



# Waterlines

18 – 28 September 2024  
24 September – 'Voices for Water'  
The Royal Geographical Society (with IBG)

C Greenwood 'MOIBUS WAVE'2020 ETCHING

**WILDERNESS**  
FOUNDATION UK

 **wilderness**  
art collective

**Royal  
Geographical  
Society**  
with IBG







**“WATERLINES is a continuation of a conversation started in 2019 with the Wilderness Art Collective’s (WAC) first exhibition LANDLINES, exploring ‘Landscape’ at the Royal Geographical Society.”**

WATERLINES will showcase the work of 21 artists from the Wilderness Art Collective. This two-week exhibition sees artists now exploring our relationship with water, our environment and water conservation.

There are more than 326 million trillion gallons of water on Earth, but less than 3 % of all this water is fresh water and of that amount, more than two-thirds is locked up in ice caps and glaciers. Although it can be comforting to think of water as a renewable resource, we must be aware of what limitless exploitation of a resource can lead to.

Many parts of the world are already facing water scarcity, and it is predicted that by 2025, most countries of Africa and West Asia will face severe water scarcity due to increasing population and demands on water.

Hosted at the prestigious Royal Geographical Society (with IBG) **Waterlines** will run from 18<sup>th</sup> to 28<sup>th</sup> September 2024 (PV TBC). Including a ‘Voices for Water’ evening, packed full of speakers exploring our connection to water, all in aid of the Wilderness Foundation UK



# OUR STORY, ETHOS & VALUES

Hannah Scott, BEACH CLEAN, 2017

## UNITE

The Wilderness Art Collective was set up to unite creatives, scientists, organisations and individuals to come together and discuss the plight of the world's wildernesses and wildlife, to act as a space for discussion about our interaction with the environment and promote preservation and care through art and other creative endeavours.

## CREATE

Collective members are multi-disciplinarians whose techniques form a broad range of specialties including painting, drawing, sculpture, installation, writing, digital techniques, film, sound and music.

## INSPIRE

We believe that art can act as a thought provoking and inspiring communication channel to conservation and the reciprocal relationship we share with the natural landscape around us. Through art and by forging relationships we want to reach and move people to see the value of our natural landscapes today and inspire change for the future

## SHARE

Inclusivity and inspiring conversations are a crucial part of the collective and we love working with partners and charities to forge relationships in order to best share ours, and our friends, values and stories.



# landlines

Explorations of art, landscape  
and the environment

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art collective

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Our first group show, **LANDLINES**, at the Royal Geographical Society in Sept 2019, showcased the work of 15 artists. The show engaged with over 2,400 visitors and resulted in thousands of pounds of art sales. We offered a 'Lunchtime Talks Program' open to the public. Via the show and an evening event we help to raise £10,000 for the Wilderness Foundation. We were subsequently invited to exhibit a selection of works with the National Trust at Merton Hall.

**More images of the show and sponsor branding:**  
<https://www.wildernessart.org/landlines-2019-at-the-royal-geographical-society-ibg>



A photograph of Prince Harry smiling and interacting with a group of children outdoors. He is wearing a grey sweater over a blue shirt. The children are wearing dark jackets with maroon accents. A woman in a green shirt with a white 'W' logo is also visible, smiling. The background is a blurred green forest.

**The Wilderness Foundation's mission** is to preserve wild places and change lives through outreach programmes that educate, inspire, and reconnect people facing a number of challenges in their lives. Their programmes highlight the positive impact of wild nature on personal and social wellbeing.

## THE WILDERNESS FOUNDATION UK

harnesses the power of the wilderness to transform vulnerable lives and empowers people to conserve nature.

Read more about WF's amazing work  
<https://wildernessfoundation.org.uk>

# WILDERNESS

FOUNDATION UK

**WILDERNESS**  
FOUNDATION UK

## **VOICES FOR WATER**

A night with the Wilderness Foundation  
UK

**24 September 2024**



As **WATERLINES** chosen charity beneficiary, the **Wilderness Foundation UK** will be hosting a very special evening sharing stories of water, adventure and of individuals who have been transformed through nature.

This evening continues the work started in 2019 at **VOICES FOR THE WILD**, an evening of inspirational speakers, in aid of the Wilderness Foundation UK. The event welcomed speakers such as Mike Gunton, senior executive at the BBC Natural History Unit, the world's largest production unit dedicated to wildlife film-making, and positive stories from young people who have seen their lives transformed through the work of the Foundation. The evening was attended by over 400 people and helped to raise over £10,000 for the Foundation.







Sax Impey



## WHAT MAKES US UNIQUE?

- WAC are a non-profit organisation, run by volunteers, bringing together artists whose work shares a common goal, and **inspired by the natural world**.
- We actively support artists via **creating community and platforms** to share their work.
- We have a **good track record** of putting on successful and professional exhibitions.
- We are actively **building relationships** with organisations and individuals who share the same ethos and values as us.
- We want to help organisations to communicate their work in new and exciting ways **via cross disciplinary collaborations** and the arts.
- We want to reach and move people to value our natural landscapes and **inspire change for the future**.
- We have a strong **charitable drive** and want to support the amazing work of charities via our exhibitions.

