



**05 February 2010**

**For immediate release**

## **College Hill to promote next Fourth Plinth artwork**

College Hill has been appointed to promote the collaboration of existing African client Guaranty Trust Bank (GTBank) and artist Yinka Shonibare MBE for Trafalgar Square's latest Fourth Plinth commission.

GTBank – whose CEO Tayo Aderinokun was named 2009 African Banker of the Year by African Banker magazine – will sponsor British-born Nigerian Shonibare's scale replica of Nelson's ship, HMS Victory, encased in a giant glass bottle, for the duration of its 18-month display on the plinth.

Scheduled to be installed in May, the commission's giant sails will feature richly coloured and patterned textiles - commonly associated with African dress and recognised as a symbol of the continent's identity and struggle for independence.

A creative series of digital videos will also be produced by College Hill documenting the build up to the work, including its unveiling, and then seed the videos across the internet and in other international broadcast outlets. This year is Nigeria's 50<sup>th</sup> anniversary of independence and the digital video programme is designed to help unite the Nigerian diaspora around the world through the artwork, which raises a debate about the legacy of colonialism.

Shonibare, born in London before moving to Lagos when he was three-years-old, is represented in London by Stephen Friedman Gallery – which appointed College Hill.

Gallery Director Joanna Stella-Sawicka said: "We are delighted to be working with College Hill and will benefit from their significant expertise and experience. We are really looking forward to seeing the finished artwork displayed on the Fourth Plinth and watching the documentary."

**-ENDS-**

**Enquiries:**

**College Hill**  
Donna Zurcher, Managing Director

**+44 20 7457 2020**

**Notes for Editors:**

**About College Hill**

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy; healthcare and life sciences. See [collegehill.com](http://collegehill.com) for further information.