





# Approach and considerations

## What we did

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1. We collected mentions of The Classical Now, Modern Classicism and Léo Caillard at Bush House during 1 February – 30 April 2018 retrospectively on Twitter, News, Forums, Blogs and YouTube
2. We also looked at Instagram posts that mentioned the exhibition alongside “King’s College London” keywords we already collected at the time the exhibition was running, complementing this with manually investigating the rest of Instagram posts
3. We measured key performance indicators: volume of discussion, reach, visibility and channel breakdown
4. We also identified top-performing posts about the exhibition and people or organisations posting these

## Considerations

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1. A retrospective look at data means we weren’t able to collect Instagram posts as Instagram API only allows real-time tracking
2. Some of the non-social media sources the exhibition was mentioned in are not covered by our data provider due to them not strictly qualifying as news or blog sources, e.g. events pages





## The Classical Now social impact: key takeaways

1. The Classical Now Exhibition had a significant impact on digital channels, **driving 1,773 digital mentions of the exhibition and reaching over a million people through** Twitter, forums, news, blogs and YouTube
2. News coverage largely contributed to this, with top publications with the highest reach including The Telegraph (reached ~6.6k people), Financial Times (~3k people) and Time Out London (~2.5k people)
3. Beyond news coverage, **tweets** from influential publications, organisations and individuals about the exhibition **drive even more exposure**, with combined Twitter reach sitting at 972,351.
4. Several influential individuals in the art & culture world tweeted about Classical Now, sometimes multiple times. They include Mary Beard (47.5k overall reach), Damien Hirst (5k overall reach), Duncan Simpson (7.7k overall reach)
5. Gagosian (85.7k reach), The Art Newspaper (82.6k) and The Sunday Times (44k) are among the most influential publications tweeting about the exhibition
6. Overall, **Classical Now succeeds in reaching the community of art fans** in London and beyond





# The Classical Now: the exhibition sees reach of over a million and high audience engagement

## How much are people talking?

1,806 total posts about TCN



1,432 tweets and retweets



307 Instagram posts



46 news posts



6 blog posts



15 videos

## What is the impact of the conversation?

1,076,125 earned reach\* (total)

- 972k Twitter reach
- 74k Instagram reach
- 29k news reach

1,276 total reactions (likes, replies or shares) on King's posts about TCN

Lasting impact: 140 other posts about the exhibition *after* it closed (by 31<sup>st</sup> Jan 2019)

\*Based on actual reach on Twitter, Blogs, Forums and YouTube and estimated Instagram and news reach





# Influential publications and organisations drive high visibility on Twitter

Classical Now is covered in a number of influential art and lifestyle publications and listing sites in London and beyond, which significantly increase the exhibition's visibility online.

The impact from publications gets a large boost from mentions on publications' Twitter accounts, with The Sunday Times tweet driving as much as 44k reach.

## Top sites (by visibility)

 The Telegraph	 (Greece)	 FINANCIAL TIMES
6.6k reach	3k reach	3k reach
		
2.5k reach	635 reach	273 reach

## Top tweets by reach (publications)



"Contemporary art meets classical in The Classical Now at King's College London  
<http://spr.ly/6019DriFN>

Sunday Times Culture

35 reactions, 44k post reach, 28k account followers



Today is the last chance to see "#TheClassicalNow" at @KingsCollegeLon! The exhibition, presented in partnership with @MACMougins, explores the ways in which Graeco-Roman art has captured the modern imagination: <http://fal.cn/4Cof>

27 reactions, 43k post reach, 380k account followers



The Classical Now @KingsCollegeLon explores how classical art inspires contemporary artists from @hirst\_official to @\_MarcQuinn  
<http://ow.ly/hT7B30iMUqK>

The Art Newspaper

15 reactions, 41 k post reach, 376k account followers



# High profile individuals influential among audiences passionate about art further boost the exhibition profile online

Art influencers raise the profile of Classical Now through posting on Twitter and Instagram.

This excitement is echoed by regular art lovers posting favourable reviews of the exhibition. They often come from the academic field, potentially expanding the reach among the relevant audience even further.

## Instagram influencers



Marc Quin,  
Artist

98k followers



Lisa Small,  
curator

20k followers



Christopher  
Le Brun,  
Royal  
Academy  
president

2k followers

## Audience response (sample posts)

*"Accidental discovery today: Classicising figures at Bush House re-interpreted by Léo Caillard for exhibition 'The Classical Now' @KingsCollegeLon #anachronism"*

*"I am going to see three shows The Classical Now, The Age Of Terror At IWM & Tacita Dean as an early birthday Day Out on Saturday"*

## Top tweets by reach (from influencers)



Mary Beard

*"a little blog which .. surprisingly .. finds something in common between damien hirst and alma-tadema. and celebrates a classics show at Kings/Courtauld"*

45.7k reach from 2 posts, 216k account followers



Damien  
Hirst

*Today is the last chance to see "#TheClassicalNow" at @KingsCollegeLon! The exhibition, presented in partnership with @MACMougins, explores the ways in which Graeco-Roman art has captured the modern imagination: <http://fal.cn/4Cof>*

5k post reach from 1 post, 47k account followers



Duncan  
Simpson,  
author

*The Classical Now [Link: <https://www.the-tls.co.uk/the-classical-now/>]*

7.7k reach from 2 posts, 35k account followers



## The metrics we use in this report

CHART/METRIC	NOTES
Volume	Number of posts mentioning the exhibition on Twitter, Instagram, Facebook, YouTube, Tumblr, news, forums, blogs and review sites. Retweets are included in this count, as they essentially create a new Twitter post.
Reactions	The sum of the likes, comments, and shares generated by owned content
Reach	<p>Number of people who saw a post mentioning the exhibition.</p> <p>This is a proprietary estimated metric based on the proportion of an account's followers who can be expected to see an individual piece of content from that account. We benchmark the equation against figures from owned channels, where the platforms themselves share actual impressions figures – and use this to estimate reach on non-owned accounts too.</p> <p>NB Not every follower of an account will see a piece of content from that account, due to people's pattern of online activity, algorithmic feeds, &amp; the sheer volume of social media content produced.</p>

# PULSAR



Thank you!

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## POSE

This gallery explores one of the most important aspects of the body: pose. From the classical to the contemporary, the body has been a central subject of art. How do we understand the body in art? What are the challenges of representing the body in art? In what ways have these challenges changed over time? And how have contemporary artists responded to the challenges of classical sculpture - what are the challenges of pose in contemporary art?

Classical sculpture in the ancient world responded to the challenges of pose in a different way than the body in art of the 19th century. In the past, the body was represented with a sense of idealized perfection, a sense of the body as a vessel of divine power. In the 19th century, the body in art was represented with a sense of realism, a sense of the body as a vessel of human experience. In the 20th century, the body in art was represented with a sense of abstraction, a sense of the body as a vessel of human experience. In the 21st century, the body in art is represented with a sense of digitality, a sense of the body as a vessel of human experience.