intimate artist and performance visits in small groups



# Guest Feedback

*"The entire enterprise was beautifully realised, truly a great and impressive achievement. Your orchestration allowed each and every participant to extend the exuberance and warmth of Yinka's vision. It was an astonishing week."*

Matthew Armstrong – curator/writer

*"Dear all, and especially @Belinda Holden and @Magdalena Kaggwa for organising this wonderful, mesmerizing, inspiring and fun trip! And a big thank you to Yinka for inviting us! "*

Axel Ruger – Director, Royal Academy

*"Thank you so much Belinda and Magda for putting together such an incredible trip! It's been a real pleasure to experience the foundation and its residency program. Congratulations on such a successful launch!!"*

Péjú Oshin – Associate Director, Gagosian Gallery

*"Thank you for being such a warm host at the YSF events - it was so kind of you to invite me to all those beautiful events and to witness the incredible work you are doing at the YSF."*

Freda Isingoma – Director KIISA

*"I cannot thank you enough for the truly wonderful week I had in Lagos. The itinerary and logistics were perfect and I have never felt more welcome - it actually felt like a holiday! Your hard work to make this trip a reality has not gone unnoticed, and I do hope you get to rest a bit before starting back up again. I will definitely be sharing my experience with my colleagues and networks and will continue to follow the Foundation's good work and support wherever I can. Thank you again for a wonderful experience in Lagos. I'll definitely be back, thanks to you!"*

Courtney Plummer – Director Lisson Gallery



# PR Summary

- We **engaged two PR agencies** for the International Launch to ensure strong coverage across a wide variety of geographic zones.
- **Scott & Co**, the Y.S.F. **London based international agency** were tasked to focus on media outlets that would spread **awareness to international HNWIs** with a focus on **Europe, North America** and the **Middle East**. (In preparation for 2023 major fundraising events.)
- **Magniva Group**, our **Lagos based local agency** were briefed to deliver high impact pieces in **major arts and lifestyle publications in Nigeria**.

Between them they have thus far managed to:

- Achieve **33 pieces of coverage** between October and November 2022
- Reach an estimated **audience of almost 1billion**
- An approximate **880k global views**
- Coverage across **4 continents**

The full coverage report can be viewed [HERE](#)





# Coverage Highlights

## Industry Publications

- The Art Newspaper (print + online)
- Artnet (online)
- Contemporary& (online)
- Le Quotidien de L'Art
- The Baer Fax

## International Regional Highlights

- Le Monde (online)
- The National (online)
- Tatler (online)
- This Day Style (print + online)
- The Guardian (print + online)

## Forthcoming Coverage

- Architectural Digest (print + online)
- BBC (television)
- Art Basel (online)
- Reuters (online)
- Billionaire (online)

*"According to Yinka Shonibare, both these spaces have been created to deepen conversations between local art markets and international patrons, galleries, and the broader community.*

*"I think it's important to not to be passive about these issues", he says. "I think the residency spaces are going to make a huge difference because many Nigerian artists want to have a dialogue with international artists, and there might be artists, who may not be travelling or may not be able to travel from Nigeria."*

– Emmanuel Balogun, *The Art Newspaper*

## Yinka Shonibare's ecological farm residency in Nigeria launches ahead of biggest-ever Art X Lagos fair

A buzzing art week signals sustained investment in West Africa's financial capital



Art X Lagos takes place on Victoria Island every year.

The largest-ever edition of Art X Lagos—West Africa's leading commercial art fair—opens to VIPs today (until 6 November). This year's instalment presents work by 150 artists from over 40 countries across Africa and the diaspora, brought by 31 international art galleries. Newcomers, such as Selebe Yoon (Dakar) and African Arty (Casablanca) join regular exhibitors, including Kó from Lagos and Paris's Galerie Clémentine de la Féronnière. Works at Art X Lagos range from around \$3,500 to \$100,000, with the majority around the \$15,000 mark.

Reflecting on the scaling force of the fair, now in its seventh edition, its founder Tokini Peterside-Schwebig says: "We are not defined as a West African fair. We are the leading international fair in the region. Is there any place in the world where you have Black collectors, Black dealers, and Black artists, all of African descent?"

