

The UK's only crowdfunding platform for the museum sector reaches £100,000 milestone and launches first London project

Art Happens, the UK's only crowdfunding platform for the museum sector, has raised over £100,000. To date, Art Happens has funded six successful projects including the Chapman Brothers' return to Hastings, the preservation of photographer Vanley Burke's flat and the conservation of a Flemish altarpiece. The first London project launched on Monday 2 March 2015: a Mark Fairington exhibition at the Horniman Museum and Gardens.

As museums face increasing funding cuts, the platform's success has highlighted the importance of creative, community fundraising solutions. Art Happens was launched to address the need for museums and galleries to be more digitally innovative, and to give museum projects a profile which may have been lost on other crowdfunding platforms.

Stephen Deuchar, director of the Art Fund, says, *"The launch of Art Happens heralded a new chapter for UK museums in terms of creative community fundraising, and we have been thrilled with the response. We are really grateful to the museums who have participated and the 1000 donors who have made so many projects to date so successful. We look forward to hosting the Horniman's imaginative campaign, as well as the next wave of projects in the year ahead."*

Unlike other commercial crowd-funding platforms, the Art Fund absorbs all associated costs for the museums taking part - empowering and enabling organisations to undertake a crowdfunding project with minimal risk to themselves. Through the Art Fund's communication channels, participating museums have access to the Art Fund's network of 117,000 members and even broader networks - forging dialogues with visitors and supporters, both pre-existing and new.

Successful Art Happens projects:

- A major exhibition of the Chapman Brothers at Jerwood Gallery, Hastings (£25,000, 166 donors)
- Moving the entire contents of photographer Vanley Burke's flat into the Ikon Gallery, Birmingham (£5,000, 122 donors)
- The transformation of the Museum of The Gorge in Shropshire, including a complete upgrade of the gallery and the creation of a dynamic space for museum and community events (£25,000, 145 donors).
- The redisplay and conservation of a 15th century Flemish altarpiece for the Bowes Museum

in County Durham (£21,000, 195 donors).

- A William Morris-inspired garden within a wild-flower meadow, created by landscape designer Dan Pearson for Compton Verney in Warwickshire (£25,000 175 donors).
- Manchester Revisited: a new commission by Emily Allchurch for Manchester Art Gallery (£6000, 70 donors).

On Monday 2 March 2015, Horniman Museum and Gardens launched their project on the site, the first London venue to take part. The Horniman want to raise £9,500 in 8 weeks to present artist Mark Fairnington's first museum show in 10 years - *Collected and Possessed* - an exhibition of paintings of unseen specimens and artefacts by the artist, shown alongside the Horniman's objects and creatures that inspired them.

Collected and Possessed will feature paintings of taxidermy specimens, skeletons and other objects from the Horniman's collection, as well as works showing items from the Natural History Museum and the Wellcome Collection. Each is depicted exactly as it is stored behind the scenes, and the Horniman will bring its specimens out of storage to be displayed alongside their 'portraits'.

Art Happens offers donors a range of rewards in return for their generous support of Mark Fairnington's *Collected and Possessed* exhibition:

- For a £25 donation, supporters receive a tote bag printed with the distinctive Tyger Tyger image
- In return for £60, donors will receive a pair of prints of Mark Fairnington's circular eye paintings - Tyger Tyger and Zebra
- A £100 donation will secure a beautiful silk scarf printed with the artist's Ms Butterfly image - an imagined plant species featuring striking pink flowers on a black background - as well as a pair of tickets to the exhibition Private View.

Other rewards on offer include personalised postcards, a limited-edition gilded artwork, and even a tour of the artist's studio.

Art fans can secure these rewards and support the exhibition at www.artfund.org/arthappens-horniman until 23 April 2015.

-Ends

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Art Happens is the UK's only crowdfunding platform for the museum sector, hosted by the Art Fund, the national fundraising charity for art.

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 we've given over £26m to help museums and

galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions, with 25% of grants going towards works by living artists. We also help 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 2014 tour of Jeremy Deller's English Magic, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app - the comprehensive guide to seeing art across the UK, promoting a network of nearly 700 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 2014 by Yorkshire Sculpture Park in Wakefield. We are independently funded, the majority of our income coming from over 117,000 members who, through the National Art Pass, enjoy free entry to over 230 museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.

Find out more about the Art Fund, Art Happens and the National Art Pass at www.artfund.org.