

Jacob Gemma

From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: 11 May 2021 14:48
To: Dixon Julie
Cc: Hunter Jon (Design); Mike Clewley; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: David Hockney PICCADILLY LOGO

Thanks Jon and Julie
This looks good.
All the best
[REDACTED]

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On 11 May 2021, at 14:33, Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:

Thanks Jon

@ [REDACTED] – can you please reply confirming that you are happy for these updated version to run
Julie

Julie Dixon

Head of Information, Design & Partnerships | Customer

Mobile: [REDACTED]

Email: [REDACTED]@tfl.gov.uk

I may email you outside of your working time, please don't feel you need to reply outside of your own working hours

From: Hunter Jon (Design) <[REDACTED]@tfl.gov.uk>
Sent: 11 May 2021 13:53
To: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; Mike Clewley <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@boltonquinn.com>

Subject: RE: David Hockney PICCADILLY LOGO

Hi all

Credit line added as requested

Jon

Jon Hunter

Head of Design

Transport for London

5 Endeavour Square

Stratford

London

E20 1JN

T: [REDACTED] | Int: [REDACTED] | M: [REDACTED]

<image001.png>

From: Dixon Julie <[REDACTED]@tfl.gov.uk>
Sent: 11 May 2021 11:29
To: [REDACTED] <[REDACTED]@hockneypictures.com>; Mike Clewley <[REDACTED]@london.gov.uk>; Hunter Jon (Design) <[REDACTED]@tfl.gov.uk>
Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@boltonquinn.com>

Subject: RE: David Hockney PICCADILLY LOGO

Thanks for the confirmation, we will update the creative and place this bottom left.

@Hunter Jon (Design) – can you do this update and send back to this group

Julie

Julie Dixon

Head of Information, Design & Partnerships | Customer

Mobile: [REDACTED]

Email: [REDACTED]@tfl.gov.uk

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From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: 11 May 2021 11:26
To: Mike Clewley <[REDACTED]@london.gov.uk>; Hunter Jon (Design) <[REDACTED]@tfl.gov.uk>
Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney PICCADILLY LOGO

Dear Mike

David just wants the following on any material:

©David Hockney 2021

(ie no title, medium etc)

All the best

[REDACTED]

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On 10 May 2021, at 21:09, Mike Clewley <[REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

I just wanted to follow up to ask if you have everything you need in terms of the any accreditation treatment options from TfL.

We're hoping to promote that the artwork will be on display at Piccadilly Circus Station from the Mayor's social media accounts tomorrow but just wanted to check that if you have an agreed treatment option for the credit.

Much appreciated if you could let us know as soon as possible.

Thanks so much.

Mike

Mike Clewley

Programme Lead: Reopening London Activation

Culture and Creative Industries Unit

GREATERLONDONAUTHORITY

City Hall, The Queen's Walk, London SE1 2AA

[REDACTED] / [REDACTED]

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"I've realised that there's art in everything we do in London." Skepta,
musician

** I work flexibly – so while it suits me to email outside normal working hours,
I don't expect a response outside your own. **

From: Dixon Julie <[REDACTED]@tfl.gov.uk>

Sent: 09 May 2021 16:09

To: [REDACTED] <[REDACTED]@hockneypictures.com>; Mike Clewley
<[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED]
<[REDACTED]@hockneypictures.com>; [REDACTED]
<[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@boltonquinn.com>;
Jon Hunter <[REDACTED]@tfl.gov.uk>

Subject: Re: David Hockney

Thanks [REDACTED]

Are there any specifics we need to follow for example text centre bottom and
also is there any size guidelines in relation to the creative?

Julie

Get [Outlook for iOS](#)

From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: Sunday, May 9, 2021 3:37:14 PM

To: Mike Clewley <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED]
<[REDACTED]@hockneypictures.com>; Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED]
<[REDACTED]@hockneypictures.com>; [REDACTED]
<[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Dear Mike and Julie

I can confirm David has agreed the following:

David Hockney

"Piccadilly Circus Station Logo" 2021

iPad painting

© David Hockney

All the best
[REDACTED]

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On 9 May 2021, at 14:49, Mike Clewley

<[REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

Sorry to chase but can you please provide the credit line as soon as possible
as press enquiries are already coming in and we want to ensure we're
referencing the artwork correctly.

Much appreciated,

Mike

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From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: Saturday, May 8, 2021 8:55 pm

To: Dixon Julie

Cc: [REDACTED] Mike Clewley; [REDACTED] [REDACTED] [REDACTED]

Subject: Re: David Hockney

Dear Julie,

Great, thank you for the update. I will keep you posted on the credit
information.

Sincerely,

Head of Reproductions
David Hockney, Inc.

On Sat, May 8, 2021 at 12:46 PM Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:

Dear [REDACTED]

At the moment we only have the roundel image scheduled to run from 9am Monday, not the animation as this was only received late on Friday. I'm planning on speaking to our media agency first thing Monday to see if we can run the animation so we can make this amend

Once we get the credit information we will update the roundel only image.

