

That's Promo Memorial Part II, 27/07/18

Katie Lennard

“It doesn't matter, as long as you have evidence. That's promo.”

- Anonymous

This is a recreational event, based on my experience working part-time face painting kids during topsy turvy rebranding exercises at a family-friendly hardware warehouse consumer chain. I'm told my faceless employer, the promo agency, have changed their company name for the day. They place me next to the inflatable jacuzzis with three other women who look like me. Peppa Pig and plushie Paddington wander the isles like lost toys. Trees become price-matched axe handles – fairytale themes, a circus of tension between public and private.

Laura Hayward contacted me through the Facebook group, “I'm a promo ho”. It currently has 17,177 members. Laura is trained in musical theatre although she has a passion for art. She has worked with Disney for the past 4 years, playing the role of the Fairy Godmother in *Mickey & the Magician* (Disneyland Paris), and *Mary Poppins* on a cruise liner.

Laura is now back for Part II!

When asked about the world of promo:

“It's quite vile. I've been very lucky I've been continually working for Disney. I've been back now for 6 months, and my life is turning into promo, where's the next promo job? And it's not pleasant.”

Performing alongside Laura, and the rest of Club New Dream, is special guest entertainer, Danny Hall. Katie Lennard discovered Danny next to an 8ft plastic Christmas tree at an opening in Basingstoke. In regards to working in the promo industry he said:

“Corporate magic. Borrowed objects.”

Tonight, the Koppel Project Hive is Danny's stage. He was the official magician for the London 2012 Olympics, and tours the world with his band, *The Take That Experience*. Danny is a kind man.

In the midst of it, I make powerful connections with strangers. And yet everybody has bought into the corporate magic. Thousands of photographs prove the job was done and all was in order. Promo doesn't stop, members of the public keep appearing, everything is unlimited. Dreams are offered for free, without their freedom. All we hear is white noise.

Tonight's after-party can be found in a landfill of fetishistic tributes. We are at the closing ceremony of Katie Lennard's installation, Central Hotel Dado Rail, where she has continued to produce work since its opening. The next artist is already in line to rebrand the space.