



Press Release

Embargoed until: 8 August 2013 at 09:00

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TWENTY-TWO THOUSAND POSTER SITES ACROSS THE UK CREATE THE WORLD'S LARGEST ART SHOW

The nation's favourite British art selected from a longlist from the UK's public collections is announced today and will be part of a vast exhibition, entitled *Art Everywhere*, that will go on display on thousands of poster and billboard sites across the UK from 12-25 August 2013.

With over 30,000 Facebook likes and over a thousand individual donations, people from around the world have helped to create the world's largest art show. Votes and donations came from far and wide including Europe, North and South America and Asia as well as the UK.

A projected audience of 90% of the UK's adult population, from Banff & Buchan in Scotland to Torbay in Devon, and from Lowestoft in Suffolk to Belfast in Northern Ireland, will enjoy beautiful art instead of advertising for two weeks this summer.

Cities, towns and villages of England, Scotland, Wales and Northern Ireland will see poster sites ranging from billboards to bus stops transformed into artworks across high streets, major roads, tube, train and metro stations, supermarkets, shopping malls, office buildings, cinemas, health clubs and bars. 2000 London buses and 1000 black cabs will transport the artworks around the city on view for passengers as they navigate the streets.

Using image-recognition and augmented reality technology via Blippar, each physical poster will be interactive, enabling the public to point their phones at the art to access instantaneous information about each piece, visit the collection and socially share their favourites. Prints of many of the artworks can also be bought through the site via project partner, Easyart, with all profits going to the artist and *Art Everywhere*.

The public's top 10 artworks in the final list of works range from two outstanding 19th century paintings, Waterhouse's *The Lady of Shalott* and Millais' *Ophelia*, to Turner's, *The Fighting Temeraire*, L. S. Lowry's *Going to the Match* and the sculptural installation, *Cold Dark Matter*, by Cornelia Parker.

Cornelia Parker, the only living artist in the top ten said: "I am absolutely delighted that the British public have voted my work *Cold Dark Matter: An Exploded View* into the top ten. It's a fantastic project and to see my work reproduced on posters across the UK is fulfilling a long held fantasy!"

The project is supported by many leading artists including Damien Hirst who said: “Art is for everyone, and everyone who has access to it will benefit from it. This project is amazing and gives the public a voice and an opportunity to choose what they want to see on their streets“

Contemporary artist Bob & Roberta Smith supported *Art Everywhere* by designing limited edition artworks as rewards for donations to the project through the crowd-funding scheme, exclusively available through the campaign. Bob and Roberta Smith said: “*Art Everywhere* is an amazing project. Quietly it marks a revolution in the reach and relevance of art. *Art Everywhere* is not just for people in the know, or for artists or for gallery goers. *Art Everywhere* is for everyone. I think *Art Everywhere* is the most important initiative in visual art since the opening of Tate Modern. In one hour the number of people who will see *Art Everywhere* will exceed the number of people who visited our great public art galleries in the whole of last year! People will discover new artists. I hope kids will be inspired to study art and to go to art school.“

Art Everywhere is a collaborative project between Richard Reed, (co-founder of Innocent Drinks), the Art Fund, Tate, the poster industry, and IOI creative agency. Working with Posterscope and Vizeum, the poster industry has donated tens of thousands of sites; media owners involved include Clearchannel, CBS Outdoor, JC Decaux, Ocean Outdoor and Primesight.

Richard Reed initiated the idea for *Art Everywhere*. His passion for the arts led to the idea of having a public celebration across Britain. He said: “This is a joyful project with no agenda other than to flood our streets with art and celebrate the creative talents and legacy of the UK”.

Tate Director, Sir Nicholas Serota said: “Tate is delighted to have partnered with *Art Everywhere* to reach audiences across the UK with much-loved art from public collections. It is a huge achievement made possible by the generosity of the poster advertising industry and the enthusiasm of Richard Reed. This ambitious project has given everyone the chance to take part in a national celebration of British art.”

Stephen Deuchar, Director of the Art Fund said: “The Art Fund is all about thousands of people coming together to bring great art into people’s lives. Based on the same premise, *Art Everywhere* is putting beautiful images of the best of British art directly onto the streets of towns and cities across the nation. It’s a celebration of national creative talent - our artists across the centuries, and the hundreds of museums and galleries who show their work to the public.”

