

FOR IMMEDIATE RELEASE



Masterpiece London set to enrich city’s art scene

LONDON, ONTARIO – May 1, 2018 – The London Convention Centre and Downtown London are teaming up to present a three-day live street art festival downtown called Masterpiece London.

Featuring five critically-acclaimed muralists from London and across Ontario and Canada, Masterpiece London aims to enrich the outdoor urban space on the north side of the London Convention Centre with three days of programming and a lasting artistic impact.

From June 14-16, the space under the skyway bridge at the London Convention Centre’s King Street entrance will be transformed into a lively community space featuring live music, food trucks, family programming, a night market of 25 vendors, and the unveiling of five new murals painted on the skyway.

“Our mandate at the LCC is to bring the world to London,” says Lori Da Silva, General Manager of the London Convention Centre. “We are thrilled to bring together such a talented group of artists who are very excited to visit and share their work with this community. We started this project looking at ways to enhance our King Street green space and it has evolved into a multi-day festival. We are looking forward to London connecting with the artists and each other as they enjoy the experience.”

“Downtown is home to a growing outdoor street gallery of creative murals brightening up unconventional spaces in the core,” says Janette MacDonald, CEO and General Manager of Downtown London. “These five new murals will have a lasting impact as part of a festival we hope to make annual activating new spaces downtown each year.”

Masterpiece London will be a celebration of the graffiti arts, community partnerships, made-local vendors, our robust Canadian music scene and all of the beautiful corners of the Forest City. Details of each day’s programming and entertainment will be released throughout May. Join us as we celebrate some of the best our community has to offer, all under one bridge.

Masterpiece London presented by the London Convention Centre: June 14-16, 2018

Follow on Social Media for updates:

Twitter: @masterpiece_ldn

Facebook: fb.com/masterpieceldn

Instagram: @masterpiece_ldn

Website: www.masterpiecelondon.ca

-30-

The London Convention Centre is an internationally certified AIPC Gold Standard venue offering more than 70,000 square feet of exceptional meeting and exhibit space. The LCC connects individuals from the local, provincial, national and international communities offering customized experiences facilitating knowledge transfer and entertainment enjoyment.

CONNECT.SHARE. PLAY. at the LCC!

Contacts:

Lori Da Silva, General Manager

Darrin Pollard, Director, Business Development

519.661.6386 | lolid@londoncc.com

519.661.6380 | darrinp@londoncc.com

