

RA250

1768-2018

BOND ST

MAYFAIR | Est. 1686

Royal Academy of Arts
Press Release

THE ROYAL ACADEMY OF ARTS AND LONDON'S BOND STREET UNVEIL ART INSPIRED WINDOWS IN CELEBRATION OF THE RA'S 250TH ANNIVERSARY IN 2018

The Royal Academy of Arts in collaboration with London's Bond Street unveil an array of art inspired windows across world-leading fashion and fine jewellery brands this summer, as part of the Royal Academy's 250th anniversary celebrations.

For the first time, Bond Street's windows are transformed into a series of rich and diverse art installations, celebrating the theme 250 Years of Art from 22 June - 8 July 2018, coinciding with the Royal Academy's 250th Summer Exhibition and the Mayfair Art Weekend 29 June - 1 July 2018. Alongside the installations, Royal Academician Rose Wylie has been commissioned to create rows of flags suspended above Bond Street throughout the summer, as part of the broader celebration of 250 Years of Art in London's West End.

Brands including Louis Vuitton, Hermès, Victoria Beckham, Paul Smith, Temperley London, Tod's, Longchamp, Amanda Wakeley, IWC, La Perla, Ermenegildo Zegna, Pal Zileri, Jimmy Choo and Smythson are among the internationally renowned flagship stores participating in the project. Celebrated jewellery brands such as Fabergé, Moussaieff, Mikimoto, Chatila, Jaeger-LeCoultre and Montblanc, have created exclusive displays to mark the Royal Academy's anniversary.

Visitors can see an extensive street-wide display of art across Bond Street, including work by artist Thomas Flechtner at Ermenegildo Zegna, with windows inspired by his 'Snow' book, creating the illusion of entering a tunnel. Smythson and artist Declan Jenkins, a Royal Academy Schools alumnus, co-designed 'Out of the Blue' inspired by the brand's iconic notebooks. Mikimoto has partnered with acclaimed fashion artist David Downton, who has created large-scale profiles for the windows.

Iconic British department store, Fenwick of Bond Street has commissioned Pierre Le-Tan, the pre-eminent French illustrator to tell the story of the Royal Academy's 250th anniversary. As part of his first major commission in London for over two decades, the windows chart the history of the RA, including seminal figures such as King George III, Sir Joshua Reynolds PRA and Thomas Gainsborough RA.

Sotheby's have recreated 'The Artist's Studio', a changing space where visitors can see art across all the styles and periods of the summer auction sales. This window will also become a stage for live art, drawing classes and interviews, further underlining Mayfair as a centre for art this summer.

Burlington Arcade, the world's oldest and most celebrated arcade linking Piccadilly and Burlington Gardens is working with Mathilde Nivet, an artist renowned for her exquisite work using the medium of paper. Mathilde has created an astonishing 'Hanging Garden of Flowers' throughout the arcade.

For further information on participating brands, follow this [LINK](#)

Notes to Editors

About Bond Street

London's famous Bond Street is renowned across the world for its wealth of elegant flagship stores, exclusive brands, designer fashion, fine jewellery and watches. Its leading art galleries and auction houses have played a pivotal role in the heritage of the area, creating a unique and thriving mix of culture and luxury that defines the destination.

Bond Street in the heart of London's Mayfair is a haven for gracious living. From Asprey to Zegna, this historic thoroughfare has come to symbolize the art of craftsmanship and service and today is home to over 150 of the world's most prestigious brands. There is nowhere in the world which rivals the unique experience of shopping on Bond Street.

Summer Exhibition 2018

Main Galleries and The Sackler Wing of Galleries

12 June – 19 August 2018

The Royal Academy's annual Summer Exhibition celebrates its 250th anniversary in 2018. The exhibition is co-ordinated by Grayson Perry RA. The Summer Exhibition is the world's largest open submission contemporary art show which has taken place every year without interruption since 1769. In keeping with tradition it continues to play a significant part in supporting the Royal Academy Schools. www.royalacademy.org.uk/exhibition/summer-exhibition-2018

About the Royal Academy of Arts

The Royal Academy of Arts was founded by a group of artists and architects, under the patronage of King George III, in 1768. It has a unique position in being an independent, privately funded charity led by eminent artists and architects whose purpose is to promote the creation, understanding and appreciation of the visual arts through exhibitions, education and debate.

The Royal Academy has launched a new campus as part of the celebrations of its 250th anniversary year. Following a transformative redevelopment, designed by the internationally-acclaimed architect Sir David Chipperfield RA and supported by the National Lottery, the new

Royal Academy of Arts reveals more of the elements that make the RA unique – sharing with the public historic treasures from its Collection, the work of its Royal Academicians and the Royal Academy Schools, and its role as a centre for learning and debate about art and architecture – alongside its world-class exhibitions programme. royalacademy.org.uk

For information regarding Bond Street please contact Katie Thomas at Bond Street Mayfair Group on tel: 020 3 8736814 or 07957 464927 or email katiet@bondstreet.co.uk

For press information regarding the Royal Academy of Arts, please contact Eugenia Ellanskaya at the Royal Academy Press Office:020 7300 5615or email Eugenia.ellanskaya@royalacademy.org.uk

**For public information please print: 020 7300 8000 or www.royalacademy.org.uk
Royal Academy of Arts, Burlington House, Piccadilly, London W1J 0BD.
25.06.18**