



LEADING  
CULTURE  
DESTINATIONS

PUBLICATION  
2018 MEDIA KIT

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MEDIA GROUP



LCD CONNECTS  
THE NEXT GENERATION OF  
*CULTURAL NOMADS*  
TO THE BEST  
*CULTURAL DESTINATIONS*  
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“LCD AWARDS IS A UNIQUE OPPORTUNITY  
FOR DESTINATIONS TO REACH OUT TO  
PREMIUM AND LUXURY TRAVELERS  
**TRANSFORMING PLACES INTO AUTHENTIC  
DESTINATIONS WITH CULTURAL  
RELEVANCE.**”

**-FLORIAN WUPPERFELD, FOUNDER**

“THE LEADING CULTURE DESTINATIONS AWARDS INTRODUCES DESTINATIONS TO NEW AUDIENCES”

— ART REVIEW

“CULTURE IS THE NEW POP AND DESTINATIONS UNDERSTAND THAT THIS IS A CRUCIAL PART OF THEIR  
OFFERING FOR PREMIUM AND ESPECUALLY LUXURY VISITORS”

— JEREMY JAUNCEY, FOUNDER OF BEAUTIFUL DESTINATIONS, LCD SELECT JURY 2017

“MY MOST EMOTIONAL MOMENTS WHEN I TRAVEL HAPPEN THE CULTURAL CONTEXT, AROUND  
ARCHITECTURE AND ART. CULTURE IS ALSO A GREAT WAY TO LEARN ABOUT A PLACE ”

— PRINCESS ALIA AL-SENUSSI, ARTS PATRON, LCD AMBASSADOR

# LCD PUBLICATION



JACOBS MEDIA GROUP, EUROPE'S BIGGEST B2B MEDIA COMPANY FOR THE TRAVEL INDUSTRY, (PUBLISHERS OF TRAVEL WEEKLY AND ASPIRE MAGAZINE) ARE PRODUCING THIS YEAR'S LEADING CULTURE DESTINATIONS PUBLICATION AHEAD OF SEPTEMBER'S AWARDS.

ADVERTISING IN THE PUBLICATION PROVIDES A UNIQUE OPPORTUNITY TO SHARE WITH KEY LEADERS AND INFLUENCERS FROM THE CULTURE AND TOURISM SECTORS THAT YOU HAVE BEEN RECOGNISED AS A LEADING CULTURE DESTINATION.

THE PUBLICATION WILL BE PRODUCED WITH FANTASTIC CONTENT WRITTEN BY THE INDUSTRIES BRIGHTEST MINDS; THEMES AND TRENDS WILL BE DISCUSSED ALONG WITH THE LIST OF SHORTLISTED NOMINEES FOR 2018 AND SOME KEY DESTINATION CASE STUDIES.

THE PUBLICATION WILL BE LAUNCHED AT THE AWARDS EVENT ON 28 SEPTEMBER IN LONDON AND IT WILL BE DISTRIBUTED TO OVER 15,000 TRAVEL, CULTURE AND LUXURY PROFESSIONALS.

MAGAZINE 2017



 LEADING  
CULTURE  
DESTINATIONS

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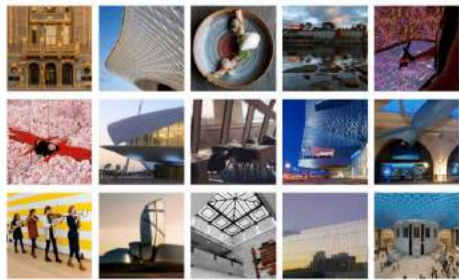
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- LCD AWARDS WINNERS PROFILES

