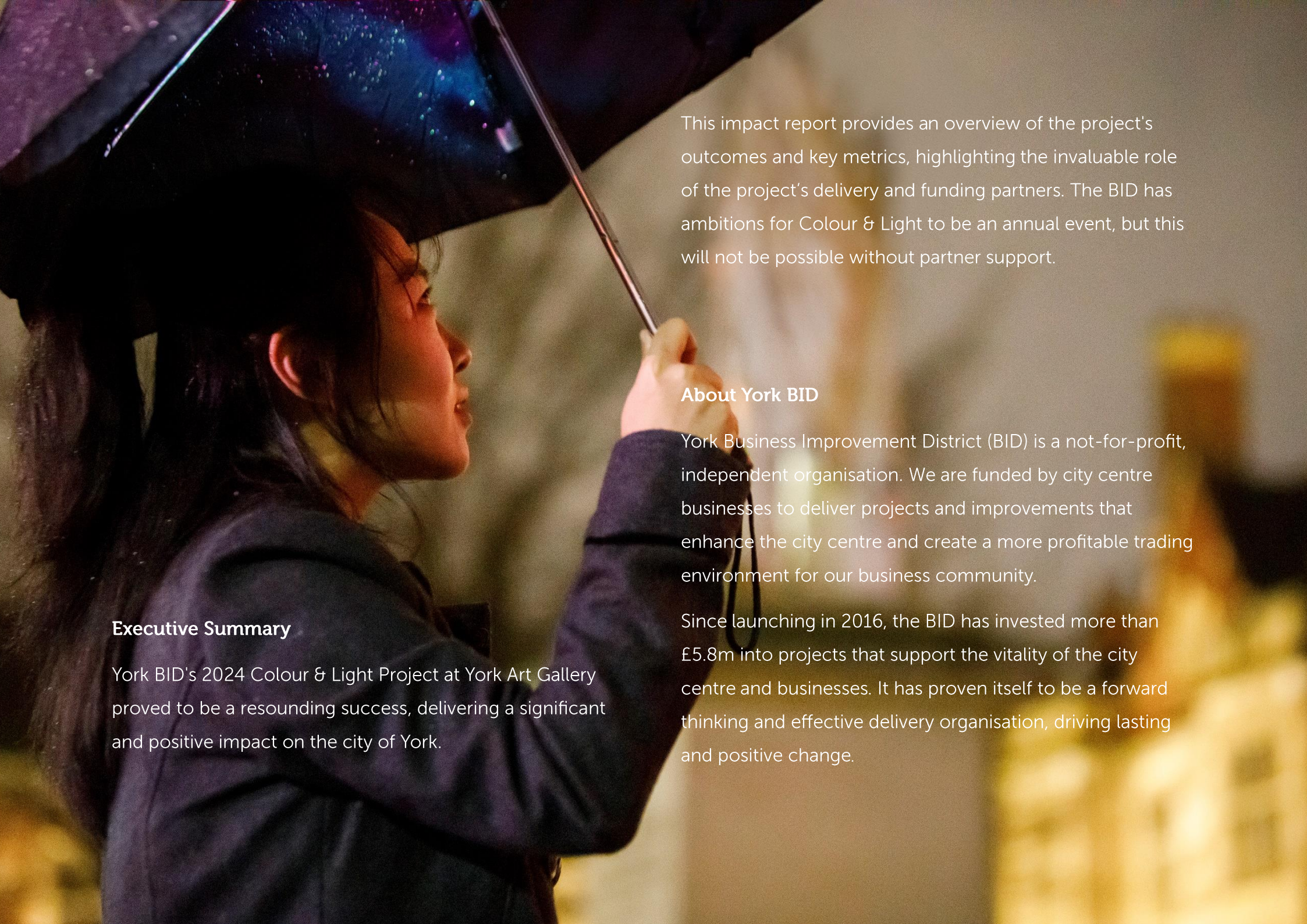




YORK ART GALLERY

# Colour & Light 2024 Impact Report

Delivered by York BID in partnership with Double Take Projections, York Art Gallery,  
and Lead Funding Partner, LNER



This impact report provides an overview of the project's outcomes and key metrics, highlighting the invaluable role of the project's delivery and funding partners. The BID has ambitions for Colour & Light to be an annual event, but this will not be possible without partner support.

### **About York BID**

York Business Improvement District (BID) is a not-for-profit, independent organisation. We are funded by city centre businesses to deliver projects and improvements that enhance the city centre and create a more profitable trading environment for our business community.

