Hokusai is Exposed in East London with Out of Home International

Thursday 17 October, 2013

The Hokusai Exposed Committee specialise in linking Japanese media to Europe, and are working with Out of Home International in order to showcase the Hokusai Exposed Re-Create exhibition across central London. The collection will be on display from the 26th October to the 17th November 2013 at East London's Old Truman Brewery, projected by a 2-week billboard campaign launching on the 21st October.

The 6-sheet creative space presents a striking piece of re-mastered Hokusai art, topped with the strapline "an immersive exhibition of Katsushika Hokusai". The Hokusai Exposed Re-Create headline is centrally positioned in black, white and fuchsia, with the event details and website featured below. Exhibition partner logos are all incorporated along the base.

Hokusai Exposed Re-Create celebrates the work of 18th Century Japanese artist Katsushika Hokusai, with digital technology re-creating his woodblock prints in colours true to the original designs. The 6-sheet format will instantly reach onlookers, with its digestible size allowing the advert to enter the personal space of London's public.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "The buzzing artistic communities of East London are the perfect recipients for a 6-sheet campaign, with this platform able to gain instant access to potential exhibition visitors, further aided by relevant billboard locations."

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