Notes for Editors

- **Top 10 works:** 1. *The Lady of Shalott* by John William Waterhouse, 2. *Ophelia* by John Everett Millais, 3. *Head VI* by Francis Bacon, 4. *Gassed* by John Singer Sargent, 5. *Man’s Head (Self Portrait I)* by Lucian Freud, 6. *The Fighting Temeraire* by JMW Turner, 7. *Five Ships – Mount’s Bay* by Alfred Wallis, 8. *Going to the Match* by L.S. Lowry, 9. *Nocturne: Blue and Gold - Battersea Bridge* by James Whistler, 10. *Cold Dark Matter* by Cornelia Parker.
- The selection committee for *Art Everywhere* shortlist was chaired by Caroline Collier, Director, Tate National and included Maria Balshaw, Director, Whitworth Art Gallery, University of Manchester and Manchester City Galleries; Gus Casely-Hayford, curator and historian; Penelope Curtis, Director, Tate Britain; Stephen Deuchar, Director, the Art Fund; Melinda Page, *Art Everywhere* originator, Richard Reed, Co-founder Innocent Drinks and *Art Everywhere* originator; Bob and Roberta Smith, artist; Gilane Tawadros, Chief Executive, Design and Art Copyright Society (DACS). The selectors contributed their proposals to the final long-list that was

based on a selection criteria of British artists in public collections across the UK, seen as of quality and interest as a poster, representative of a range of approaches with genres spanning the period, from medieval to present day.

- **Richard Reed** is a co-founder of innocent drinks and founder of *Art Everywhere*, a charitable project conceived to flood the streets of the UK with art and to showcase the incredible art created by and owned by the UK.
- **The Art Fund** is the national fundraising charity for art, helping museums to buy and show great art for everyone. Over the past 5 years the Art Fund has given over £26m to help museums and galleries acquire works of art for their collections and has placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions. The Art Fund also helps museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2013-2014 tours of Grayson Perry's tapestries *The Vanity of Small Differences* and Jeremy Deller's *English Magic*, the British Council commission for the 2013 Venice Biennale. Its support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of over 650 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2013 by William Morris Gallery in Walthamstow. The Art Fund is independently funded, the majority of income coming from over 100,000 members who, through the National Art Pass, enjoy free entry to over 220 museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.
- **Tate** holds the national collection of British art from 1500 to the present day and the national collection of international modern and contemporary art. Tate's purpose is to promote public understanding and enjoyment of British, modern and contemporary art.
- **Art Everywhere** is a non-commercial and charitable collaboration between Richard Reed, the Art Fund, Tate, Posterscope, Vizeum, 101 Creative Agency, Easyart and Blippar.

Press Information

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Madeline Adeane on 0207 225 4804 / madeane@artfund.org

For more information about the **Art Fund** and the National Art Pass visit artfund.org.
contact the press office on 0207 225 4804

For more information about **Tate** visit tate.org.uk or contact Ruth Findlay in the press office on 020 7887 4941, 07813 655 406 or email Ruth.Findlay@tate.org.uk

For more information about **Easyart** please contact: **Sabrina Hamilton** on 020 3176 5516 or sabrina.hamilton@easyart.com



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SIR PETER BLAKE LAUNCHES WORLD'S LARGEST ART SHOW LADY OF SHALOTT IS THE PUBLIC'S FAVOURITE PAINTING

Leading artist, Sir Peter Blake, creator of the Sgt Pepper album cover, will launch *Art Everywhere*, which will showcase the nation's favourite British art on tens of thousands of poster sites across the UK for two weeks from 12 – 25 August 2013.

Cities, towns and villages across England, Scotland, Wales and Northern Ireland will become the world's largest gallery when poster sites ranging from billboards to bus stops will become artworks on high streets, major roads, tube and train stations, supermarkets and shopping malls.

Sir Peter will unveil his work, *The Meeting or Have a Nice Day Mr Hockney* on the giant outdoor billboard at Westfield Shopping Centre to launch the project.

The works, which have been selected by the public from the national collection of British art, include popular favourites by artists including Holbein, Turner, Gainsborough, Constable, Millais, Lowry, Whistler, Bacon, Freud, Tracey Emin and Damien Hirst. The top 10 ranges widely from two outstanding Pre-Raphaelite paintings, *The Lady of Shalott* and *Ophelia* to Turner's masterpiece, *The Fighting Temeraire*, and LS Lowry popular *Going to the Match*. More surprising choices are *Gassed* by John Singer Sargent and Francis Bacon's *Head VI*. The list includes 23 contemporary works.

