

WPP'S ART COMPETITION

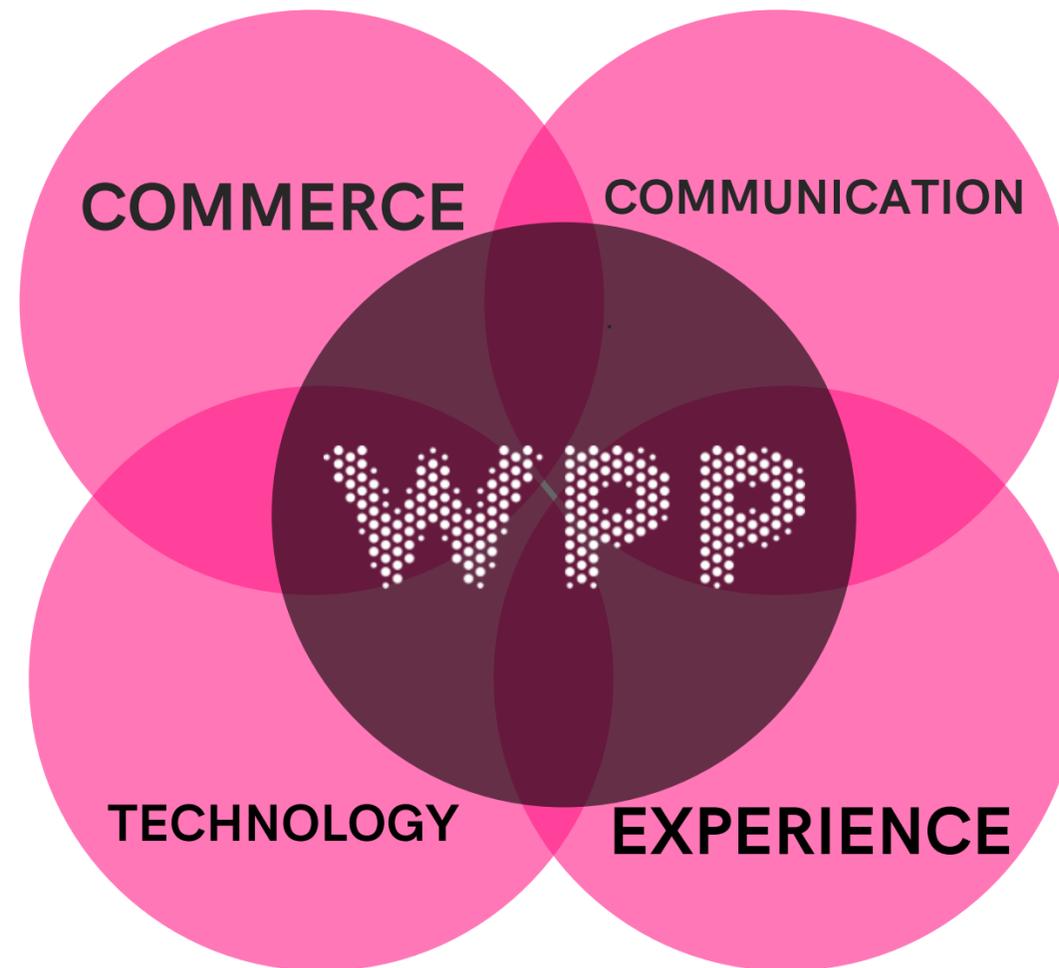
VICTORIA TOWER

April - June 2022

Who is WPP?

WPP is a creative, transformative network. We use the power of creativity to build better futures for our people, planet, clients and communities.

Our offer to our clients:



WPP is moving to a new campus...

01

VICTORIA TOWER, LOCATED IN SINT-JOOST-TEN-NODE
The new home of 750 WPP colleagues
moving August 2022



