

nuart²⁰¹⁶ festival

partner proposal
nuart festival 2016



Street art is without doubt the most exciting development in visual art for decades. Be a part of this exciting movement by forming a strategic partnership with the world's leading street art festival.

We pride ourselves on working closely with our partners to develop bespoke and exciting agreements that create a dynamic profile for both the festival and our supporters.

Nuart's international network of media partners and press contacts ensures global coverage of any project we undertake - providing great value for money for partners who wish to build a really dynamic and diverse profile.

Nuart is responsible for curating and producing some of the largest and most recognised public art works in Norway, with an annual marketing value to the city of Stavanger of **7m kroner**.



2015 IN NUMBERS



3	Exhibitions
3	Day International Conference
21	Artists
11	Nationalities
17	Murals
60+	Installations
100+	Street Works
50+	Volunteers
2	Scandinavian Film Premieres
10.000+	Participants
3600+	Students Reached through Nuart's Street Art education program
1000+	Street Tour Participants
20 Million+	Online Views
7 Million kr	Marketing Value according to international Marketing metrics

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Ella & Pitr (FR) / Block Berge, world's largest outdoor mural 2015

200 gratisspinn + €1200 i bonus



Registrer deg nå

Casumo

AdChoices

The 'World's Largest Outdoor Mural' Pops Up In Norway

Or, according to experts, at least "the worlds largest figurative mural."

08/07/2015 01:45 pm ET

Katherine Brooks Senior Arts & Culture Editor The Huffington Post

WIDEWALLS

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NUART FESTIVAL 2015 REPORT FROM THE SPOT - THE GRAND OPENING

Art News sat.

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Introducing: NuArt Festival, Norway 2015

Posted by AM Editor August 3, 2015

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JXTAPOZ

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NUART 2015, DAY 2: WORKS INSIDE AND OUT

08/06/2015



TIME

LATEST MAGAZINE IDEAS

See the World's Largest Mural

Entertainment

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ENTERTAINMENT ART

See the World's Largest Mural



The Best Public Art and Murals of Norway's Nuart Festival 2015

by Sasha Bogojev Posted on September 7, 2015

INDEPENDENT News Voices Culture Lifestyle Tech Sport Appeal

Culture Art News

The 'world's largest outdoor mural' goes on show for all to see - from the sky - in Norway

Titled 'Lilith and Olaf', the mural was painted by French duo Ella & Pitr



ARCHITECTURAL DIGEST

The Best Street Art from the 2015 Nuart



Nuart Festival has featured in the following publications, exposing our work to a viewer and readership in excess of 200 million:

Time Magazine, The Independent, The Guardian, BBC, The Huffington Post, CNN, LA Times, The Metro, TV2, NRK, CNN, Juxtapoz, Scandinavian Traveler.

The One Tech Stock Investors Are Crazy About Right Now

WEBSITE & SOCIAL MEDIA

Nuart boasts one of Norway's most comprehensive digital media platforms among visual arts events.

Nuart's online reach is expanding exponentially with over **114,000 unique visitors per year** to our flagship website in 2015, as well as combined views, likes, follows and visits across our media channels reaching in excess of **500,000**.

Key to **Nuart's** global success is our grasp of social media and distribution of engaging content, both pre and post-festival.

Nuart commissions the very best photographers and film companies to document the festival's activities for dissemination over a long post-festival period. Strategic post-event promotion of **Nuart** content has, for example, yielded in excess of **750,000 YouTube and Vimeo** views of **Nuart**-produced films.