Art Everywhere is a collaborative project between Richard Reed, co-founder of Innocent Drinks, the Art Fund, Tate, Posterscope, Vizeum, Clearchannel, CBS Outdoor, Ocean Outdoor, JC Decaux, Primesight, Blippar, 101 Creative Agency and Easyart.

Art Everywhere: The Public's Choice

1. John William Waterhouse, *The Lady of Shalott*, 1888, Tate
2. Sir John Everett Millais, *Ophelia*, 1851-2, Tate
3. Francis Bacon, *Head VI*, 1949, Arts Council Collection
4. John Singer Sargent, *Gassed*, 1919, Imperial War Museum
5. Lucian Freud, *Man's Head (Self Portrait I)*, 1963, Whitworth Art Gallery
6. JMW Turner, *The Fighting Temeraire*, 1839, The National Gallery
7. Alfred Wallis, *Five Ships, Mount's Bay* c 1928, Kettle's Yard, Cambridge
8. L. S. Lowry, *Going to the Match*, 1953, Professional Footballers' Association
9. James Abbott McNeill Whistler, *Nocturne: Blue and Gold – Old Battersea Bridge*, c.1872-5, Tate
10. Cornelia Parker, *Cold Dark Matter: An Exploded View*, 1991, Tate
11. Patrick Caulfield, *After Lunch*, 1975, Tate

12. Lucian Freud, *Girl with a Kitten*, 1947, Tate
13. Sir Stanley Spencer, *Neighbours*, 1936, Stanley Spencer
14. Peter Blake, *Sgt Pepper's Lonely Hearts Club Band*, 1967, V&A
15. Tacita Dean, *Majesty*, 2006, Tate
16. Bob and Roberta Smith, *Make Art Not War*, 1997, Tate
17. Edward Burra, *The Snack Bar*, 1930, Tate
18. Peter Doig, *Blotter*, 1993, Walker Art Gallery
19. Hans Holbein the Younger, *The Ambassadors*, 1533, The National Gallery
20. Sir Henry Raeburn, *Revd Dr Robert Walker (1755 - 1808) Skating on Duddingston Loch*, c.1795, National Galleries of Scotland
21. John William Waterhouse (RA), *Hylas and the Nymphs*, 1896, Manchester City Galleries
22. George Frederic Watts and assistants, *Hope*, 1886, Tate
23. Barbara Hepworth, *Pelagos*, 1946, Tate
24. George Stubbs, *Whistlejacket*, c. 1762, The National Gallery
25. Chris Ofili, *No Woman, No Cry*, 1998, Tate
26. Hew Locke, *Jungle Queen II*, 2003, The New Art Gallery Walsall
27. Zarina Bhimji, *Out of Blue*, 2002, Tate
28. Joseph Wright of Derby, *A Philosopher Giving that Lecture on the Orrery, in which a Lamp is put in the Place of the Sun*, exhibited 1766, Derby Museum and Art Gallery
29. John Constable, *Salisbury Cathedral from the Meadows*, 1831, Tate
30. Samuel Palmer, *In a Shoreham Garden*, c. 1830, Victoria and Albert Museum
31. Ford Madox Brown, *The Last of England*, 1852-5, Birmingham Museum & Art Gallery
32. Richard Dadd, *The Fairy Feller's Master-Stroke*, 1855-64, Tate
33. Tracey Emin, *For You*, 2008, Aberdeen Art Gallery
34. Bridget Riley, *Blaze 4*, 1964, Courtesy of Tate
35. Rose Finn-Kelcey, *The Restless Image - A Discrepancy Between the Felt Position and the Seen Position. Self Portrait*, 1975, Tate
36. Sarah Lucas, *Self Portrait with Fried Eggs*, 1996, Tate
37. Howard Hodgkin, *Rain*, 1984-9, Tate
38. Paul Nash, *Landscape of the vernal equinox*, 1943, The Royal Collection
39. Attributed to Allan Ramsay, *Portrait of an African*, c.1757-60, Royal Albert Memorial Museum
40. John Martin, *The Destruction of Sodom and Gomorrah*, 1852, Laing Art Gallery
41. Sonia Boyce, *She Aint Holding Them Up, She's Holding On (Some English Rose)*, 1986, mima Middlesbrough Institute of Modern Art
42. Thomas Gainsborough, *Mr and Mrs Andrews*, c. 1750, The National Gallery
43. Attributed to Nicholas Hilliard, *Elizabeth I (1533-1603): The Pelican Portrait*, Walker Art Gallery
44. William Holman Hunt, *Our English Coasts*, 1852 ('Strayed Sheep'), 1852, Tate
45. Mona Hatoum, *Performance Still*, 1985, printed 1995, Tate
46. Michael Craig-Martin, *Inhale (Yellow)*, 2002, Manchester Art Gallery
47. David Hockney, *A Bigger Splash*, 1967, Tate
48. Damien Hirst, *Pardaxin*, 2004, Government Art Collection
49. Winifred Margaret Knights, *Portrait of a Young Woman* 1920, UCL Art Museum
50. William Hogarth, *Heads of Six of Hogarth's Servants*, c. 1750-5, Tate
51. J.Digby Curtis, *Robert Bakewell's Two Pounder*, 1790, The Royal Agricultural University
52. Anish Kapoor, *As if to Celebrate, I Discovered a Mountain Blooming with Red Flowers*, 1981, Tate
53. Humphrey Ocean, *Lord Volvo and his Estate*, 1982, WAVE: Wolverhampton Art Gallery
54. Dorothea Tanning, *Eine Kleine Nachtmusik*, 1943, Tate
55. Peter Blake, *'The Meeting' or 'Have a Nice Day, Mr Hockney'*, 1981-3, Tate
56. Martin Creed, *Work No. 975: EVERYTHING IS GOING TO BE ALRIGHT*, 2008, Scottish National Gallery of Modern Art
57. Gary Hume, *Water Painting*, 1999, Tate

