

art happens

artfund.org/arthappens

ArtFund♥

ONE OF THE WORKS OF ART
SAVED FOR THE NATION
WITH THE AID OF
THE NATIONAL ART-COLLECTIONS FUND

HERTFORD HOUSE, MANCHESTER SQUARE, W.1



TITIAN

ALL ART LOVERS SHOULD JOIN

THIS SOCIETY SECURES WORKS
OF ART OF ALL TIMES FOR
THE NATIONAL COLLECTIONS

MINIMUM SUBSCRIPTION . . . ONE GUINEA
WITH MANY PRIVILEGES

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ArtFund



SAVE THE WEDGWOOD COLLECTION

250 YEARS OF HISTORY • 80,000 OBJECTS • 1 CHANCE TO KEEP IT TOGETHER

Home The Collection Under threat News



The Wedgwood Collection – one of the most important industrial archives in the world and a unique record of 250 years of British art – has been saved for future generations. The Art Fund raised £15.75m in total, including £2.74m through a public appeal that reached its target within a month of launching. Donations were matched pound-for-pound by a private charitable trust.

Thank you to everyone who donated to and supported the appeal!



Saved

Latest News



Competition: Win a Wedgwood tea-set
7 October 2014
To celebrate our successful appeal to save the Wedgwood Collection, we're giving away two beautiful tea-sets.



Wedgwood Collection saved
3 October 2014
We're thrilled to announce that our appeal has been a great success – two months ahead of our 30 November target.



Save the Wedgwood Collection: Emma Bridgewater competition
25 September 2014
To celebrate our appeal, we're giving away four mugs and a teapot from Emma Bridgewater's Blue Hen and Border collection.

#savedwedgwood

History West Midlands @HistoryWM 13 Sep
Save the #Wedgwood Collection. 250 yrs of history. 1 chance to keep it together. #savedwedgwood
historywm.com/newsletters/42...
pic.twitter.com/A9RyfkChN5
Retweeted by Wendy K. Perriman
Show Photo

History West Midlands @HistoryWM 13 Sep
Save the #Wedgwood Collection. 250 yrs of history. 1 chance to keep it together. #savedwedgwood
historywm.com/newsletters/42...
pic.twitter.com/A9RyfkChN5
Retweeted by Deena Dosh
Show Photo

Thank you for helping to save the Wedgwood Collection.

Mr P Shillito, Oxford
Mrs S Kay, Bridgnorth
Mrs K Hopcroft, Stafford

Mr C Cooper, Irving
Mr D Pidgeon, Haywards Heath
Dr A Hutton, Cambridge

Mr R Izod, Altrincham
Ms B Flavell, Nuneaton
Mr P Bond, Canach

Mr A Puffett, Torquay
Mr R Collins, London
Mrs A Mills, Wolverhampton

Do something good, get something great

art happens

Thanks for your interest in Art Happens. At the moment all of our projects are fully funded, but we will soon be launching several exciting new projects. Be the first to know: follow us on [Twitter](#) and sign up to our [e-newsletter](#).

1 Find an interesting project

2 Help make it happen

3 Get fantastic rewards

Any questions? >

Search projects

- Search by - Order by Keyword

Projects

[View all projects](#)



Charleston: The world's only complete Bloomsbury interior
£25,000 needed

by Charleston, East Sussex

We passed our £25,000 target to restore Vanessa Bell and Duncan Grant's iconic painted surfaces, and raised extra funds in order to implement environmental controls to protect them for future generations.

Conservation

130% FUNDED

336 FUNDERS

HAPPENING 20 MAR 2016



The Arts Catalyst Centre for Art, Science and Technology
£15,000 needed

by The Arts Catalyst

Help us to launch a new public space in King's Cross to develop and show innovative projects that explore the intersections between art, science and technology.

Contemporary art

108% FUNDED

262 FUNDERS

HAPPENING 05 JAN 2016



The Fallen Woman
£23,000 needed

by The Foundling Museum, London

Help us to reveal for the first time the fascinating stories of the Victorian women who gave up their babies to the Foundling Hospital in our forthcoming exhibition.

Exhibition

110% FUNDED

198 FUNDERS

HAPPENING 25 SEP 2015

Featured rewards

[Buy an Art Happens gift certificate](#)

Updates and online mention

A major exhibition of the Chapman brothers

£5



Enjoy regular project updates and a citation on the Art Happens website.

Donate

Personalised postcards

A major exhibition of the Chapman brothers

£15



Eight project-related postcards printed with your name. Plus, enjoy project updates and a citation on the Art Happens website.

Donate

Jake and Dinos tattoos

A major exhibition of the Chapman brothers

£25



Cover yourself in transfer tattoos designed by the brothers! Plus, enjoy project updates and a citation on the Art Happens website.

Donate

Art Happens infrastructure has been generously supported by contributions from individuals, charitable trusts and Arts Council England



Supported using public funding by
ARTS COUNCIL ENGLAND

artfund.org/arthappens

ArtFund

Art Happens launch video



Get involved

Help us to support UK museums and galleries! There are so many ways to get involved - from baking Edible Masterpieces to donating to an Art Happens crowdfunding campaign.