Since launching in 2016, the BID has invested more than £5.8m into projects that support the vitality of the city centre and businesses. It has proven itself to be a forward thinking and effective delivery organisation, driving lasting and positive change.

### **Executive Summary**

York BID's 2024 Colour & Light Project at York Art Gallery proved to be a resounding success, delivering a significant and positive impact on the city of York.



**Carl Alsop, Operations Manager, York BID**

"We're absolutely thrilled with the success of Colour & Light 2024! Over **35,000** people came out to experience the excitement of York Art Gallery coming alive with light and sound. It was a true testament to the power of projection and collaboration to bring our city together, and to the talent of our partners at Double Take Projections.

Colour & Light has attracted an additional **80,000** viewers over the past two events, bringing much needed footfall and an economic boost to the city in the early evening and night, and at an otherwise quiet time of the year for businesses. It's also been great to see the diverse range of people that have enjoyed the injection of media arts into the city. A huge thank you goes to York Museums Trust for their collaboration, to our lead funding partner, LNER, and supporters HSBC and City Cruises. Special thanks also to our delivery partners, Eboracum Security and Acorn Lighting Services, for helping to deliver another successful event. We couldn't have done it without your support. Together, we've helped ignite York's cultural scene and boost the city's winter economy. Here's to doing it all again in 2025!"

## **Project Overview – Celebrating York through Media Arts**

Colour & Light is a high impact and large-scale visual arts project, using 3D projection mapping to bring York's most iconic buildings to life. The project launched in 2023 in partnership with York Minster. This year, the BID was thrilled to be working with York Museums Trust to illuminate the façade of York Art Gallery.

The project involved projecting a 10-minute animated display onto the outside of the gallery, using the latest innovations in projection mapping to deliver an impactful and intricate display. From 7<sup>th</sup>-25<sup>th</sup> February, the projection played every 10 minutes between 6 and 9pm. This was intended to attract residents and visitors into the city in the early evening to support the city's nighttime economy at a typically quieter time of year for businesses.

Using the York Art Gallery and William Etty statue as the canvas, this year's display showcased York's rich artistic heritage, featuring six gallery-owned artworks and celebrating the array of mediums found in the gallery. This included paintings by William Etty, a significant and

influential York-born artist, who was instrumental in shaping the art scene in York as we know it today. The result was a powerful and captivating display, which engulfed the Art Gallery with a kaleidoscope of colour and energetic animations.

The location was chosen specifically because of its ease of access to create a free and accessible event for all. For the first time this year, the BID introduced a viewing area for disabled and older viewers, as well as a quiet-hour between 8-9pm every night for those who would prefer to experience the projection with low level sound.



York's residents and business community were at the heart of this project, and the response has been overwhelmingly positive, with strong visitor numbers and engagement across social media, and brilliant feedback from stakeholders.

Colour & Light was a celebration of what makes York special: its unique history and built environment; its strong artistic heritage; and its innovation and world-class contributions to media arts.

The success of the previous two events demonstrates the need for this type of outdoor activity to bring people together and create memorable and lasting experiences that will bring people into the city time and time again. Working together, we can achieve so much more for the city of York. We are grateful to our delivery and funding partners for making this event a success, and we look forward to working together and growing our partnerships for the 2025 event.





YORK ART GALLERY



WILLIAM PITT THE YOUNGER  
1759-1806

## Impact – Raising York’s Profile as a Dynamic, Forward-Thinking and Creative City for All

Colour & Light is about reimagining the city’s built heritage in a contemporary and visually impactful way to: encourage residents and visitors into the city during the colder winter months; provide a vital economic boost to local businesses at a typically quieter time of year; and create a free and unforgettable cultural experience for York residents and visitors that excites, engages and inspires.

Building on the success of the first event in 2023, this year’s event involved working with **eight partners** to successfully deliver this large-scale project, **attracting 35,000 viewers over the three-week period.**

## Key Outcomes

- **Enhanced Visitor Experience:** Visitor feedback and social media analysis revealed overwhelmingly positive responses to the event. Visitors described it as “magical,” “beautiful,” and “spectacular.”

- **Economic Benefits:** Local businesses, particularly in the hospitality sector, reported increased sales during the project period. This is directly attributed to the number of visitors to Colour & Light.