NUART YOUTUBE/VIMEO
views

80000+



NUART WEBSITE
visits per year

114000+



75+ COUNTRIES

primarily norway, uk, us, europe

8000
IMAGES

90+
ARTISTS

7000+
POSTS

60+
VIDEOS



NUART INSTAGRAM
followers

11000+



NUART TWITTER
followers

4000+



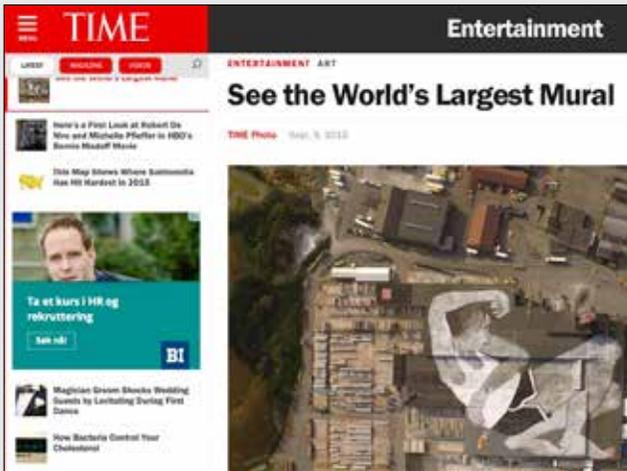
NUART FACEBOOK
friends

18000+



CASE STUDY

Nuart Festival and Block Berge Bygg create The World's Largest Outdoor Mural



This ambitious world-record attempt demonstrated **Nuart** and **Block Berge Bygg's** commitment to innovative and interdisciplinary collaborations, and marked the beginning of a three-year creative partnership.

With the help of over 50 volunteers, the French artists **Ella & Pitr** painted the world's largest outdoor mural on **Block Berge Bygg's** 21,000m² rooftop at their headquarters on the outskirts of Stavanger. Titled 'Lilith and Olaf', the mural depicts a woman with the small figure of King Olaf I of Norway, who ruled the country from 995-1000.

The mural is visible from planes flying into and out of **Sola Airport** and was officially 'opened' by the **Mayor of Klepp, Ane Mari Braut Nese**, on Thursday 3 September 2015.

The story was picked up by the world's media and brought to the attention of over **20million people worldwide**. **Time magazine**, **The Independent**, **Huffington Post**, **VG** and **Aftenposten** were just some of the publications that covered the story.



PARTNERSHIP WITH NUART FESTIVAL

Join some of the region's most innovative and influential companies and organisations by partnering with Nuart Festival, including **Block Berge Bygg, Tesla, Stavanger Aftenblad, Avinor, Scandic Norway** and **Urban Sjøfront**. Benefit from a bespoke partnership agreement with Nuart Festival that provides the unique opportunity to engage with **100,000's of individuals across the globe**. Enhance your company or brand profile by contributing to the realisation of a dynamic public art programme by aligning yourself with the world's leading street art festival.

Outlined below are the branding opportunities and benefits offered to our main partners.

Branding

- Accreditation on 'Thank You' panel in entrance hall to indoor exhibition at Tou Scene.
 - *Visible to everyone who enters the exhibition (10,000+ people)*
- Across platform accreditation on all Nuart Festival marketing and PR materials, including but not limited to:
 - *Nuart Festival promo video (5000+ views)*
 - *press releases*
 - *flyers (5000)*
 - *posters (3000)*
 - *11m x 9m city centre banner*
 - *post-Nuart Festival 'recap' film (8000+ views)*
- Accreditation and web link on Nuart website (114,000+ visitors per year)

Bespoke Benefits

- Two places on an exclusive pre-festival boat trip (Sat 10 Sep) with artists and sponsors: a valuable networking opportunity
- Entry to exclusive opening night Private View for up to 5 company staff
- Complimentary Street Art Tour tickets for 10 company staff (tours every Sunday during the exhibition and last for 90mins)
- Priority booking for Nuart Plus film screenings
- Optional hire of exhibition venue for events from Mon 12 Sep - Sun 16 Oct (additional costs apply)

An aerial photograph of an industrial or construction site. In the center, a large mural is painted on the roof of a building. The mural depicts a woman with long dark hair, wearing a white top and a black skirt, in a dynamic, dancing pose. The surrounding area includes various industrial buildings, parking lots with trucks, and stacks of materials. The sky is overcast.

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festival

what they say about.....

"Nuart's ability to understand the location and audience together with great creativity continually exceeds our expectations."

Elisabeth Stromstad, Head of Business Development, Avinor

"Working with Nuart was something different but so exciting. Our collaboration was noticed not only by businesses and clients in Norway but by the world's media. We look forward to continuing to develop exciting ideas with Nuart"

Yngvar Karlsen, Head of Business Development, Block Berge Bygg

"Nuart is an internationally recognized art event and receives the most international attention of all Stavanger's culture-based festival's."

Rolf Norås, Head of Culture Stavanger Kommune

"It's like the cinema, Venice and Cannes have their own festivals, and Stavanger hosts the most important Street Art festival"

Sten & Lex, artists

"Nuart is the Worlds best Street Art Festival"
Evan Pricco, Founder and Editor-in-chief, Juxtapoz Magazine