LEADING CULTURE DESTINATIONS AWARDS 2017

# LEADING CULTURE DESTINATIONS OF THE YEAR



- BEST EXHIBITION OF THE YEAR - FINE ART**  
1/ Song Dong, Lebu? Know the market of houses? at Rockland Art Museum // Shanghai, China
- BEST MUSEUM ARCHITECTURE OF THE YEAR**  
1/ **WINNER** Museum of Art, Architecture, and Technology // Lisbon, Portugal
- BEST MUSEUM RESTAURANT OF THE YEAR**  
1/ **WINNER** Fotografiska // Stockholm, Sweden
- BEST MUSEUM SHOP OF THE YEAR**  
1/ Museum of Old and New Art // Hlukur, Tasmania
- BEST DIGITAL MUSEUM EXPERIENCE OF THE YEAR**  
1/ Cooper Hewitt Smithsonian Design Museum // New York, USA
- BEST MUSEUM ARCHITECTURE OF THE YEAR**  
1/ **WINNER** Walker Art Center // Minneapolis, USA
- BEST MUSEUM RESTAURANT OF THE YEAR**  
2/ La Brasserie des Confessions // Lyon, France
- BEST MUSEUM SHOP OF THE YEAR**  
1/ **WINNER** American Museum of Natural History // New York, USA
- BEST DIGITAL MUSEUM EXPERIENCE OF THE YEAR**  
1/ **WINNER** British Museum // London, UK
- BEST MUSEUM ARCHITECTURE OF THE YEAR**  
2/ **WINNER** Nippon Kaikan: Infinity Mirrors // Hishikom Museum // Washington DC, USA
- BEST MUSEUM RESTAURANT OF THE YEAR**  
2/ The King Abdulaziz Center for World Culture // Dhahran, Saudi Arabia
- BEST MUSEUM SHOP OF THE YEAR**  
2/ **WINNER** Martin Creed: Sky Cheese // Museum Voorlinden // Wassenaar, Netherlands

# NEW CULTURE DESTINATIONS OF THE YEAR



- EUROPE**  
1/ Centro Botín // Santander, Spain
- NORTH AMERICA**  
1/ **WINNER** Design Museum // London, UK
- LATIN AMERICA**  
1/ **WINNER** Museo del Holocausto // Philadelphia, USA
- MIDDLE EAST / UAE / AFRICA**  
1 & 2/ **WINNER** Etihad Museum // Dubai, UAE
- ASIA PACIFIC**  
1/ **WINNER** M+ // Hong Kong, China
- EUROPE**  
2/ **WINNER** Museum of the Americas // Philadelphia, USA
- NORTH AMERICA**  
2/ **WINNER** Egyptian Museum // Cairo, Egypt
- LATIN AMERICA**  
2/ **WINNER** Casa Vela // Puerto Francisco, Mexico
- MIDDLE EAST / UAE / AFRICA**  
2/ **WINNER** National Museum of Egyptian Civilization // Giza, Egypt
- ASIA PACIFIC**  
2/ **WINNER** M+ // Hong Kong, China

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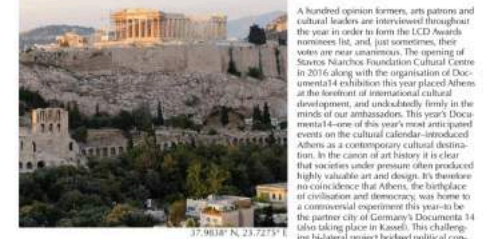
# AVIS TRAVELLERS' AWARDS



## BEST ART HOTEL OF THE YEAR WINNER - THE WALLLED OFF HOTEL

There has long been a somewhat underground tradition of hotels allowing artists to stay for free in exchange for what in some cases turn out to be priceless artworks—you need only look to La Colombe d'Or in the South of France; if you want to find a quaint off-the-beaten-track hotel that gives you the opportunity to not just head under a priceless Picasso. In recent years, the notion of staying in a hotel that is also a de facto art gallery, or even a space devoted to a single artist (such as the Daigo Moriyma hotel in Japan) has become far more mainstream, and is another signifier in the way in which art has become synonymous with tourism. This year, at the LCD Awards we recognised this trend with our 'Avis Travellers' Best Art Hotel' award, and the clear winner that emerged was The Wallled Off Hotel in Jerusalem, the pop-up branch of the infamous anonymous artist Banksy. The intention of the Wallled Off Hotel is to highlight an important political issue that needs discussion and resolution in society, and to explore how the language of art can help us overcome our differences. Here, hotel guests are given the opportunity to actually live with artworks rather than just see them briefly on the wall or a gallery—an experience previously rarely available to the financial elite that can be life-changing. As Claire Arbus once stated: 'To live with an artwork is something different, to glimpse it from the corner of your eye.'

