



Client:

Aurum Gallery

'Shattered' by Simon Berger



AU



Background

Aurum Gallery opened its first solo artist exhibition with 'Shattered' by Swiss contemporary glass artist Simon Berger. The exhibition, which features over 30 unique works, is the artist's debut show in Asia.

With a fascination for faces, Simon Berger explores the material of glass which he hammers, lacerates, cracks, and engraves portraits that play with light and transparency, plunging the gaze into a meander of lesions that he calls 'Morphogenesis'. As the pioneer of this technique, he has become one of the most talked-about and collected artists in the 'urban contemporary art scene.

The exhibition was opened to the public Friday 1 July — Sunday 31 July 2022. The artist was be in attendance and create for public view several other live performance pieces over the first weekend of the show (Friday, 1st - Sunday, 3rd of July).

Approach

Midas PR was asked to handle the opening of Aurum Gallery, which featured "Shattered" by Swiss contemporary glass artist Simon Berger as its first solo artist show.

We organized the exhibition, helped with the run-through, and invited guests, media, and KOLs to attend the event, including providing the media interview to do the pre-promotion and also reviewing the event in-depth.

We also took care of the photography, video shooting, and MC to make sure the overall event runs smoothly.





ออรัม แกลเลอรี (Aurum Gallery)

จัดนิทรรศการศิลปะชิ้นเดี่ยวครั้งแรกกับงาน "Shattered"

โดยไซมอน เบอร์เกอร์ ศิลปินร่วมสมัยชาวสวิสผู้สร้างสรรคงานจากกระจก

Results

Midas PR's efforts attracted the presence of more than **30 media** outlets at the press conference, earning Aurum Gallery a massive total of **95+** clippings over the course of 1 month including 4 to 5 interview with top media. More than **THB 16 M** in PR value was achieved as a result of this.

Highlight coverage:

Bangkok Post

สำนักข่าว
บันเทิงทูเดย์

THE
STANDARD
STAND UP FOR THE PEOPLE

MGR
ONLINE

COCONUTS

BK

Music & Art
magazine

BLT
BEST • LIVING • TASTE

Results

81

Total clippings

10.5 M

Total PR Value in THB

25

Media outlet reps joining the press conference

63%

Pickup rate from targeted relevant media outlets

237 M

Estimated reach resulted from clippings

CONTACT

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