



## MEDIA RELEASE

**Media Release: 6 November 2017**

### **Adshel NZ Making a Difference to Our Communities**

Outdoor advertising company Adshel NZ is serious about making a positive difference to our communities through its *Adshel Gives Back* program by partnering with the Wellington City Council and the Urban Art Foundation in a joint initiative to enrich the vibrancy of the city.

*The Urban Art Series* initiative will bring New Zealand art out of the galleries and on to the streets of Wellington for collective appreciation and enjoyment.

*The Urban Art Series* presents *Hidden Treasures*; a series of work that has been previously out of the public eye and will be showcased across a selection of Adshel NZ's digital roadside network within the Wellington CBD.

Delivering infrastructure and innovation to the streets, Adshel LIVE is New Zealand's largest digital roadside network now with 220 digital screens across Auckland, Wellington, Christchurch and Hamilton.

Adshel NZ and the Wellington City Council's relationship has spanned 17 years, and in testament to this, Adshel NZ is pleased to announce the unveiling of their three free standing digital units located on Wellington's lively Lambton Quay. The Lambton Quay sites will also display the exclusive *Hidden Treasures* art from *The Urban Art Series* venture.

Working in conjunction with artists, art and education experts, government and commercial gallery curators, private collectors and government departments, the Urban Art Foundation places two-dimensional artwork by New Zealand artists on to urban landscapes. The first piece; *Raymond McIntyre* is courtesy of Te Papa.

Urban Art Foundation Creator and Executive Producer, Andrew Hagen praises the unique collaboration.

"How do you give the general public a chance to see priceless New Zealand art that's been locked away, simply because there isn't enough space to hang it? By forming a win-win partnership with Adshel NZ and utilising their rapidly expanding digital network, *The Urban Art Series* initiative allows us to take these rarely seen gems out of storage and onto the streets.

This exciting, unique initiative will create a whole new dimension in communication and public-private co-operation."





## MEDIA RELEASE

Adshel NZ's General Manager, Nick Vile says "We are very proud to be able to showcase a curated collection of art to the residents and visitors of Wellington as part of our *Adshel Gives Back* program. Our digital roadside network is a perfect vehicle for this type of community project, with the screens presenting the artwork in high definition and scheduling flexibility enabling a variety of works to be displayed."

*The Urban Art Series*, featuring *Hidden Treasures*, is live now on selected Adshel LIVE screens across the Wellington CBD and permanently on the three Lambton Quay sites.

Ends.

**Media Contact:**

**Elaine Gibbons**

**T: +64 21 476 627**

**E: [elaine.gibbons@adshel.co.nz](mailto:elaine.gibbons@adshel.co.nz)**

**About Adshel**

As a leading out-of-home media company, Adshel allows advertisers to connect, engage and influence commuters where they work, live, shop and play across Australia and New Zealand. Adshel is wholly owned by HT&E and is now one of the most recognised names in street furniture and a key player in the out-of-home media market reaching 82% of New Zealanders.

Looking ahead, Adshel will continue to lead the market in innovation and insights with an ongoing digital expansion across Australia and New Zealand coupled with data and geo-targeting solutions, offering advertisers new ways to reach, engage and impact their audience.

For more information, visit [www.adshel.co.nz](http://www.adshel.co.nz)