## BEST EMERGING CULTURE CITY OF THE YEAR WINNER - ATHENS



A hundred opinion formers, arts patron and cultural leaders are interviewed throughout the year in order to form the LCD Awards nominees list, and, just sometimes, their votes are near unanimous. The opening of Science Museum's Foundation Cultural Centre in 2016 along with the organisation of Documenta 14 exhibition this year placed Athens at the forefront of international cultural development, and undoubtedly firmly in the minds of our ambassadors. This year's Documenta 14-one of this year's most anticipated events on the cultural calendar-introduced Athens as a contemporary cultural destination. In the canon of art history it is clear that societies under pressure often produced highly valuable art and design. It's therefore no coincidence that Athens, the birthplace of civilisation and democracy, was home to a controversial experiment this year-to be the partner city of Germany's Documenta 14 (also taking place in Kassel). This challenging bi-lateral project bridged political controversy via cultural expression and there were many opinions about its success. From the point of view of our ambassadors, this project has brought both countries together, and has created an alternative perspective on Greece's present and future role in the European community.



**THE BEAUMONT** // London, UK



**21C MUSEUM HOTELS** // Virginia, USA

**OTHER NOMINEES**  
BEST ART HOTEL OF THE YEAR:  
1/ The Beaumont // London, UK  
2/ 21C Museum Hotels // USA



**TONG LI** // Qing, U.S. China



**MONTPELLIER** // Montpeller, France



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## CULTURE DESTINATION 2018 VALLETTA, MALTA

Catherine Tabone is the Executive Director of the Valletta 2018 European Capital of Culture Foundation, and our partner in presenting the Valletta 2018, Soft Power Destinations of the Year. It is fair to say that Ms Tabone is something of a cultural powerhouse – she has a long history of holding game-changing managerial positions in public administration, as well as having a respected past as curator of the Inquisitor's Palace in Malta's Birgu. Five years ago, this graduate of the Universities of Malta and Cambridge, was appointed Director for Culture and was, amongst others, responsible for all discussions related to the cultural and audio-visual sectors held during Malta's Presidency of the Council of the EU. In this role, Tabone was also responsible for leading and finalising Malta's ratification of the UNESCO convention on the safeguarding of intangible cultural heritage. Notably, she introduced a music literacy programme available for free to all people in Malta, and in 2017 handled the first collaboration ever to take place between the Holy See and a foreign Government on the Christmas crib exhibited at the Vatican City State. Tabone was also the producer of a historic performance of Beethoven's Missa Solemnis held at the Papal Basilica of San Paolo Fuori le Mura in Rome featuring a collaboration between Malta's National Orchestra and the Choir of the Accademia Nazionale di Santa Cecilia, under the baton of world-renowned conductor Brian Schembri.




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### **What does your role as the Executive Director of the Valletta 2018 Foundation entail?**

In my capacity, I focus on organising preparations and realising the cultural programme for this international event. The task requires immersive dialogue with city residents, leaders, artists, curators, cultural entities and business communities. It's about bridge building between artists, communities and cultures. My goal is to ensure that Valletta 2018 leaves a strong legacy. Valletta's sun is shining, propagating a dynamic creative ecosystem and I am very thrilled to be a part of it all.

### **What is special about Valletta?**

It's a Baroque masterpiece with over 320 monuments, but it pulsates with lively energy. Valletta's piazzas and cultural spaces are a flurry of vibrant activity and its residents are a great crowd, too. It hosts various cultural events including a Baroque festival, a unique Carnival and a Jazz Festival, with a long-standing established tradition. There is a sparkling energy about the city and its growing creative sector. It is investing in cultural infrastructure and innovation with MUZA, a community-based museum, a Design Cluster and

a new contemporary art space (MICAS) at its fringes. Valletta is regenerating into a pulsating multi-sensorial experience.