I will let you know if it's going to be possible to run the animation

Julie

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From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: Saturday, May 8, 2021 8:39:37 PM

To: Dixon Julie <[REDACTED]@tfl.gov.uk>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; Mike

Clewley <[REDACTED]@london.gov.uk>; [REDACTED]

<[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Dear Julie and Mike,

Mr. Hockney would like you to remove "This would make them smile" from the layout. I am still waiting to hear about credit information but now that we know this iPad painting is only running on screens, it may not be necessary.

I will get back to you the moment I know.

In the meantime, please revise the animation by removing "This would make them smile" from the layout and resend for approval.

Thank you.

Sincerely,

[REDACTED]

David Hockney, Inc.

On Sat, May 8, 2021 at 6:42 AM Dixon Julie <[REDACTED]@tfl.gov.uk> wrote:

Thanks [REDACTED] I'll wait for this, I have someone in my team who can drop that in over the weekend and send back to you and Julie

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From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: Saturday, May 8, 2021 1:42:01 PM

To: Dixon Julie <[REDACTED]@tfl.gov.uk>; Mike Clewley

<[REDACTED]@london.gov.uk>; [REDACTED]

<[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

That's right, we do need the correct title and date – but [REDACTED] will supply that as soon as she can. In any case, I don't think this should stop us from moving forward as it can be dropped in later.

Thanks,

[REDACTED]

From: Dixon Julie <[REDACTED]@tfl.gov.uk>

Date: Saturday, May 8, 2021 at 13:14

To: Mike Clewley <[REDACTED]@london.gov.uk>,

[REDACTED] <[REDACTED]@hockneypictures.com>, [REDACTED]

<[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>,

[REDACTED] <[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Hi all

Sorry if I've misunderstood but I thought we were waiting for artwork number and date to be confirmed?

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From: Mike Clewley <[REDACTED]@london.gov.uk>

Sent: Saturday, May 8, 2021 1:09 pm

To: [REDACTED] Dixon Julie; [REDACTED]

Cc: [REDACTED]

Subject: RE: David Hockney

Great news, thanks [REDACTED]

In terms of next steps.

I have updated the correct artwork credits (Artwork by David Hockney "No. XYZ" XXX May 2021 © David Hockney) of the station screen images:

@ [REDACTED]

Can you or a colleague review and approve the text below as soon as possible please to update our press release.

Main body:

Piccadilly Circus will become 'Hockney Circus' between 10th -16th May, with the legendary David Hockney's art shown on digital boards at the station and on the Piccadilly Lights screen each evening.

Programme detail:

From 10th - 16th May, one of the UK's most influential artists, David Hockney, will be taking over Piccadilly Circus underground station, reworking TFL's iconic roundel with a specially made digital artwork.

Many thanks,

Mike

From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: 08 May 2021 11:52

To: Dixon Julie <[REDACTED]@tfl.gov.uk>; Mike Clewley

<[REDACTED]@london.gov.uk>; [REDACTED]

<[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Thank you Julie and Mike for your emails and clarity on this. I spoke to Mr Hockney this morning and he remains very excited at the opportunity to show this design at the Piccadilly Station.

Feel free to contact me should any issues arise over the weekend.

[REDACTED]

Regards,

[REDACTED]

From: Dixon Julie <[REDACTED]@tfl.gov.uk>

Date: Saturday, May 8, 2021 at 10:57

To: Mike Clewley <[REDACTED]@london.gov.uk> ,

[REDACTED] <[REDACTED]@hockneypictures.com>

Cc: [REDACTED] <[REDACTED]@hockneypictures.com> ,

[REDACTED] <[REDACTED]@hockneypictures.com> ,

[REDACTED] <[REDACTED]@boltonquinn.com>

Subject: RE: David Hockney

All,

I have now briefed the team that the creative will need to be amended and we await your confirmation.

I just thought it would be useful to summarise what is happening next.

[REDACTED] to confirm the copy that needs to be added to the creative, based on this text:

Artwork by David Hockney

"No. XYZ" XXX May 2021

© David Hockney

Julie D to get creative updated with the correct credit copy and send back to this group for approval

Julie D to provide updated creative to Global for display on Monday.

Please be aware that Global, our media agency who programme the assets that are displayed on the digital screen, do not work over the weekend but I have updated them that new creative will be sent. The artwork is not due to be displayed until 9am on Monday but I am relying on someone from Global picking this up and updating the asset.

Julie D to see if we can run the animations at Piccadilly Circus station next week

I also wanted to confirm that the artwork will be displayed from the 10th May to the 16th May inclusive, not the 17th as mentioned in the copy below.

The creative will be running on digital screens only, there are no printed posters being produced. Mike has provided the specifications for the 3 types of digital display

Julie

Julie Dixon

Head of Information, Design & Partnerships | Customer

Mobile: [REDACTED]

Email: [REDACTED] [tfl.gov.uk](mailto:[REDACTED]@tfl.gov.uk)

I may email you outside of your working time, please don't feel you need to reply outside of your own working hours

From: Mike Clewley <[REDACTED]@london.gov.uk>

Sent: 07 May 2021 22:43

To: [REDACTED] <[REDACTED]@hockneypictures.com>

Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED]

<[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Dear [REDACTED],

Thank you so much for your rapid efforts. Really appreciated.

