New London Gallery launches with Out of Home International

Monday 6 October, 2014

London's Lacey Contemporary Gallery and Out of Home International have partnered to promote the Gallery's launch with an Underground advertising campaign.

4 sheet advertising will feature on Holland Park and Notting Hill Gate Underground stations from October 6th.

The campaign also advertises the gallery's inaugural exhibition, Processed Space, which will run from the Gallery's opening on 9th October until November 2nd.

Processed Space is the first exhibition for Lacey Contemporary Gallery and brings together the works of three outstanding young British painters working today – Ross M Brown, Geoff Diego Litherland and Merlin Ramos.

Positioning the 4 sheet campaign at nearby Underground stations is a fantastic way to reach a diverse London audience in proximity to the Gallery.

The 4 sheet posters will be positioned on the station's busy corridors and platform; giving maximum exposure across the network and targeting the city's commuters and tourists.

Situated in the fashionable area of Clarendon Cross in Notting Hill, Lacey Contemporary Gallery is an exciting new gallery set to invigorate the art world, for both artists and clients.

Lee Dentith, CEO of Out of Home International's parent company, Media Agency Group said:

"With hundreds of thousands of people entering the Underground network every hour, Lacey Contemporary Gallery has a fantastic opportunity to promote themselves to a dynamic ABC1 audience. The striking design of the campaign combined with proximity positioning is set to engage commuters whilst enticing audiences to the Gallery."

Related Sectors:

Entertainment & Arts :: Leisure & Hobbies ::

Related Keywords:

Underground :: London :: Advertising :: Tube :: Outdoor :: Out Of Home ::

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