

live24-seven Edge Live

The Tate's 'Street Art' brought alive with the help of Edge Live

It's the anti-establishment movement that has taken the art market by storm. Hedge-funders and Hollywood's A-listers collect it, auction houses have been quick to sell it and Tate Modern has a number of pieces of 'Street Art' emblazoned on its front walls as part of the gallery's first commissioned Street Art exhibition. The controversial exhibition runs until 25th August and displays the works of well-known Street Artists such as Blu and American collective Faile. Allegedly Banksy was not invited to take part, which we understand led to him running a small-scale rival tunnel exhibition of his own!

Events and communications agency Edge Live have worked closely with Nissan and Tate Modern to create an urban themed, interactive information tunnel for exhibition visitors. Not only have Edge Live designed and delivered the structure, they are also providing staff and training for the three month period. The information tunnel, situated on the busy South Bank next to the Millennium Bridge, welcomes approximately 1,000 visitors per day from all over the world.

The Hub is a hive of activity with interactive touch screens and a seating area with large plasma screens showing the Street Art movie, including interviews with Street Artists, hiding their faces so as not to be recognised! The tunnel wall interior is a feedback wall on which visitors are encouraged to express their views about the exhibition and use their own (street) artistic flair.

At weekends, the excitement intensifies when visitors have the opportunity to experience Street Art in its real form in the urban heart of the capital - the East End. Guests take a driving tour in the new Nissan QASHQAI and soak up the atmosphere of Brick Lane and its surroundings whilst experiencing some of the most provocative and eye-catching Street Art in the city. Guided cycling tours also take place through the streets surrounding the gallery showing the Street Art commissioned by Tate Modern.

Edge Live, whose HQ is in Warwick, were key in bringing this project to life. They have a reputation for offering dynamic, original and creative solutions to ensure that clients' objectives are achieved and expectations exceeded, and their multi-disciplined team successfully delivers a large number of high profile events from conception to implementation for clients such as Sony, Nissan, Mitsubishi, Avid Technology and ViaMichelin.

Established in 2005, the company has grown rapidly based on astute communications solutions and award winning creative design. Many of these projects required fantastic people to bring edge's creativity to life. We consider staffing in the early stages and link this through to the event strategy.

Peter Leopold, Director explains "We focus our solutions around the final objective, whether that's product sales, lead generation or brand enhancement. We have delivered great people and it has dramatically improved our clients event success, it has therefore led to us setting up a defined staffing company called Eclectic.

One of our key strengths is that we can supply a diverse source of people; brand and product ambassadors, hospitality, make-up artists, event managers and pro drivers. Eclectic will provide fully trained, dynamic, customer facing staff with a forward thinking, hands on and positive attitude. In order to improve the staffing consultancy offered, Eclectic has appointed a fellow of the Chartered Institute of Personal Directors who will join the team this autumn.

Myself and the team look forward to helping you with what can sometimes be the most difficult part of a good business - finding great people!" To see the team in action as well the latest art phenomenon, visit Street Art at the Tate Modern on till the end of August or visit www.edgelive.co.uk and for staffing www.eclecticpeople.co.uk or www.tate.org.uk/modern/exhibitions/streetart



Peter Leopold

