Land Rover Partners With Lumiere London To Shine Light On The Outdoors This Winter

Friday 15 January, 2016

Land Rover has partnered with the UK's largest light festival as part of its seasonal Hibernot campaign, encouraging the nation's enjoyment outdoors this winter.

As part of the *Lumiere London* light festival, Land Rover will use a series of five handmade large-scale specially lit 'Private View' frames to showcase some of London's most iconic sights. Locations will include Leicester Square, Oxford Circus, Piccadilly and King's Cross. Budding photographers attending the festival are encouraged to utilise the five Land Rover 'Private View' frames to capture photos of their favourite landmarks before sharing them via Instagram, using the hashtag #Hibernot. Each frame will contain tips from famous instagrammers on how to take the best picture of iconic landmarks.

Lumiere London is produced by Artichoke, an arts charity with a reputation for bold, groundbreaking outdoor art events. Previous works include extraordinary and ambitious art projects in public spaces including *The Sultan's Elephant,* Antony Gormley's Fourth Plinth project *One & Other*, and *Peace Camp*, part of the 2012 Cultural Olympiad.

Following the festival, Land Rover will take its frames to other areas of the UK, lighting up a series of iconic views in Brighton, Birmingham, Edinburgh, and London's Southbank and St Paul's between 23rdJanuary and the 7th February.

Land Rover UK Marketing Director, Scott Dicken said “The British winter time can often see us hiding away and avoiding the elements outside. However at Land Rover, we believe that winter is a time when we should be getting out of the house and taking ourselves somewhere fulfilling – living life to the full no matter the weather. This year, we have taken the Hibernot campaign to the next level, working with Lumiere London to light up the winter months for people around the UK and invite them to share their best views of the big cities."

For more information on *Lumiere London*, please visit: http://www.visitlondon.com/lumiere

https://www.youtube.com/watch?v=vwAx3zjx_V4

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