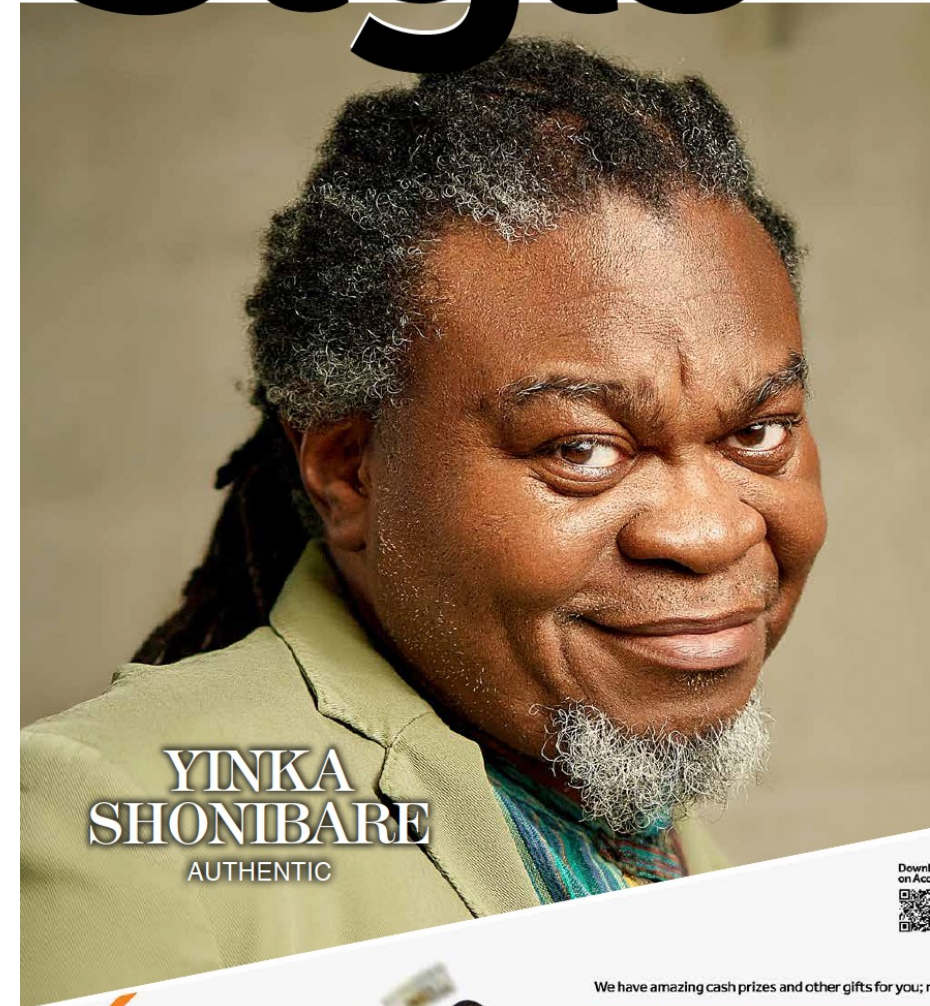
# PR Learnings

While the PR campaigns were successful in helping us reach identified target audiences, we've used the experience to suggest some changes going forward:

- We will no longer engage Magniva for local G.A.S. PR as we are confident we'll be able to reach out to journalists directly using contacts within our network
- Due to the short lead up to the campaign, we were limited in our ability to secure a large amount of print media however it did allow us to build leads for stories that will be published in 2023
- We believe an ongoing Y.S.F. relationship with Scott & Co throughout 2023 will allow us to continue gaining significant international coverage at key hero moments such as the Gala in May and Whitney fundraiser in September being developed by Y.S.F.
- We don't anticipate that a PR campaign of this scale will be necessary for the November programme planned for the Lagos trip in 2023 and suggest using in-house PR contacts instead

THIS DAY  
**Style**

SUNDAY, NOVEMBER



**YINKA SHONIBARE**  
AUTHENTIC

**A BILLION REWARDS ACCESS YOURS**

We have amazing cash prizes and other gifts for you, r

₦5,000 to ₦10,000,000	Salary 4life	Airtime rewards
Educational support	Rent for a year	Busi gra

To get started dial \*901#

access

# Marketing Summary

- We worked with Events Architects to **commission archive photography and a series of films** documenting the International Launch. These assets will be used online, as an archive and to promote future trips of a similar nature
- We negotiated **rights to all RAW footage** so that it could be used for future G.A.S. film assets and forthcoming Shonibare Studio projects
- We worked with a freelance local communications associate to **generate social media footage** that was used to highlight the launch on our channels as it was happening
- We commissioned **new drone photography and film footage of the EG Farm** as part of the package with EA
- The **G.A.S. Instagram** channel saw an overall **501% increase in reach** and **1,195% increase in engagement** during 31<sup>st</sup> October – 6<sup>th</sup> November compared to the same period the previous month
- The **website** saw a **164% increase in users** and **175% increase in new users** during 31<sup>st</sup> October – 6<sup>th</sup> November compared to the same period the previous month
- We had **80 new sign ups to the G.A.S newsletter**, during 31<sup>st</sup> October – 6<sup>th</sup> November, our best performing week to date
- We were able to use the new **CRM system to capture new event guest details**





# Marketing Learnings

Going forward we hope to implement the following changes to help increase the potential of our marketing strategy:

- Go through a process of updating all our CRM records to help effectively manage lists for future events
- Save costs on photography, film and live social footage by using our own contacts
- Issue save the dates, event invites and programme information further in advance
- Continue working with Grid London on the design of printed marketing material such as information booklets and itineraries
- Develop and implement a social strategy that's tailored to each channel
- The case for a communications assistant in-house to support day-to-day communications and events