- Members of the Royal Geographical Society (RGS) and WAC's **audience** are interested in conservation, art, the planet, its peoples, and environments.
- 73% of WAC's audience are women.
- Wilderness Art Collective and its artist profiles has over 73,000 followers.
- Exhibition Rd, which the RGS is situated on, has over 11 million visitors every year, giving branding a good **OTS (opportunity to see)**
- RGS has 16,500 members globally and, c8000 in London and the South East who regularly attend events and exhibitions at the Society's premises
- Members' newsletter is distributed to 16,000 individuals.
- RGS welcomes over 350,000 attendees per year to daytime and evening events, and the exhibition attendance can range from 500-35,000 per exhibition dependent on the content and publicity generated.
- RGS is an active member of **Discover South Kensington** who promote all the institutions along Exhibition Road and South Kensington, with the area receiving over 20 million visitors per year. (<https://www.discoversouthken.com/about-us/>)

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# REACH AND OPPORTUNITY TO SEE



## **BUSINESS POSITIONING**

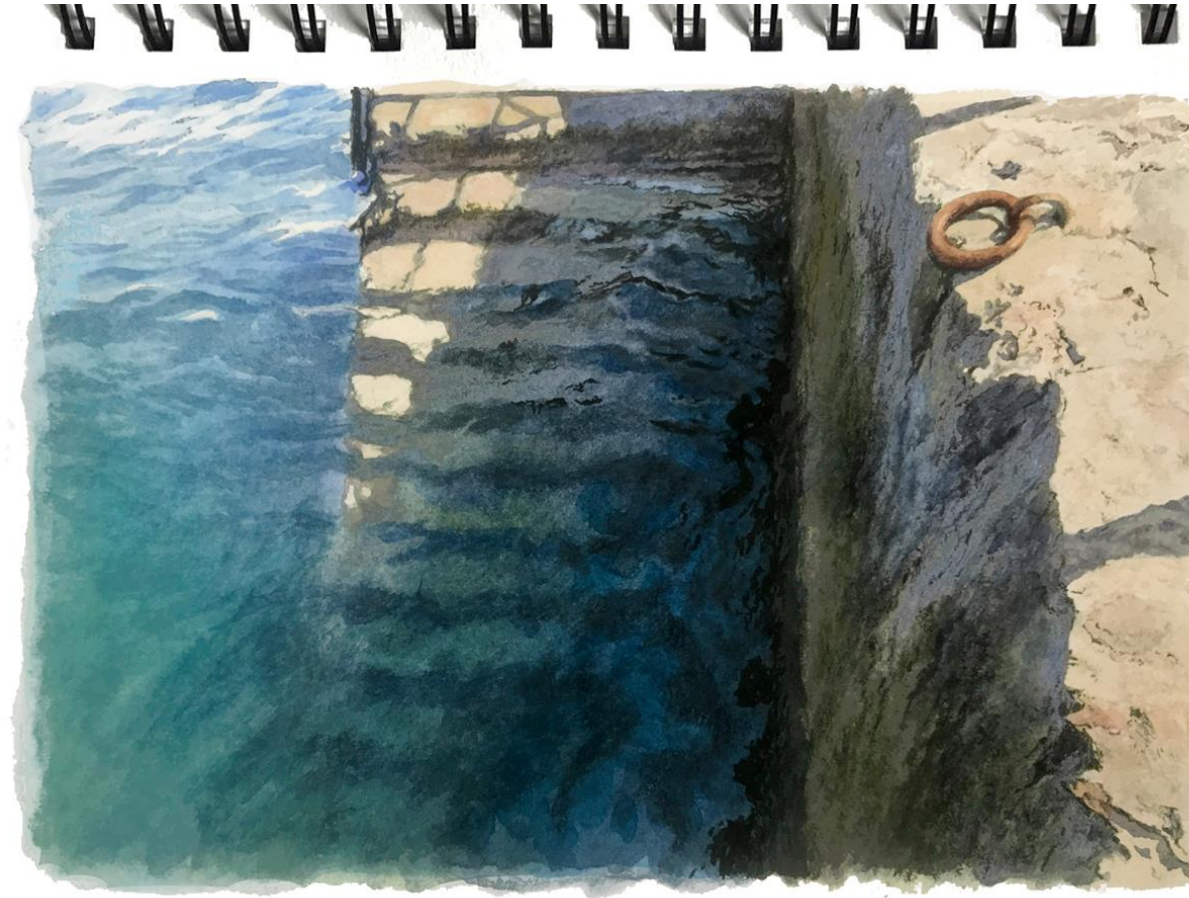
Align your business, service or product with the positive perception, key values and creative strength of the Wilderness Art Collective, Wilderness Foundation UK and the Royal Geographical Society (with IBG).

## **MARKETING**

Excellent opportunities to reach and engage with an interested and environment conscious audience, and visible branding in a prime location with good OTS.

## **CORPORATE AND SOCIAL RESPONSIBILITY**

Association with Waterlines charitable objective, environmental awareness, and support of the Wilderness Foundation UK.







# LET'S TALK

**Wilderness Art Collective**

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