



Kei London Fine Art Agency Hosts Art Runway and Charity Event at The Beauchamp

London, UK – Kei London Fine Art Agency is pleased to announce an exclusive, invitation-only art and charity event at The Beauchamp in Knightsbridge on the evening of Tuesday, 19 March 2024. This evening is set to showcase new artworks, feature talks from renowned artists, and introduce the agency's charity partnership with 'Friends of The Royal Marsden Chelsea.'

Attendees will be treated to a unique opportunity to preview artworks by established and emerging artists. The event is designed to foster engaging discussions among guests, including art enthusiasts, collectors, and professionals from various creative industries, ensuring a night of rich cultural exchange and networking.

Event Highlights:

- **Art Showcase/Runway:** Experience the innovative Art Runway, presenting new artworks by Kei London's represented artists in a dynamic and engaging manner.
- **Artist Talks:** Gain insights from notable portrait painter Andrew Gow, offering perspectives on his artistic journey and techniques.
- **Charity Introduction:** Learn about the impactful work of 'Friends of The Royal Marsden Chelsea' from Vice Chair Sarah Phipps.
- **Networking:** Connect with like-minded individuals from diverse creative sectors, fostering collaborations and discussions.

Notes to Editors:

- **Art Runway:** A major highlight of the event, the Art Runway is a novel concept that brings art to life by parading artworks down a runway, modeled by art models. This dynamic approach offers attendees an intimate, moving experience of the art, contrasting traditional static displays. It allows for a closer, more personal engagement with each piece, as it momentarily captures the audience's attention before making way for the next. This unique format not only showcases the art in a memorable fashion but also encourages active participation and appreciation from the audience.



- **Artists:** The event will spotlight Andrew Gow, renowned for his portrait paintings, and Dangerousa, celebrated for her blend of surrealism and photorealism. Newly joined artists Claire McCarthy, Stephanos Zafeiriou, and Antalya Von Preussen will also be introduced, showcasing the diverse talent within Kei London's roster.
- **Charity:** 'Friends of The Royal Marsden Chelsea' is a charity that supports the Royal Marsden NHS Foundation Trust through various means, aiming to enhance the well-being of patients and staff. The event's partnership with the charity underscores Kei London's commitment to philanthropy within the art community.
- **Kei London Fine Art Agency:** Dedicated to supporting and promoting fine art and artists, Kei London engages with a wide audience across multiple platforms, facilitating connections within the creative industry to bring art to the forefront.
- **Venue:** The Beauchamp, situated at 43-44 Beauchamp Place, Knightsbridge, London SW3 1NHX, offers an elegant setting for this exclusive event, providing the perfect atmosphere for art appreciation and discussion.

Credit:

- Production & Casting Director: Youyou Zhou
- HMUA: Jieun Sung, Paskaline
- Stylist & Designer: TP
- Video: Tom Seager
- Photographers: Janette Lee, Andrea Brandt

For additional information or press inquiries, please contact Kei London Fine Art Agency at studio@keilondon.com or ramona@keilondon.com.

End of Press Release