*“I thought the Colour & Light show was brilliant. Not only was it such a mood booster when leaving work in the dark throughout the winter season, but we also got so many customers walking in after having visited or stopping in our café to get a hot drink before heading to the gallery to enjoy the show. It was mentioned so frequently and with such enthusiasm. It seemed to have a great impact on all those who visited and on our business as a result.”*

– Judi Amato, Duty Manager, York Theatre Royal

- **Media Coverage and Increased Awareness:** The project garnered extensive media coverage, both locally and regionally. This contributed to increased awareness of York’s cultural vibrancy and the project partners. Partnering with LNER aligned the project

with a brand recognised for innovation and sustainable travel, reinforcing York's position as a forward-thinking and creative hub.

- **Increased Civic Pride:** The event gave residents and visitors an opportunity to enjoy a shared cultural experience and engage with world-class media arts. This led to a renewed sense of pride in place, which was noticeable throughout the event and echoed by the feedback from the Marshals on site.

*"It was great to see the range of people that came out to enjoy Colour & Light, including families, running groups, and people that had travelled a long way just to see the projection. Everyone was so positive. It was a lovely thing to experience!"*

– Carl Nickson, Managing Director, Eboracum Security

- **Increased Awareness of York's UNESCO Status:** By combining heritage with cutting-edge projection technology, the project promoted the city's

prestigious UNESCO City of Media Arts status. The UNESCO logo was featured as part of the projection and highlighted across all media coverage.



### Key Media Stats and Press Coverage

Across York BID's own social media channels, Colour & Light posts achieved:

- A reach of **118,011** across Facebook and Instagram
- **7,683** engagements across Facebook and Instagram
- **61,972** impressions on Instagram



York Art Gallery had 3,559 interactions across 6 social posts.

Colour & Light also had designated webpages on the York BID and York Art Gallery websites. Collectively, these webpages had 11,211 visitors during the event.

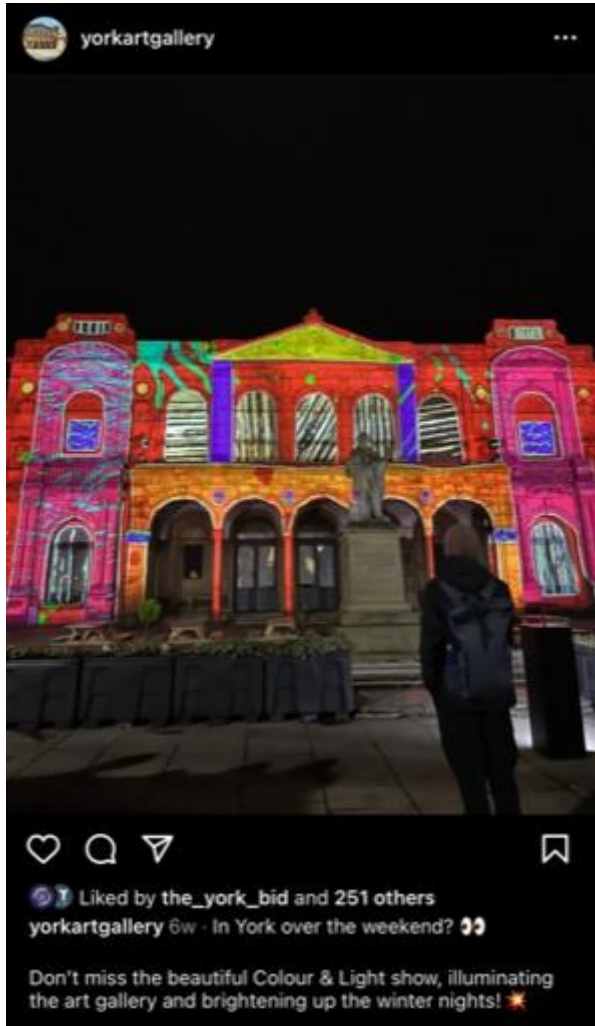
The project attracted significant local and regional media attention, raising the profile of delivery and funding partners across the city and beyond:

- [What's On York Magazine](#), February 2024
- [York Art Gallery projections to turn building inside out](#), BBC, 7<sup>th</sup> February
- [Watch: Spectacular new light show brings art to life at York gallery](#), YorkMix, 7<sup>th</sup> February
- ['Colour & Light' from York BID lights up city's art gallery](#), York Press, 7<sup>th</sup> February
- [Where and when is York's 2024 Colour & Light display?](#), Great British Life, 7<sup>th</sup> February
- [Immersive Colour & Light Show Returns to York This Month](#), The Yorkshireman, 7<sup>th</sup> February:

- [York BID issues reminder of spectacle at York Art Gallery](#), York Press, 21<sup>st</sup> February
- [It's the last few days to catch York BID's impactful Colour & Light display!](#), Jorvik Radio, 22<sup>nd</sup> February
- [Last chance to see York's awesome free light show](#), YorkMix, 23<sup>rd</sup> February

The event also led to multiple radio interviews, including YO1 and York Mix Radio, Radio York, BBC Upload, and a television interview on Look North.





