

## LOOK WHO'S HEARING



### ABSTRACT

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“Look Who’s Hearing!” is an international public art initiative that makes provocative and imaginative use of well-known and well-loved statues in major cities around the world.

Local artists will be invited to create customized fiber glass hearing aids. The hearing aids will be placed on public statues located in city centers and tourist attractions around the world. The hearing aids will feature artwork and designs specific to the region’s culture. Each will be accompanied by a display describing the artist’s vision and key messaging about hearing health and hearing loss.

Launch parties, in collaboration with major museums, will kick off the happenings in each market and create high profile publicity for the Look Who’s Hearing message.

At the conclusion of each city-wide event, the artist-designed hearing aids could be mounted as sculptures and auctioned off to benefit local hearing-related charities and advocacy groups.

To expand the initiative beyond participating markets, an innovative ePostcard program via Facebook could enable city residents, visitors or others following the initiative to create personalized ePostcards featuring a picture of themselves with the statues. Unique speech bubbles will enable visitors to share their good-natured or humorous ‘conversations’ with the various statues. This online initiative will help spread the hearing health messages to an even broader audience.

Each famous statue could also have its own personal Facebook page with possibilities for a continuing conversation about the importance of hearing and communication.

## RATIONALE

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The iconic Cow Parade exhibit successfully placed fiberglass, artist-decorated cows in major markets around the world to raise awareness of local issues and fund charitable causes. More than 10,000 artists participated in the project which captured the interest of more than 300 million people in 32 countries. In excess of \$30 million has been raised by Cow Parade for worldwide charitable organizations.

Similarly, by celebrating each market’s public artwork, the Look Who’s Hearing initiative creates multiple opportunities for support by local civic and tourism boards. For example, local tourist boards can produce special “statue locator” maps to encourage residents and tourists to visit the Look Who’s Hearing statues in each market .

The fun, online ePostcard component, Tourist maps and Facebook pages extends the double-benefit for both hearing health awareness and celebrations in each city.

## GOAL(S)

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- Drive awareness of hearing loss by opening a dialogue about hearing and hearing loss
- Deliver key messages about hearing health in a context that can be translated easily to local markets, languages and cultures

## AUDIENCE

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General Public - including city residents, tourists and online visitors

## EXECUTION

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### **Phase 1 – Preparation (1 year)**

Work with designers to develop fiberglass prototypes sized to suit a range of statues

Develop a sell-in presentation and implementation toolbox for event sponsors

Schedule and meet with charitable groups in targeted markets to act as partners

Once selected, collaborate with charitable groups to obtain sponsorship (public works, tourism, chambers of commerce) in major markets

Enlist artists or art groups in each market to “adopt” a local statue and design a customized hearing aid

Develop website featuring ePostcards for initial markets and update as new statues are “unveiled” in each market

### **Phase 2 – Execution (2-3 years)**

Kick-off initiative in each market with installation of first artist-designed hearing aid on iconic and/or easily identified statues (e.g., Copenhagen’s *Little Mermaid*, Brussels’ *Manneken Pis* and New York’s *Christopher Columbus*)

Arrange for major museums to host gala fundraising parties with museum statues “dressed” with artist-decorated hearing aids.

Continue to update website with new ePostcards as new statues and hearing aid designs are unveiled

Conduct an online bidding auction for the hearing aid designs at the close of each city initiative with proceeds donated to charitable partner in that market

Publicize online ePostcard via city, travel and lifestyle publications, newspapers, online travel, hearing health and lifestyle websites and tourism boards in participating cities.

## DELIVERABLES

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Production of fiberglass hearing aid prototypes

Development of sell-in presentation and implementation toolkit

Identify and partner with charitable groups in 10 cities worldwide

Secure sponsorship for 10 city initiatives



Recruit 30 artists and identify/secure permission to dress a minimum of 30-40 statues per participating market

Total resident and tourist reach per city of at least 200,000 people or 2 million for 10-city initiative

Capture 250,000 unique visitors to website with 25-50% sending at least one ePostcard