

The WilliamsBLOG Contributor and Influencer Familiarization Tour
Benny Or



Dates: May 2-5, 2022 (3 nights)

Number in Group: Two adults

Name: Benny Or and photography assistant, Cristian Shoemaker

Topic: Celebrating art, design, and architecture in Williamsburg

Participation Deadline: April 15, 2022

Description of the Influencer:

Bridging the worlds of art, technology, and design, Benny Or's creative practice centers around the human experience. As an artist defying definition, his body of work ranges from creative concepts for major touring productions to co-creating and selling "The Meeting Place," the world's first fully interactive Metaverse environment.

Beyond his artistic practice, Or is also internationally recognized for his work as an influencer, using social media to demystify the art world while spotlighting marginalized artists. In 2021, he launched Benny Or Studio (BOS) to further his artistic mission by collaborating with artists and brands to make art accessible through mainstream culture.

Description of the coverage:

Benny will create a visual blog for *The WilliamsBLOG*, and social posts that showcases Williamsburg's art scene.

Media Outlet(s): *The WilliamsBLOG*, Instagram

Social Media Outlets:

- Instagram: [@bennyor](https://www.instagram.com/bennyor), 18.9k followers

NOTE ON LODGING, RESTAURANTS and ATTRACTIONS: Visit Williamsburg chooses particular lodging, restaurants, and attractions for specific reasons. Each familiarization tour (FAM) is different, and we ask that our partners are sensitive to the criteria that led us to these requests. If you have any suggestions that are in-line with the criteria, please feel free to contact us with your ideas.

Names of Travelers: Benny Or and photography assistant, Cristian Shoemaker

Room Information: One room, preferably in a hotel both culturally and visually interesting

Transportation: Rental car

- Day 1: Overnight hotel accommodations, history, curated exhibit/art museum tour
- Day 2: Overnight hotel accommodations, history, architecture, curated exhibit/art museum tour
- Day 3: Overnight hotel accommodations, history, architecture, gardens, curated exhibit/art museum tour
- Day 4: History, architecture, gardens, curated exhibit/art museum tour

DRAFT ITINERARY:

Date: May 2-5, 2022 (3 nights)

Monday, May 2:

- Afternoon activity in James City County – history, curated exhibit/art museum tour

Tuesday, May 3:

- Morning activity in James City County – history, architecture, curated exhibit/art museum tour
- Afternoon activity in Williamsburg - architecture, curated exhibit/art museum tour

Wednesday, May 4:

- Morning activity in Williamsburg – history, gardens
- Afternoon activity in Williamsburg – architecture, curated exhibit/art museum tour

Thursday, May 5:

- Morning activity in Yorktown – history, curated exhibit/art museum tour
- Afternoon activity in Yorktown – architecture, gardens

Please forward offers to [Jill Pongonis](#) and cc: [Tamara Paris](#).