



#LDF18

**LONDON DESIGN FESTIVAL ANNOUNCES A  
LANDMARK PROJECT FOR 2018 IN TRAFALGAR SQUARE  
CREATED BY AWARD-WINNING ARTIST & DESIGNER, ES DEVLIN**

**18–23 September 2018, Trafalgar Square, London**

**PLEASE FEED THE LIONS**

**In collaboration with Google Arts & Culture with support from The Space**

**London, UK, 24 July 2018:** London Design Festival has today announced a new Landmark Project for 2018: *Please Feed The Lions*. Located in Trafalgar Square, *Please Feed The Lions* is a new interactive sculpture by award-winning artist and designer Es Devlin. Devlin is known for her innovative projection-mapped sculptures that fuse light, music and technology. Set to take the London square by storm, the project incorporates machine learning, explores the parameters of design and AI, and follows a year-long collaboration with Google Arts & Culture which will also create an online exhibition so people all over the world can view and experience this groundbreaking sculpture. The project is supported by digital commissioning body The Space as part of its work to ensure the broadest access to the arts through digital technologies.

Cast in 1867, the four monumental lions in Trafalgar Square have been sitting as silent British icons at the base of Nelson's Column for the past 150 years. Overnight on Monday 17 September, a fifth fluorescent red lion will join the pride, facing northwards towards the National Gallery.

The new lion will not be silent: it will ROAR.

This lion roars poetry: and the words it roars will be up to the public to chose.

Everyone is invited to 'feed the lion': and this lion only eats words.

By daylight, the ever-evolving collective poem will be shown on LED embedded in the mouth of the new lion. By night, the poem will be projection-mapped over the lion and onto Nelson's Column itself: a beacon of streaming text inviting others to join in and add their voice.

Es Devlin says:

*"The British design guru Sir John Sorrell nudged me as we walked through Trafalgar Square this time last year. He said:*

*"Landseer never wanted those lions to look so passive: he proposed a much more animated stance, but Queen Victoria found it too shocking."*

*"The thought lodged in my mind. What if we could invest the lion with a diversely crowd-sourced collective poetic voice?"*



**Ben Evans, London Design Festival Director, said:** 'Trafalgar Square is the centre of London and one of the country's major public spaces. Es Devlin is a leading stage and set designer brimming with ideas. The combination offers one of the highlights of the 2018 London Design Festival. "Please Feed The Lions" is a must-see.'

**Freya Murray, Program Manager for Google Arts & Culture says,** "We're delighted to be able to support Es's exploration of Machine Learning in her work and be part of her public artwork for London Design Festival. Machine learning is helping to tackle some of the biggest challenges we face today, from healthcare to environmental conservation. This technology can also provide artists with a new set of tools. It's exciting to see Es Devlin collaborating with Machine Learning to realise her vision for her first large-scale sculptural work."

**Fiona Morris, CEO and Creative Director of The Space, says,** 'We're delighted to be supporting *Please Feed the Lions* and to be working with LDF, Google Arts & Culture and Es Devlin to bring this ground-breaking project to life. The unique combination of cutting edge machine learning and AI technology with traditional public sculpture will inspire, amaze and entertain audiences around the world as well as in Trafalgar Square, widening access and participation to both the arts and new technologies.'

## NOTES TO EDITORS

For further information, please contact EXPOSURE on +44207 907 7130 and [londondesignfestival@exposure.net](mailto:londondesignfestival@exposure.net)

- Patricia Gill

- Zoe Brandwood
- Isabelle Hajjianni

### ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans, London Design Festival celebrates and promotes London as the gateway to the international design community and the world's leading stage for design innovation.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

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### ABOUT ES DEVLIN

Artist and designer Es Devlin creates immersive filmic sculptures which are frequently conceived as environments for performance in opera, concerts, dance and theatre. Her recent solo exhibitions include MASK at Somerset House 2018, EGG at the XI Gallery in New York 2018, Mirrormaze at Copeland Park, Peckham 2016; The Singing Tree at the V&A 2017; Room 2022 at Miami Art Basel 2017 and PoemPortraits at the Serpentine Gallery 2017. Her stage sculptures include collaborations with Beyonce, Kanye West, U2, The Weeknd, Adele, The Royal Opera House, The National Theatre and the London and Rio Olympic Ceremonies.

Devlin's work has received multiple awards including 3 Olivier Awards, Evening Standard, Critics' Circle. She has been made honorary fellow of UAL and named OBE in the Queens Honours list 2015. Devlin was awarded the Panerai London Design Medal for innovation and excellence in design throughout her practice.

### ABOUT GOOGLE ARTS & CULTURE

Google Arts & Culture is a new, immersive way to experience art, history, culture and world wonders from over a thousand organizations worldwide. Google Arts & Culture has been created by the Google Cultural Institute and it is available for free for everyone on the web, on iOS and Android. Read more here.

The Google Arts & Culture Lab in Paris is a place where tech and creative communities come together to share ideas and discover new ways to experience art and culture. The Lab is a place for research and development – a physical space in Paris where artists can meet Google's computer engineers and explore new ideas together.

### ABOUT THE SPACE

The Space is a commissioning and development agency, supported by the BBC and Arts Council England, committed to supporting and facilitating the UK arts sector to realise its digital ambitions. It does this through the commissioning of arts projects, supporting arts and cultural organisations to develop their digital plans and activities and offering training workshops, advice and resources. The organisation has supported the delivery of over 180 digital projects to date, achieving extensive online and broadcast audiences.

[www.thespace.org](http://www.thespace.org)

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