York Mumbler News Page is at York Art Gallery.  
6 February · York · 🌐

'Colour & Light' at York Art Gallery opens tomorrow and is running until 25 Feb!

We were lucky enough to go to the preview tonight and it was amazing! Please go!

The projection will play every 10 minutes, between 6-9pm daily and you can stay and watch it as many times as you like!

It's totally FREE - just turn up and enjoy!

Thanks to [@the\\_york\\_bid](#) for this brilliant event, to [@doubletakeprojections](#) for such creativity and [@yorkartgallery](#) for providing the backdrop!

[#york](#) [#colourandlight](#) [#yorkforkids](#) [#visityork](#) [#freeyork](#) [#yorkuk](#) [#yorkbid](#) [#yorkforfamilies](#)

yorkartgallery

# Colour & Light

York Art Gallery  
7 – 25 February | 6pm – 9pm

YORK BID

DOUBLE TAKE PROJECTIONS

York Art Gallery

Liked by [the\\_york\\_bid](#) and 212 others

yorkartgallery 10w · Colour & Light will illuminate York Art Gallery this February! ✨

We are delighted to share that we have partnered with [@the\\_york\\_bid](#) to bring this immersive outdoor light show to the gallery.

The installation is a high impact and large-scale visual arts project, using 3D projection mapping to bring York's iconic buildings to life.

# Watch: Spectacular new light show brings art to life at York gallery

## 'Colour & Light' from York BID lights up city's art gallery

7th February

ART ECONOMY ENTERTAINMENT

It's the last few days to catch York BID's impactful Colour & Light display, transforming York Art Gallery with a captivating outdoor projection.

## Prepare to be dazzled! Work to install spectacular light show starts at York Art Gallery

**BBC** For you Home News Sport Weather iPlayer Sounds

**NEWS**

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture

# York Art Gallery projections to turn building inside out

7 February

## York Art Gallery to be lit up by 'Colour & Light' project

12th January

EVENTS LEISURE YORK

## Watch: Spectacular new light show brings art to life at York gallery

## York's light spectacular to return - as another iconic building gets the dazzling treatment

February 24

# What's On

## York Magazine

FREE map inside

**ON THE COVER**

### THE VIKINGS RETURN TO YORK!

JORVIK Viking Festival is back from 12th to 18th February. See inside for more details!

**WHAT'S INSIDE**

### COLOUR & LIGHT

This spectacular exhibition is lighting up the York Art Gallery this February. Read more on p31.

Delicious *sweet & savoury* items made daily

Treat your loved one this Valentine's Day or any other day to an Oleria Patisserie treat, and nourish the soul with our delicious food.





Patisserie: 42 Bootham, York YO30 7BL  
Mon: Closed • Tues/Thur: 4pm-8pm  
Wed/Fri: 12pm-8pm • Sat: 10am-8pm, Sun: 10am-4pm

Delicatessen and Bistro: 78-80 Gillygate, York YO31 7EQ  
Mon-Thur: 8am-5:30pm • Fri-Sat: 8am-6:30pm  
Sun: 10am-4pm

EVENTS • THEATRE • GIGS • ARTS • FOOD & DRINK • SHOPPING • ATTRACTIONS

Reels



152

9

10

littlevikingsyork Follow

Colour and Light at @yorkartgallery is on! And @the\_york\_bid have done a spectacular job again. It's a totally free and really brilliant light and sound projection that's running in the evenings for three weeks from tomorrow. Don't miss it.


Liked by the\_york\_bid and 151 others

Dreaming In Colour Vex K. 4 people

yorkmumbler  
York Art Gallery

## Colour & Light

York Art Gallery  
7 - 25 February | 6pm - 9pm



YORK BID

DOUBLE TAKE York Art Gallery

Like

Comment

Share

Bookmark

Liked by the\_york\_bid and 103 others

yorkmumbler 10w · Colour & Light is back and this year York Art Gallery will be illuminated!

From Wed 7 - Sun 25 Feb 2024 (perfect for a FREE February Half Term activity!), you can see York Art Gallery transformed by a vibrant light installation!