### **Who do you think are the cultural innovators of tomorrow?**

Culture is fluid and dynamic—the innovators will come from the midst of those creative disruptors who challenge the existing boundaries in an increasingly complex world.

### **How will museums impact future cities?**

Cities tend to have their fair share of cultural infrastructure—some create iconic structures while others re-engage and reinterpret what is already there. I believe museums can be catalysts for social innovation when they engage with citizens and neighbourhoods, rather than project exclusivity. Museums are cultural spaces, but they are also social spaces in which to build aspiration, share knowledge and stimulate innovation—a community-engaged museum is very much part of the cityscape of the future.



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## THE LCD AMBASSADOR PROGRAMME

In addition to our handpicked jury for The LCD Awards, each year our Ambassador Programme grows exponentially, featuring culturally relevant figures from multiple disciplines—artists, editors, teachers, collectors and curators all come together to create our global family of cultural nomads, sharing their insights with our culturally voracious audience. Here, we introduce some of our most recent additions to the LCD Ambassador Programme, which is the main source for our long list of nominees, and all of them the same operation:

WHICH PIECE OF ART THEY WOULD MOST LIKE TO HAVE FEATURED IN, AND WHY?



**DIANE PERNET**  
Founder of COCOPÉ  
A Woman's Voice on Fashion Films  
Paris, France

I would love to have been in 'The Dress' by Coco. I love the light and the poetry of the image and, of course, I relate to both the surreal and the real world. I'm the person from eastern Europe who in the 1980s I went to Paris. I would have loved to have been involved in that great film by Christian Martley 'The Check'—the contemporary masterpiece composed of hundreds of fragments of film and television that lasted 24 hours.



**WOLFE VON LENKIEWICZ**  
Artist  
London, UK

I would have followed Jan van Eyck out of his house on a July morning in Ghent in the year 1432, watching his place in hell burn as he fled as he headed to his studio. And then, again for technical ones, I would be wiser to be painting the neck in the crown of pop, because also like to have handpicked an artist like Michelangelo, whom I would have loved to be the one to see the first grandiose Renaissance to replace the great discovery of the golden mean, mixed with their great and respectable materials.



**ALESSANDRA CIANCHETTA**  
Award-Winning Author  
WOLF Prize in London, UK

I would have to see Scott Fitzgerald's novels for their atmosphere of dream and magical think, and maybe more of Nabokov's ones for their well-balanced sense of possibility.



**DAN CROWE**  
Editor-in-Chief, Pink Magazine  
London, UK

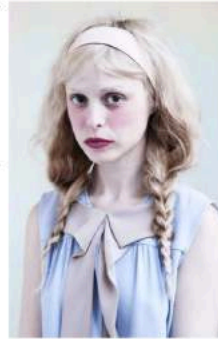
I would have to be the film and of Hitchcock for Hush. It's highly funny, contains some of the greatest writing of the 1960s, and because it illustrates how the museum works to destroy our sense of self, which is, beginning now, never too soon. It's a great book, both tight and loose, and very funny.



**BIANCA BRIGITTE BONOMI**  
Editor-in-Chief, Cosmo, Netlist  
London, UK

I would have to be 'The Prospect of the Sea' by Dylan Thomas. Exploring nature, its challenges, uncertainty, tension, and mystery, I could never believe in the divine, perhaps I might.

## PETITE MELLER: PHILOSOPHICAL LOLITA



The inevitable Parisian chanteuse Petite Meller is a heavily rouged pop icon-de-face like absolutely no other: a fiercely bright philosophy post-graduate and cultural provocateur with a penchant for disrupting the mainstream. Her enchantingly surreal Lolita-esque jazz persona oozes as much of a debt to the masters of psychoanalytic theory as it does to the pubescent come-hither salubrity of a young Vanessa Paradis. As an increasingly globally recognised figure that regularly immerses herself in various global cultures in order to create wonderful, and sometimes bizarre, visual evocations of her music, such as "Baby Love" (which has garnered 9.5million views and counting on YouTube), she is uniquely placed to be a jury member for Leading Culture Destinations.

