



THE
NATIONAL
GALLERY

THE NATIONAL GALLERY:
ART ON YOUR
DOORSTEP

SUMMER 2025 ONWARDS

THE OPPORTUNITY

The National Gallery is seeking not-for-profit organisations to partner with us to present highlights from our collection in unexpected outdoor locations, creating immediate access to the nation's shared masterpieces.

The National Gallery: Art on Your Doorstep offers the unique opportunity to host an outdoor exhibition of up to 30 life-size printed reproductions of National Gallery artworks across your area. A selection of highlights from our collection have been photographed and made available as digital files that can be printed and installed for the public to access for free. Anyone can come face to face with a life-size masterpiece on buildings, walls and landmarks in their village, town or city.

We are particularly interested in partnering with organisations who serve communities with limited access to cultural infrastructure and see this as an opportunity to weave creativity into people's daily lives, creating moments of joy in the everyday. Providing a free offer to people in their own village, town or city, removing barriers to accessing art by bringing life-size reproductions of the nation's paintings directly into the community.

The National Gallery will provide a financial contribution to each partner to support in the delivery of the exhibition and printing costs.



THE EXHIBITION

Eighty-five highlights from the National Gallery's collection have been carefully chosen for outdoor display including artworks by Monet, Van Gogh, Rembrandt, Vermeer, Picasso and Turner. Partners can curate their own exhibitions of up to 30 reproductions from this selection, or choose from one of five ready-made exhibition packages:

- National Gallery Highlights
- Family Favourites
- People and Portraits
- Special Places
- Joy in the Everyday

This exhibition offer has been created to ease installation and delivery for partner venues. Partners will be provided with a package of artwork files, text and additional content. A label will be provided for every artwork including information about the painting and a QR link to access additional online content. Partners are invited to adapt the labels to suit their own audiences, highlight community interests and add translations.

Partners will manage the printing and installation of the facsimiles. The National Gallery will supply the high-resolution images and text, and support with promotion of the exhibition. We hope that the facsimiles will provide a legacy for the partnership after the display ends with partners requested to consider future use of the facsimiles within their communities to create a lasting benefit of the exhibition partnership.

PRACTICALITIES

There is no administration fee for this exhibition. We simply ask that partners cover direct costs including printing, installation, promotion and other local costs.

The exhibition package includes:

- Project management support from a dedicated National Gallery Exhibitions Manager
- Partner meetings:
 - At the start of the project you will be invited to a kick-off meeting at the National Gallery in London, providing an opportunity to see the paintings in person and meet the team
 - Further meetings will take place at partner locations and online to share exhibition plans
 - Access to annual UK Partner Day
- High-resolution, printable digital files from a selection of 85 framed artworks to be reproduced as 1:1 facsimiles
- Introductory text for the exhibition, to be printed by the Partner
- Label text per artwork including NG branding, to be printed by the Partner. Each will contain information about the artwork (and full image credits) and a QR code linking to further online resources
- Communications support, including Press and social media
- National Gallery branding materials and guidelines
- Support for photography of the exhibition
- Evaluation materials (and support if required)
- National Gallery training, conferences and workshop opportunities
- Attendance by a member of the National Gallery's senior leadership team at the Opening/Celebratory Event

OPTIONAL CONTENT

- Access to *The Keeper of Paintings* and *the Mischievous Masterpieces* free mobile-based immersive adventure
- An online talk ahead of the exhibition to introduce the project to staff and volunteers
- Existing digital content (10-minute talks, videos, and technical information), where available
- Learning programme support
- Opportunity to purchase related merchandise from National Gallery Global

PARTNER RESPONSIBILITIES

- On-site local costs of staging the exhibition (e.g. preparation of the exhibition locations, producing and display of facsimiles and interpretation (text panels and artwork labels) and installation/deinstallation)
- A commitment to looking after the facsimiles when practicable, including cleaning them and removing if defaced
- Communication Activities and use of National Gallery branding materials
- Opening event or moment of celebration for the display
- Arrange for the continued use of the facsimiles after the end of the exhibition for non-commercial educational purposes (for example gifting of the facsimiles to non-profit organisations such as schools or care homes); or the safe recycling and/or destruction of the facsimiles



FUNDING

The National Gallery will additionally provide a £5,000 contribution for each partner to support the printing of the facsimiles and any other associated costs relating to the production of the exhibition. This could include, but is not limited to printing, installation, preparation of the locations, maintenance and promotion.

EXPRESSION OF INTEREST

If you require more information about this partnership opportunity, please contact us at national.touring@nationalgallery.org.uk. We look forward to hearing from you.

For us to consider an application, please provide the following information:

- A summary as to why your organisation would like to partner with the National Gallery for this exhibition
- Proposed exhibition locations
- An indication of preferred display dates – please note display periods should be between three – six months in duration from Summer 2025 onwards