Find out more on the blog now & swipe for some pictures of York Minster last year in case you missed it...

Danny Ha  
Beautiful!! Thank you. Best regards from Danny Ha, VP Culture Development, York Chinese Society  
<https://www.yorkchinesesociety.org>



YORKCHINESESOCIETY.ORG  
York Chinese Society: Embracing Asian Culture in York



thewoolpackyork Such a great idea and certainly makes for magical evening walks around the city.



5w Reply

Elizabeth Dews  
This was so good. I loved it.

1 w Love Reply Hide



Mari Marguerite  
Great job **The York BID** 🥂🥂🥂🥂 Really beautiful show 🎉🎉🎉

3 w Love Reply Hide



tink2764 Thank you , it really is a worthwhile watch , very tasteful as well as colourful thank you

indigogreensyork We loved seeing the light show 🥰❤️

1w 1 like Reply ...



York Gin  
This is wonderful news! 🥳👏👍🥳

10 w Care Reply Hide



FSB North Yorkshire · Follow  
Great news! Really enjoyed this last year

10 w Care Reply Hide



Natasha Rawnsley  
Amazing how this looks, definitely worth a visit.

1 w Like Reply Hide



One to One Recruitment · Follow  
Well done! Another amazing event **The York BID**

3 w Love Reply Hide



the\_crease\_family We loved this last night and the launch event! Brilliant job all round 🙌



**Kathryn Blacker, Chief Executive Officer, York Museums  
Trust**

"We were delighted to have been involved in York BID's project which brought York Art Gallery's amazing collections and building to life in such a unique and creative way. It is wonderful that so many thousands of people engaged with the display. This was a great example of bringing York to life as a UNESCO city of Media Arts and underlines the vital importance of culture to our communities and city."



**Sarah Czarnecki, President of York and North Yorkshire  
Chamber of Commerce**

"The York BID Colour & Light event literally shines a light on York's unique cultural assets. As one of the most visually stunning cities in Britain, anything that highlights our architectural splendour is to be welcomed. Colour & Light attracts residents and visitors who spend with local businesses, helping to support the city as a whole."