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Art Everywhere

Quote Sheet

Cornelia Parker, artist.

"I am absolutely delighted that the British public have voted my work *Cold Matter: An Exploded View* into the top ten. It's a fantastic project and to see my work reproduced on posters across the UK is fulfilling a long held fantasy!"

Damien Hirst, artist.

"Art is for everyone, and everyone who has access to it will benefit from it. This project is amazing and gives the public a voice and an opportunity to choose what they want to see on their streets"

Bob & Roberta Smith, artist.

"*Art Everywhere* is an amazing project. Quietly it marks a revolution in the reach and relevance of art. *Art Everywhere* is not just for people in the know, or for artists or for gallery goers. *Art Everywhere* is for everyone. I think *Art Everywhere* is the most important initiative in visual art since the opening of Tate Modern. In one hour the number of people who will see *Art Everywhere* will exceed the number of people who visited our great public art galleries in the whole of last year! People will discover new artists. I hope kids will be inspired to study art and to go to art school."

Richard Reed, project founder.

"This is a joyful project with no agenda other than to flood our streets with art and celebrate the creative talents and legacy of the UK".

Sir Nicholas Serota, Director, Tate.

"Tate is delighted to have partnered with *Art Everywhere* to reach audiences across the UK with much-loved art from public collections. It is a huge achievement made possible by the generosity of the poster advertising industry and the enthusiasm of Richard Reed. This ambitious project has given everyone the chance to take part in a national celebration of British art."

Stephen Deuchar, Director, the Art Fund.

"The Art Fund is all about thousands of people coming together to bring great art into people's lives. Based on the same premise, *Art Everywhere* is putting beautiful images of the best of British art directly onto the streets of towns and cities across the land. It's a celebration of national creative talent - our artists across the centuries, and the hundreds of museums and galleries who show their work to the public."

Glen Wilson, Managing Director, Posterscope

"Out of Home advertising is part of our everyday lives in the UK. It's our journey to and from work, whether it by road, rail or foot. It's our weekly shopping trip, our visit to the gym and our nights out. In this context, the big idea of taking works of art that, as citizens, we all own,

and literally putting *Art Everywhere* proved irresistible. For the first time virtually the entire UK Out of Home industry has collaborated together to celebrate the fantastic creative heritage of our country in the country's most democratic medium.”

