

'In the Rings with Ali'

A retrospective Exhibition celebrating the 70th birthday of

MUHAMMAD ALI

July-August 2012

"Champions aren't made in gyms. Champions are made from something they have deep inside them: a desire, a dream, a vision."

Muhammad Ali

PROJECT SUMMARY

A major exhibition of photographs, art works, memorabilia, audio and video installations, text and poetry to mark Muhammad Ali's 70th birthday to be held during the London Olympics 2012 in Forman's Smokehouse Gallery. The gallery overlooks and has direct access to the Olympic Stadium and is the venue for some major VIP receptions including the Olympics Opening Ceremony party.

EXHIBITION

The 'In the Rings with Ali' exhibition is inspired by the occasion of Ali's 70th birthday in 2012 and will highlight his life as an athlete, humanitarian and charitable campaigner. It will be a visual record to celebrate Ali's life in photographs, paintings, memorabilia, audio video installation, sculpture and poetry.

AIMS

The aims of the 'In the Rings with Ali' exhibition are to celebrate Ali the man, his life achievements in sport and to promote his humanitarian causes. The exhibition has been conceived by the photographer Christina Jansen.

Artsinform' Communications Ltd will be working on PR and communications and running an extensive marketing campaign to ensure longevity of the exhibition. Curator, Sandra Higgins and Christina Jansen will organise the installation and liaise with photographers who will exhibit in the show. A percentage of the profit from sales will be donated to Amnesty International, Parkinson's research and a designated local Boxing Club in London.

MUHAMMAD ALI AT 70

For the past 25 years, despite physical disability associated with Parkinson's Syndrome, Muhammad Ali has worked tirelessly to make a significant contribution to humanitarian causes including poverty relief, education, adoption, race relations and encouraging people to respect and better understand one another. It is estimated that he has helped to provide more than 22 million meals to support hunger relief alone. While the sporting world continues to mark Ali's remarkable boxing achievements as Olympic Gold-medalist and three-times heavy weight world champion, his legacy in providing assistance and inspiration has not been without note.

Amnesty International awarded him their Lifetime Achievement Award and the Secretary-General of the United Nations bestowed him with a citation as United Nations Messenger of Peace. He was also named the International Ambassador of Jubilee 2000, a global organisation dedicated to relieving debt in developing nations.

Former President Jimmy Carter has called Muhammad "Mr. International Friendship" and, in 2005, Muhammad was awarded the Presidential Medal of Freedom.

Muhammad Ali has been a campaigner for peace since the 1960s when he refused to fight in Vietnam and worked alongside black activists in the early Nation of Islam to end discrimination in the US. He continues his campaign for world peace today. In May 2011, Ali and other prominent American Muslims ran a televised appeal to Iran's Supreme Leader to release the American hikers on the Islamic foundation of mercy, forgiveness and compassion.

PHOTOGRAPHS

Seventy images to mark seventy years. The images will include:

- Photographs taken by Dutch photographer Christina Jansen during a visit by Ali to London in 1986.
- Photographs by authorised Ali photographers of his sporting achievements.
- Photographs of Ali's humanitarian work as well as memorabilia, audio and video installations, text and poetry.

MEMORABILIA

Memorabilia items relating to Ali's successes in the 1960 Olympics in Rome and other items are being sought to be put on display.

MUSIC AND AUDIO

Music and Audio-visual footage, of legendary boxing achievements and recent interviews with Ali will be shown during the exhibition.

WORDS

Wall texts of Ali's poetry and inspirational words of wisdom will be part of the installation.

...continued on next page

ONLINE EXHIBITION

Artists and poets who have been inspired by the work of Muhammad Ali will be invited to submit their work for an open exhibition online. The website will be developed to encourage wide participation from all areas of the London; especially from boxing societies in the East End and within the Afro-Caribbean communities.

Artists will be able to upload images of their work onto a specially built digital platform with a small donation to charity. Screens in the exhibition will show the work selected from the website. Selected artists will be asked to exhibit their work in Forman's Smokehouse Gallery.

THE TEAM

Project Leader - Christina Jansen. Muhammad Ali at 70 is the inspiration of Dutch photographer Christina Jansen. Christina first met Muhammad Ali in 1986 in London when she completed a series of behind the scenes photographs while he was working on a commercial at Fulham Film studios in London. Christina Jansen will be overseeing all aspects of this project with the co-operation of Forman's Smokehouse Gallery.

Curator - Sandra Higgins

Sandra Higgins will manage the curation of the exhibition, installation and hanging. Sandra is an experienced art advisor and curator and as such represents many international artists she has curated exhibitions for clients at Imperial Wharf, Old Broad Street Headquarters of Landmark Plc, Blacks Club Soho, and Mark Powell's Photographic Gallery in Soho, London. She exhibits artists annually at international art fairs and is a longstanding member of the Chelsea Arts Club where she organises educational talks by outstanding individuals in arts for the club members each year.

Public Relations and Communications – 'Artsinform'

The PR, marketing and communications team is 'Artsinform' Communications Ltd. Specialists in the visual arts. 'Artsinform' has worked on major exhibitions in London for over 15 years. They have worked for the UK's top art fairs such as Masterpiece and 20/21 British Art Fair. They have promoted exhibitions at the Saatchi Gallery and the Science Museum, as well as top commercial galleries such as the Fine Art Society. 'Artsinform' will manage all aspects of print, digital and broadcast marketing and PR. As well as wide press campaigns, they will oversee the development and management of an interactive website and extensive social media campaign.

VENUE - FORMAN'S SMOKEHOUSE GALLERY

Forman's Smokehouse gallery is a new art project space in a fish smokehouse with 6600 square feet of exhibition space overlooking the London Olympic Stadium. It has been the venue for a series of successful exhibitions that have gained recognition and praise in the art press, as well as cementing relationships with the local community. (See www.smokehousegallery.org). Lance Forman, owner of Forman's Smokehouse Gallery, has enthusiastically invited the organisers of the Ali exhibition to use this amazing venue during the 2012 Olympics. In addition to the exhibition space, the venue has an award-winning restaurant and is fully accessible to wheelchair users.

CURRENT SPONSORS:

Forman's Smokehouse Gallery The Dutch Embassy East Village, London E20

The leading photographer and project director, Christina Jansen is from Holland and has is discussing a sponsorship deal with the Dutch Embassy to support the exhibition as part of its current program to promote social inclusion through art and sport.

The idea is to collaborate with a boxing club or clubs in the Netherlands and bring them together with a club in east London making a connection through the inspiration of Muhammad Ali. Leading Dutch sports figures and politicians will be invited to the reception.

Other sponsors to be confirmed.

RECEPTION

The guest list for the reception for the exhibition will be finalised when the date is set and includes all the following people:

- US boxing team, US athletes, US politicians.
British boxing team.
- Dutch Embassy, Dutch athletes, Dutch political figures.
- The celebrities and people who promote Ali's charities.
- Celebrities from the world of sport, film, art, music and television.

BENEFITS TO SPONSORS

1. Invitations to exhibition reception.
2. Location for own reception by arrangement.
3. Publicity in relation to the exhibition including press coverage.
4. Logo on extensive print, online and broadcast marketing material.

For further information please contact:

Photographer Christina Jansen in association with

artsinform
INDEPENDENT ARTS PR

Christina Jansen cjansen@talktalk.net

Sandra Higgins sandra@sandrahiggins.com

Jessica Wood jessica@artsinform.co.uk

www.formans.co.uk

FORMAN'S
SMOKEHOUSE GALLERY