Here, she tells us about her favourite global destinations, why the only artwork she would like to be part of is one that looks to the future, and why the teenage denizens of Shanghai represent the most idiosyncratic global culture on the planet.

**If there were one piece of art you could feature in, what would it be?**

I would love to perform in the library of SANNA in Zurich, Switzerland. I visited there and I think it's the most beautiful architectural piece I have ever seen. It feels like a fantasy, in a way, and you can sit on the floor and read books. It's like arriving to heaven—it feels like the waves of the sea. I've also been to Naomima Island (LCD Awards Winner, 2014), and there is architecture there that makes me think of Star Wars and the future. I would love to shoot there.

I always like to shoot my videos in unusual locations. I travel always, and I tend to meet my family and my vision on the road. I usually spend a week in the place and meet people, and I believe the universe is sending me those people to shoot with and dance with. I feel like a gypsy when I travel so much.

**What is your favourite emerging cultural city?**

I recently went to Shanghai and my mind was blown by the fashion and the vibe of the street and the people. They are not dependent on the kind of ideas from the past as they are very innovative and out-of-the-box. Because of Communism they were not

exposed to lots of things, so they are never what you might expect. They are creating their own fantasy—every one of them—and it's really amazing to see. It's unlike anything I have seen anywhere else. Shanghai is like so many realities existing together at the same time—it's a maze of realities and it's very beautiful to see.

**Who do you think are the cultural innovators of tomorrow?**

I think that it's always about the ideas of writers and thinkers—a good idea will change the world. It comes from the philosophers. They are the ones responsible for describing a new era—Slavoj Žižek, Jacques Lacan, Gilles Deleuze... I think we will soon start to build upon the ideas of Stephen Hawking's multiple realities, giving a new structure and context for film, music, art... and a new way of thinking.

**What are you up to at the moment?**

There is actually a song I've been writing—it's a song about sanity and I think it's really a song for me! I'm also working on going to Brazil to make a new video. I posted on social media that I was looking for producers in Brazil. I went there by myself and I met these amazing producers and experienced the nightlife and went to parties. I discovered they have a new genre going on there that is called Baile Funk, and they taught me how to dance it. It was amazing—people invited me to their houses to stay with them and they were really connected to my music.

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## NIGHT AT THE MUSEUM

Museums are in the middle of a transformative evolution, shifting the way they communicate and engage with audiences on every level. The incredibly popular Museums at Night Festival, is just one example of the phenomenon that indulges our childhood fantasy to go exploring in a place where "do not touch" and "off limits" are the default messages. Similar to Germany's Lange Nacht der Museen and the Nuit Blanche in France, the biennial festival invites cultural institutions across the UK opening their doors after hours for a wide variety of performances, exclusive guided tours, special events and more discoveries.

A sure-fire way of attracting new patrons, the after hours museum sector is another example of the way museums are transforming themselves into buzzing new social hubs. In fact, the nocturnal visitor is steadily becoming spoilt for choice. The Science Museum's Later is just one example of the way in which museums are now regularly playing host to evening lecture series and social events. As temples of art and culture, museums are increasingly being seen as attractive venues for hosting fashion shows, balls and benefits. But it seems that asking to the taboo limit of the after-dark experience is the secret ingredient. The trend-defining AfterDark Project, for example which took over Tate Britain back in August 2014, described itself simply as a space for "nocturnal robots roaming exhibition spaces at night". Knebworth certainly capitalised on this, famously performing in the Tate Modern's iconic Turbine Hall. Under this veneer of sophistication and high culture, are we still just hoping that museums really do come to life at night—or do we have to remain content with Ben Stiller and his miniature Queen Wilson comedy?

This year The Best Museum Late Night Experience Prize is presented by Sturmill.

# RATE CARD / TECH SPECS



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