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Press Release

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UBS Unveils 250ft Panorama by Brit artist Stephen Wiltshire

- *Launches 'Making Of' Film Showing Unique Achievement*
- *To preview the film: <http://humble.tv/clients/files/UBS/070511/>*

July 9, 2011, London: UBS has unveiled a unique 250 foot (76 metres) Manhattan panorama created by British artist Stephen Wiltshire, which will welcome international visitors to New York.

The panorama, commissioned by UBS, will be displayed in the International Arrivals Hall at Terminal 1 of JFK airport in New York as part of the bank's ongoing "We will not rest" brand advertising campaign. The billboard was created by Publicis' New York office and is in three sections, totaling 250 foot long and seven foot wide.

Publicis has created a short film of the drawing's creation, which will be viewable on the dedicated "We will not rest" landing page - www.ubs.com/wewillnotrest.

UBS's "We will not rest" brand advertising campaign aims to show UBS's commitment to its clients, demonstrating its ethos of "not resting" until the goal is reached. The brand campaign was launched last year and this second wave of global advertising under the same theme launched in June.

London born Stephen Wiltshire has gained worldwide acclaim as an artist with a particular talent for drawing accurate representations of cities from memory, sometimes after having only observed them briefly.

For his work for UBS he took a helicopter trip over New York City in April this year, taking in the city's skyline from Brooklyn to the East Side of Manhattan and Queens. He then spent three days drawing the entire Manhattan cityscape, in startling detail, from memory.

Said Stephen: "New York is my favourite city and I really enjoyed working with UBS. I am very proud of my drawing and can't wait to see it on the billboard at JFK airport."

UBS Global Head of Advertising, Nadine Genet, added: "Stephen is a uniquely gifted artist and his cityscapes have won fans and acclaim the world over. The staggering attention to detail in each of his pieces, together with the dedication with which he pursues his art, reflects UBS's "We will not rest" pledge.

"We will not rest" encapsulates an attitude shared at UBS: an unwavering commitment to understand and deliver what our clients want and highlights our uncompromising attention to detail and dedication to delivering the products and services that best meet our clients' needs."

The canvas on which Mr. Wiltshire drew the panorama was 14 feet long and 3 feet high; his drawing was 12 feet long by a foot high. It is currently on display in the main lobby of UBS's building at 1285 Avenue of the Americas, and will ultimately be donated to the city of New York.

The billboard is part of a campaign for UBS by the London office of Publicis Worldwide, which will run in key media across EMEA, APAC and the US through the rest of the year. The new UBS print executions feature inspirational achievers such as Muhammad Ali, Thomas Edison,



PUBLICIS

Press Release

Sir Edmund Hilary and in particular, the people behind their achievements, thereby communicating UBS's role in its clients' success.

Publicis Executive Creative Director Paul Steentjes, who oversaw the creation of the campaign, said: "The campaign and its offshoots such as the current JFK/Wiltshire project perfectly reflect the UBS attitude – not resting until the goal is reached."

-Ends-

Note to editors

Link to 'making of' film: www.ubs.com/wewillnotrest

Link to UBS Media Centre: http://www.ubs.com/1/e/media_overview.html

Creative credits (JFK Billboard):

Advertising agency: Publicis New York

Copywriter - Jason Savage

Art Director - Haj Ando

Executive Creative Director - Jay Williams

Creative credits (advertising campaign)

Advertising agency: Publicis London

Copywriter - Gavin Kellett

Art Director - David Hillyard

ABOUT PUBLICIS WORLDWIDE:

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, HP, LG, L'Oréal, Luxottica, Nestlé, Orange, P&G, PayPal, Renault, Siemens, Pernod-Ricard, sanofi-aventis, UBS, Telefonica, Zurich.

ABOUT STEPHEN WILTSHIRE MBE:

For over 25 years, the name Stephen Wiltshire MBE has been synonymous with finely-detailed, vigorous pen and ink drawings of the world's great cities. The UK's most exciting young artist produces energetic streetscapes and panoramas that are immediately recognisable to his fans, and are much sought after by private and corporate collectors worldwide. Stephen's drawings – often drawn from memory and at great speed – are sketched on the spot at street level, drawn from the top of skyscrapers or sometimes made after whistle-stop helicopter rides over a city.

Stephen's amazing talent is even more incredible considering that he was diagnosed with autism when he was three years old. Stephen came to wide public attention when the BBC featured him in the programme 'The Foolish Wise Ones' in 1987, when he was introduced by Sir Hugh Casson (a past president of the Royal Academy), as "the best child artist in Britain". In 2006, Stephen was recognised for his services to the art world, when he was made a Member of the Order of the British Empire. That year Stephen and his family opened a permanent art gallery in London's historic Royal Opera Arcade. He regularly travels all over the world on private and public commissions, the most famous of which are his nine city panoramas drawn from memory.

Further information: www.stephenwiltshire.co.uk. Press enquiries: Penny Clifton/Tracey Jennings, Midas Public Relations, tel: 020 7361 7860, email: penny.clifton@midaspr.co.uk / tracey.jennings@midaspr.co.uk.