WPP Art competition

Exhibit your artwork in WPP's offices

Extraordinary Everyday

Connecting with Brussel's
emerging art scene —

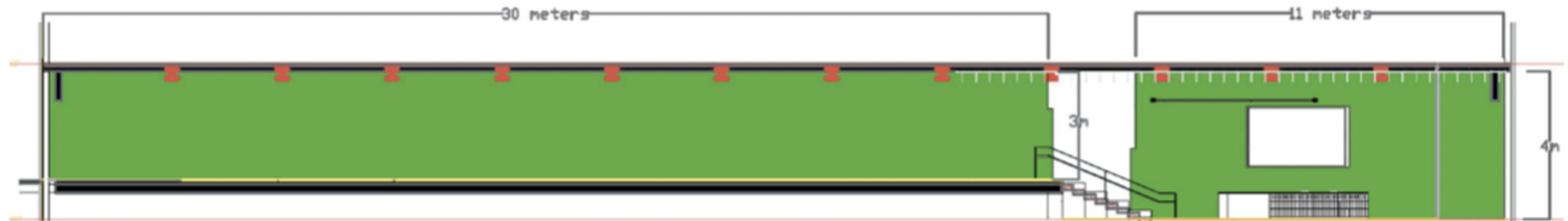
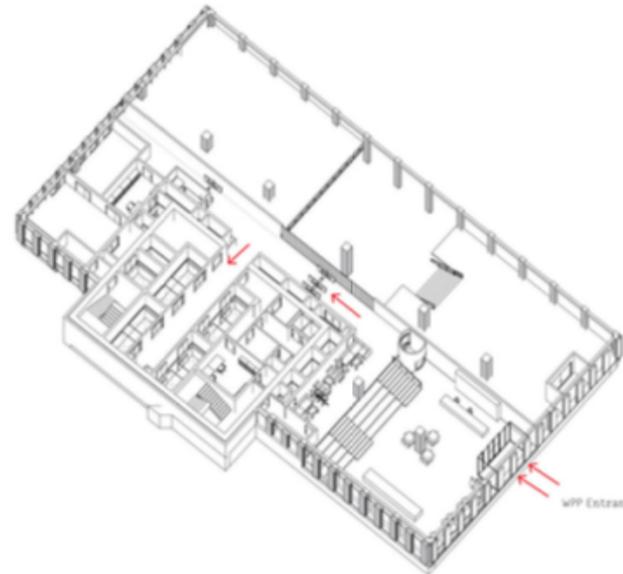
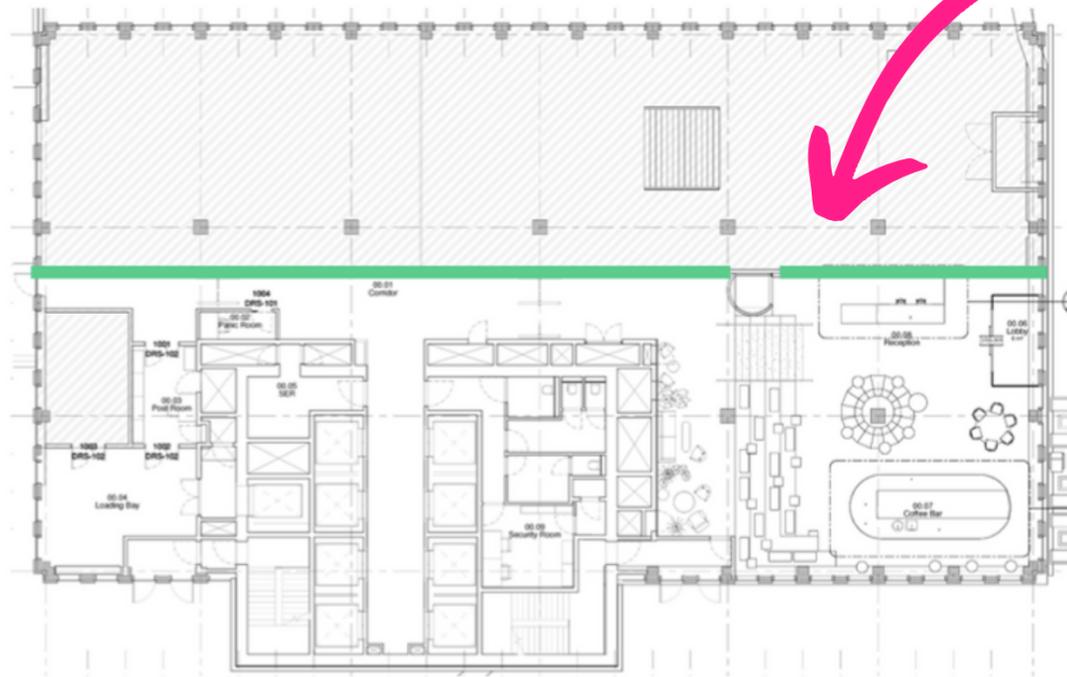
Open call to colleagues from all creative
backgrounds.

Provide a unique perspective on your sense of
the city and vision on the "Extraordinary
Everyday" in Brussels throughout any type of
medium.



134m² wallspace For a fixed artwork

Reception Victoria Tower



What is in it for you?



CURATION PRIZE

€ 5000 winner Reception Wall



PRODUCTION COSTS COVERED BY WPP

Production materials financially covered



EXPOSURE ARTIST

WPP will capture process and share on its socials + exposure to 750 WPP employees & all their clients

Timeline:

SUBMISSION DEADLINE: 16TH MAY

DESIGN A CONCEPT

Submission design concept of murals & art pieces

WINNER ANNOUNCED: 23TH MAY

WPP'S SHORTLIST

Jury selects winner

27TH JUNE

BDG DESIGN DEVELOPMENT SESSION

Our London partner BDG helps further developing the concept

TBD

INSTALLATION CONCEPT

The design will be installed on the wall area with the help of specialists

PLEASE SUBMIT CONCEPT BY E-MAIL
DELPHINE.GEYSKENS@WPP.COM

The judging panel



GIO CANINI

Country manager WPP and CEO & Co-founder of Wunderman Thompson Belgium. Gio holds a university degree in Communication Sciences and Science Philosophy. Together with Erwin Jansen he co-founded These Days in 2001, and under their leadership the agency won important local and international accounts. In 2007, These Days joined WPP. In 2018, the agency was elected Agency of the Year, Creative Agency of the Year, and Digital Agency of the Year.



LYDIA DESLOOVER

Alderman Sint-Joost-Ten-Node. Since 2018 Lydia has been the director of Effie Belgium, supporting and promoting ROIC. Lydia has committed herself to interculturality, promoting and actively supporting multilingualism. Lydia is a bridge builder, between young and old, rich and poor, Dutch and French speakers as well as between different and numerous communities.



DJ LEFTO

Well-known DJ from Brussels with an magnificent career path so far. Lefto was DJ host at Studio Brussel and currently plays at the most prestigious local and international music festivals.



PETER AMPE

Chief Creative Officer at Famous Grey. Creative Partner at Brussels-based FamousGrey agency, Peter has a track record that includes the highest accolades in about every major international award show, among them 43 Cannes Lions Awards and 14 Effie Awards. Ampe joined the advertising world at the age of 29. Before that he was a language teacher for political refugees and a journalist. This explains his love for brands and ideas with the intention of contributing something to people's lives.



IRÈNE ROSSI

Organizer of the well known Belgian Festival: Couleur Café. The three-day Brussels' music festival which brings together music lovers across Belgium.

**WE ARE LOOKING
FORWARD RECEIVING
YOUR SUBMISSION!**

Any more questions? Please contact:
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