

CREATIVE
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WHARF

The Spiral of Containment: Rape's Aftermath

*A photography exhibition by Elisa L. Iannacone,
illuminating the lived experience of sexual assault and healing*



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2018 - towards a more equitable society



Recent events herald an outcry for female empowerment.

Take the Women's March 2017, which saw 3.3 - 5.2 million people in the US, and hundreds of thousands worldwide, peacefully march to send a bold message to the world that women's rights are human rights. Time Magazine's Person of the Year 2017 went to "silence breakers" who spoke out against sexual assault. This includes Tarana Burke, the creator of the #MeToo campaign that was shared in more than 12 million Facebook posts in the first 24 hours, who kicked off the countdown to New Year 2018 in Times Square for over 2 million people.

And yet there are still 11 sexual assaults per hour (254 attacks every day) in the UK. The battle is not over.

Our photography exhibition launching International Women's Day 2018 at the iconic OXO Tower, London, will harness the power of images to change the way we see.

Exhibition Ambitions

A woman with blonde hair, wearing a costume made of numerous bright pink ribbons, stands in a green field. She is looking upwards and to the right. Behind her is a large, complex structure made of pink fabric and ribbons, resembling a giant bird or a large sculpture. The sky is blue with some white clouds. The overall scene is artistic and vibrant.

Reframe the
dialogue around
sexual violence and
facilitate
understanding

Leverage the power
of digital media to
attract thousands of
exhibition visitors
and a vast online
community

Give voice to
survivors through
the process of
creating and sharing
art to enact change

Exhibition Overview



The Spiral of Containmentment

Preview (Media): Wednesday, 7th March 2018 at 6:30pm

Public Launch: Thursday, 8th March 2018

Open to the Public: 8th March - 11th March 2018 with full programme of events to be announced

Venue: OXO Tower - Bargehouse, Southbank, London, SE1 9PH

The exhibition features entrancing images by photographer Elisa Iannacone, who has worked closely with 25 sexual assault survivors to express the impact of trauma through art, and who herself makes an appearance in the series.

The display is curated in accordance with a 24-colour wheel, creating the impression of a spiralling effect that symbolizes the personal process of coping with assault.

Set at riverside landmark the OXO Tower, the museum-scale exhibition is accompanied by a limited-edition book publication.

Media Campaign

To date, the exhibition has received organic coverage across 10 languages by global media outlets such as The Daily Mail, Mashable, The Huffington Post, and The International Business Times.

We are kicking off 2018 with an intensive media campaign across newspapers, broadcast and radio, magazines and digital media.

We are targeting reach of over 15 million and will align closely with Key Opinion Leaders to maximise awareness.

Full target list is available upon request.

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Rape Survivor's Powerful Photo Series Helps Other Sexual Assault Survivors Tell Their Stories

'Everything around me felt like a circus.'

02/11/2016 16:34 | Updated 03 November 2016

International Business Times

UK World Business Politics Fintech Technology Science Sport Entertainment Opinion Video Pictures


Human Rights

Making art from sexual assault: 'Rape happens - we need to make it something we can discuss'


One rape survivor is transforming the way we talk about sexual violence through the medium of art.

By Lydia Smith
October 26, 2016 07:00 BST

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IBT VIDEO




US warns North Korea of 'over 14' missiles

Rape survivor creates powerful photo series to break taboos

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'Everything felt like a circus': Rape survivor creates series of powerful photographs to illustrate the thoughts of victims after they were attacked

Elisa Iannaccone, a cinematographer, explored the power of expressing trauma through art at college

Partnership Opportunity



Align your brand
with an important
cause alongside a
high-profile global
event

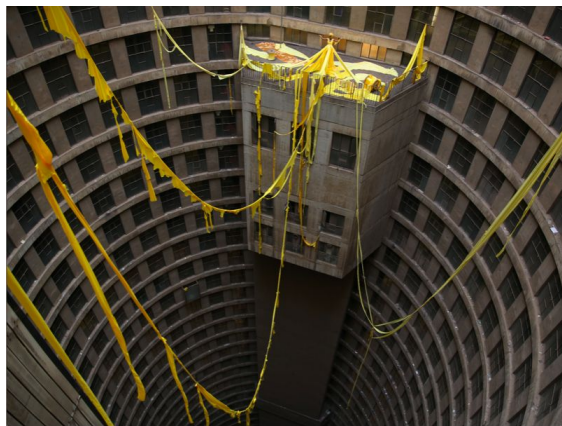
Benefit from positive
media exposure
(target reach of over
15 million views)

Positioning as a
forward-thinking,
progressive brand
that supports women

PLEDGE YOUR SUPPORT

All supporters will receive a unique, signed photograph from the exhibit.

RIGHTS / PACKAGE	Co-Partner (only 1)	Sponsor (max. 3)	Branding
Prices in GBP (£) excl. VAT	From £7,200	From £3,400	From £800
Onsite / Interactive			
Presentation at launch events (media and public)	✓ First, 5-7 mins	✓	X
Logo across all exhibition and marketing components (wall art, poster art, exhibition catalogue and press statement)	✓ Priority placement, and inclusion in the limited-edition book publication	✓	X
Co-branded media backdrop and dedicated exhibition space	✓ Priority placement	✓	✓
Private branded event (such as a photography workshop or discussion)	✓	✓	X
Advertising, Digital & PR			
Advertising banner with hyperlink on OXO Tower website with thousands of unique visitors every day	✓ Only 1 partner permitted	X	X
Digital: OXO Tower website, artist website, exhibition website, official social media accounts	✓	✓	✓
Quote from brand representative in pre-agreed media list (10-15 outlets); brand name across all coverage	✓	X	X



Thank you for your
consideration.

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