Have a great weekend all.

Mike

Get [Outlook for iOS](#)

From: [REDACTED] <[REDACTED]@hockneypictures.com>

Sent: Friday, May 7, 2021 10:18:19 PM

To: Mike Clewley <[REDACTED]@london.gov.uk>

Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED]

<[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@hockneypictures.com>; [REDACTED]

<[REDACTED]@boltonquinn.com>

Subject: Re: David Hockney

Dear Mike,

Thank you kindly for providing the visuals and animations. I have submitted them for final approval and will get back to you before Monday with final approval.

Sincerely,

[REDACTED]

David Hockney, Inc.

On Fri, May 7, 2021 at 1:09 PM Mike Clewley

<[REDACTED]@london.gov.uk> wrote:

Dear [REDACTED]

I think I can help to clarify on some of these points below.

Mock up of layouts: [210506 MoL Hockney Circus roundel - Ben Broomfield Photography](#)

Please note: the current credit is a holding reference and we will ensure all images are credited correctly as soon as you can send them, ahead of Monday.

I've also attached the animations of the artwork that [REDACTED] has produced and TfL are looking at whether these can be incorporated in the screen circuit.

Dimensions:

D6

<https://global.com/wp-content/uploads/2020/10/D6s-TfL-and-National-Rail-Production-Specs.pdf>

D12

<https://global.com/wp-content/uploads/2020/10/D12s-TfL-and-National-Rail-Production-Specs-Feb-2020.pdf>

Ribbons

<https://global.com/wp-content/uploads/2020/10/Ribbons-London-Underground-Production-Specs.pdf>

█ – can you please confirm the run on the digital screens?

Current press release reference to review and approve:

Main body:

Piccadilly Circus will become 'Hockney Circus' between 10th -17th May, with the legendary David Hockney's art shown on digital boards at the station and on the Piccadilly Lights screen each evening.

Programme detail:

From 10th - 17th May, one of the UK's most influential artists, David Hockney, will be taking over Piccadilly Circus underground station, reworking TFL's iconic roundel with specially commissioned digital artwork.

Please let me know if any further questions at all.

Best,

Mike

Mike Clewley

Programme Lead: Reopening London Activation

Culture and Creative Industries Unit

GREATERLONDONAUTHORITY

City Hall, The Queen's Walk, London SE1 2AA

█ / █

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"I've realised that there's art in everything we do in London." Skepta, musician

** I work flexibly – so while it suits me to email outside normal working hours, I don't expect a response outside your own. **

From: █ <█@hockneypictures.com>

Sent: 07 May 2021 20:47

To: Dixon Julie <█@tfl.gov.uk>

Cc: █ <█@hockneypictures.com>; Mike Clewley

<█@london.gov.uk>; █

<█@hockneypictures.com>; █

<█@boltonquinn.com>

Subject: Re: David Hockney

Dear Ms. Dixon,

Thank you for your email. I just spoke with █ as well and she has conveyed to me that you are requesting to run the iPad painting on digital screens throughout Piccadilly Circus, as well as on 6 sheet and 12 sheet (I am assuming are posters?) as well as Ribbons.

I must stress that we need to review and approve a mock layout of these materials before they go to press. The layouts must be appropriately attributed to David Hockney with the following credit information:

Artwork by David Hockney

"No. XYZ" XXX May 2021

© David Hockney

Please also provide us with the print run of each printed material and if you don't mind, please let me know what the ribbons are, their dimensions and print run as well.

I'm sorry but we will not sign any contract that states this image is commissioned work.

We look forward to receiving the mock layout as soon as possible and I will be sure to send you the correct number and date of this painting for the credit line as soon as it has been confirmed.

Sincerely,

█
█

David Hockney, Inc.

On Fri, May 7, 2021 at 11:35 AM Dixon Julie <█@tfl.gov.uk>

wrote:

Hi █

Just to recap on our conversation

We will review the creative next week and for now we have the current creative due to run on Monday

Kind regards
Julie
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From: [REDACTED] <[REDACTED]@hockneypictures.com>
Sent: Friday, May 7, 2021 6:08:35 PM
To: [REDACTED]@london.gov.uk <[REDACTED]@london.gov.uk>
Cc: Dixon Julie <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@hockneypictures.com>; [REDACTED] <[REDACTED]@hockneypictures.com>
Subject: David Hockney

Dear Mike,
We have been forwarded your email by [REDACTED] and I have also been in contact directly with [REDACTED] regarding the work. Might it be possible to let us know exactly how you intend showing or employing this design? In the absence of a clear sense of this it is rather difficult to navigate the contract.
We understand that this needs to be put in place quickly and are ready to turn it around right away once we have a better understanding of how it will be utilized.
With many thanks,

[REDACTED]
[REDACTED]
[REDACTED]

DAVID HOCKNEY
[REDACTED]@hockneypictures.com

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