YORK ART GALLERY

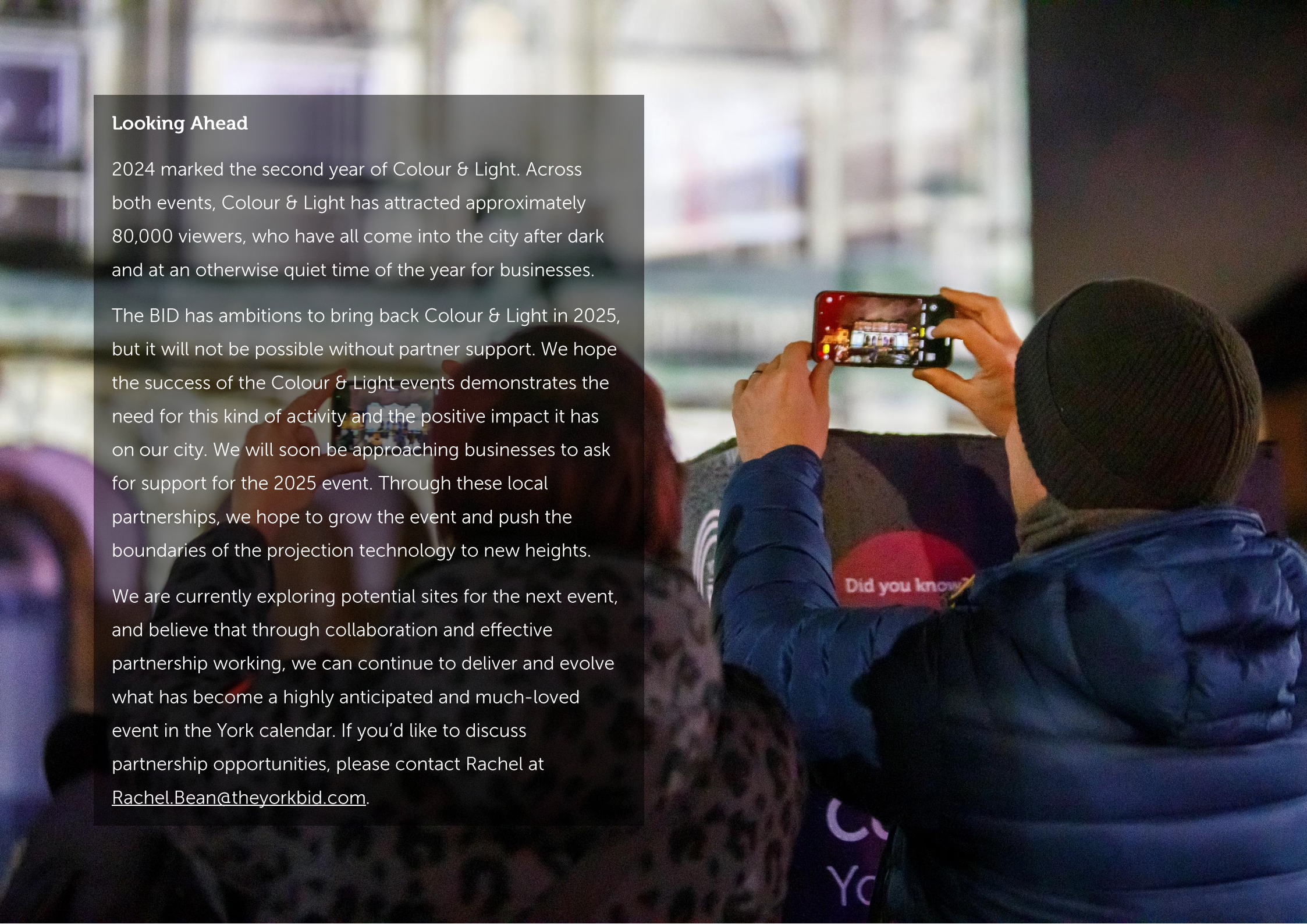
WHITE H

## Looking Ahead

2024 marked the second year of Colour & Light. Across both events, Colour & Light has attracted approximately 80,000 viewers, who have all come into the city after dark and at an otherwise quiet time of the year for businesses.

The BID has ambitions to bring back Colour & Light in 2025, but it will not be possible without partner support. We hope the success of the Colour & Light events demonstrates the need for this kind of activity and the positive impact it has on our city. We will soon be approaching businesses to ask for support for the 2025 event. Through these local partnerships, we hope to grow the event and push the boundaries of the projection technology to new heights.

We are currently exploring potential sites for the next event, and believe that through collaboration and effective partnership working, we can continue to deliver and evolve what has become a highly anticipated and much-loved event in the York calendar. If you'd like to discuss partnership opportunities, please contact Rachel at [Rachel.Bean@theyorkbid.com](mailto:Rachel.Bean@theyorkbid.com).







**Polly Bennett, Founder & Editor of Little Vikings**

'Colour & Light is a welcome burst of colour that draws families into the city at a quiet time of year and has become a must-do event. We see very high engagement across our social media channels and website whenever we share the details, and we receive lots of positive feedback from parents grateful to be able to take their children to something spectacular without spending a penny.'



**Adam Wardale, General Manager of Middletons Hotel  
and Chair of Hospitality Association York**

"It was fantastic to see the Colour & Light project return for a 2<sup>nd</sup> year; a brilliant job from York BID. Events like this support the city during a period that is quieter for businesses. It was great to see locals and visitors enjoying the illumination of York Art Gallery, this was a particularly special event given that this year we celebrate the 10-year anniversary of the city's UNESCO Media Arts status."

## Conclusion

Colour & Light is a testament to the power of public art in revitalising public spaces and creating must-see experiences. By creating a free and accessible event, Colour & Light boosts the local economy, broadens people's perceptions of York as a dynamic and creative city, and cultivates civic pride. The project is designed to be open to all, and by working collaboratively with local business and city leaders, the BID hopes to continue to build on the success of the event to ensure world-class cultural events and accessible, family-friendly experiences are a staple of the York calendar.

The hope is that Colour & Light has a transformative and lasting impact on the city and local community by encouraging further investment in culture-led projects, raising awareness of the value of cultural activities to the local economy, and encouraging sustained participation in York's cultural offering.

The project's success would not have been possible without the invaluable support of partners, Double Take Projections,

York Museums Trust, Eboracum Security, Acorn Lighting Services, LNER, HSBC, and City Cruises. York BID is extremely grateful for these partnerships and their positive impact on the city. We look forward to potential future collaborations and continuing to work together as a business community to enhance York's creative and economic landscape.

Please do not hesitate to contact us if you would like to discuss this report in further detail or if you have any questions.

Watch the full display on our [YouTube channel](#).





Contact: [info@theyorkbid.com](mailto:info@theyorkbid.com) / 01904 809970

Photography: Double Take Projections and Furmoto Photography