Richard Morris, Managing Director, Vizeum

“Vizeum is proud and excited to be part of this incredible idea. Transforming advertising spaces into art spaces is a wonderful concept and one we’re confident will put a smile on the face of the nation”

Mark Elwood, Creative Director, 101 Creative Agency

“The Art Fund were a founding client of 101, we’ve also had a deep involvement with TATE for many years, so you could say arts marketing is in our DNA. So when Richard Reed approached us to get involved it was an easy decision. We’re passionate about ideas so being able to contribute to the project and produce beautiful creative work has made being a part of *Art Everywhere* truly special. It’s a great celebration of British creativity and being able to respond to the public’s love of great British artists' work.”

Marc Lickfett, Managing Director, Easyart

“What *Art Everywhere* is doing on a massive scale is really an art lovers dream and we were immediately eager to take part in the project. Being the UK’s leading art printer and retailer we already work with most of the UK’s major museums and are perfectly set up to support *Art Everywhere*. Our staff loved the weeks they spent working on the project pro bono and building the *Art Everywhere* website. Donating our profit on sales of the *Art Everywhere* images from easyart.com to help make the exhibition happen was really a no brainer.”

Jess Butcher, Co-founder and CMO, Blippar

“Blippar is thrilled to be part of such an ambitious, exciting campaign to bring the best of British art to everyone in the UK. We are proud to have been invited to contribute our cutting-edge technology to the campaign - enabling each of the famous, iconic works of art to be instantaneously brought to digital life via mobile image-recognition/ augmented reality technology simply by 'looking at them' through a smart device. “

Art Everywhere

Fact Sheet

Artists, artworks and collections

There are 23 contemporary, 15 modern and 19 pre-20th century works in the final list.

21% of the artists are female - 12 in total.

The works in the final list come from 28 UK public collections.

Museums and galleries across the UK have been extremely generous in giving permission for works to be displayed – including the National Gallery, National Portrait Gallery, Whitworth Gallery, Manchester Galleries, National Gallery of Scotland and many more.

Full list:

Aberdeen Art Gallery
Arts Council Collection
Birmingham Museum & Art Gallery
Derby Museum and Art Gallery
Government Art Collection
Imperial War Museum
Kettle's Yard, University of Cambridge
Laing Art Gallery
Manchester Art Gallery
Manchester City Galleries
mima Middlesbrough Institute of Modern Art
National Galleries of Scotland
Professional Footballers' Association
Royal Albert Memorial Museum
Scottish National Gallery of Modern Art
Stanley Spencer Gallery
Tate
The National Gallery
The New Art Gallery Walsall
The Royal Agricultural University
The Royal Collection
UCL Art Museum
Victoria and Albert Museum
Walker Art Gallery
WAVE: Wolverhampton Art Gallery
Whitworth Art Gallery

Project reach

There are 22K sites in total, of which 18,000 are poster sites.

90% of the UK's adult population will have 15 opportunities each to see the artworks.

There are posters in every country in the United Kingdom: England, Scotland, Wales and Northern Ireland.

The ad space used for the project has an estimated value of over £3,000,000

Fundraising

The project has raised £131,343 and the British public donated the biggest share of £35,982 - 28% (figures true of 6th August).

There have been over 1000 individual donations to *Art Everywhere*.

The money raised through public donations following the launch of the project will go towards print production costs and back to the UK's museum and galleries via the Art Fund.

The public were invited to become a patron by donating as little as £3 to the project through the *Art Everywhere* website and by text donations

The different donation levels and their rewards through the crowd-funding scheme are:

- 3+ – downloadable PDF campaign poster
- £15+ - limited edition badges by artist Bob & Robert Smith
- £21+ - limited edition tote bag by artist Bob & Robert Smith
- £30+ - limited edition T-Shirt by artist Bob & Robert Smith
- £75+ - limited edition print by artist Bob & Robert Smith
- £60+ - a large 6-sheet poster
- £450+ - a billboard sized poster

All the project partners – Richard Reed, the Art Fund & Tate contributed £15 to the project

Selection of works:

There were 30,000 Facebook likes in total

The public was invited to choose their favourite artworks from a long list published on the *Art Everywhere* site by liking them via Facebook.

The long list was selected by a committee taking 50 works from each of the selected UK public collections and reducing them to a long list of just over 100.

The selectors contributed their proposals to the final long-list that was based on a selection criteria of British artists in public collections across the UK, seen as of quality and interest as a poster, representative of a range of approaches with genres spanning the period, from medieval to present day.

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