Fund great art, get great rewards



A major exhibition of the Chapman Brothers

£25,000 needed

by Jerwood Gallery, East Sussex

53% FUNDED

86 FUNDERS

37 DAYS TO MAKE IT HAPPEN

[View all Art Happens projects](#)

The Dan Pearson and William Morris Meadow

£15,000 needed

by Compton Verney, Warwickshire

Revealing hidden 15th-century Renaissance art

£21,000 needed

by The Bowes Museum, County Durham

The Museum of The Gorge: Warehouse of the World

£26,000 needed

by Museum of The Gorge, Shropshire

art happens



Send us your proceeds



Edible Masterpieces

Buy a National Art Pass

A must-have for all art lovers: save money on exhibition tickets across the UK

Join the Patrons Circle

Art Fund Patrons Circle members give vital support to our work, helping museums and galleries across the UK

Compton Verney

Warwickshire | 01926 645500 | www.comptonverney.org.uk

♥ 50% off entry with National Art Pass. [View venue & entry details](#)

This award-winning art gallery is located in a Grade 1 listed Robert Adam mansion set in 120 acres landscaped by Capability Brown.

The impressive permanent collections include 16th-century German painting, 17th-century Neapolitan art and British portraiture, featuring work by Sir Joshua Reynolds. There is also one of the most important collections of Chinese bronzes in Europe and the largest collection of British folk art in the UK, as well as examples of work by 20th-century textile designer Enid Marx.



View of Compton Verney

Venue details



Compton Verney
Compton Verney, Warwickshire, CV35 9HZ
01926 645500
www.comptonverney.org.uk

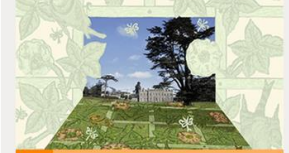
Entry details

£3.63 with [National Art Pass](#) (standard entry £7.25)

15 Feb – 14 Dec

Tue – Sun, Bank Holiday Mon, 11am – 5pm

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The Dan Pearson and William Morris Meadow

£15,000 needed

by Compton Verney

A William Morris-inspired garden within a wildflower meadow, created by landscape designer Dan Pearson. Help us to make it happen!

14% FUNDED

59 FUNDERS

70 DAYS TO MAKE IT HAPPEN

Exhibitions at this venue

[Art from Ammunition:](#)

How does it work?

Key ingredients

1. Your Project
2. Pitch video
3. Rewards
4. Marketing and communications plan
5. Post campaign: fulfilment and further donor cultivation

Pitch video

Big Steam Print

By Ditchling Museum of Art + Craft, East Sussex



Lucy Jenner
Learning and outreach manager

Updates **13** | Comments **0** | Education

102%
FUNDED

Help us take a 12.5-tonne vintage steamroller on a printing tour, creating massive works of art with artists, students and young people.



Share this video [f](#) 95 [t](#) 0

Rewards

[View all rewards](#)

Updates +
online mention

£5

Personalised
postcards

£15

Big Steam Print
tote bag

£25

Rewards: products vs experiences

Chapman brothers loo-roll

22 Funders

£60



A must for any bathroom – loo-roll designed by Jake & Dinos! Plus, enjoy project updates and a citation on the Art Happens website.

Photo book

23 Funders

£45



A full-colour 31-page casebound book containing beautiful photos of the restored altarpiece and a personalised bookplate. Plus 12 months unlimited free admission (one ticket), project updates and an online citation.

Go behind the scenes

3 Funders

£450



★ Limited edition only 5 left

A full day at The Bowes (with +1), including lunch with the director, Adrian Jenkins, and a special tour of the collection; go behind the scenes at in the picture store and archive. Plus, project updates and a citation on the Art Happens site.

Limited-edition artwork

50 Funders

£450



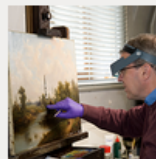
SOLD OUT

Your very own masterpiece by Jake and Dinos Chapman, a print titled To Live and Think Like Pigs. Plus, enjoy project updates and a citation on the Art Happens website.

Conservation afternoon

15 Funders

£60



★ Limited edition only 9 left

Go behind the scenes at the Conservation Studio, including a tour, tea and cake! (Nov 2014, Jan, Feb, Mar 2015.) Plus, updates and an online citation.

An evening with Vanley

4 Funders

£60



★ Limited edition 22 left

Two tickets to a fascinating show-and-tell evening at the Ikon Gallery with Vanley Burke, including a tour and drinks! Plus, enjoy project updates and an online citation.

Select

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IKON 50

Ikon Gallery
1 Osborn Square, Brindleyplace, Birmingham B3 3DS
021 248 0708 / www.ikon-gallery.org
Ikon Gallery Limited trading as Ikon, registered charity no. 531849

Ikon aim to raise £17,000 for Vanley Burke exhibition through Art Fund's crowd funding initiative

22 July – 27 September

Ikon, the internationally renowned Birmingham, UK, is the lead crowd-funding project for £17,000 in order to stage photographer and architect Vanley Burke's main exhibition into Ikon's main exhibition space.

Known as the "Grandfather of Birmingham" in 1965 after the black community often negative or stereotypical recording life through culture, printed materials, ornaments and other things, and Caribbean community revealing a vital archive and Caribbean narrative.

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Ironbridge
BIRTHPLACE OF INDUSTRY

Fund a great museum, get great rewards!



We've teamed up with the Art Fund to launch Art Happens, a brand-new crowdfunding platform that allows museum and art lovers to become philanthropists and receive brilliant rewards in return.

We're one of 5 hand-picked projects that are kicking things off with a total redesign of the Museum of The Gorge. The gallery and auditorium in the gothic 1832 building that houses the museum will be completely transformed. We want to create a dynamic space for museum and community events at the heart of the World Heritage Site.

The newly refurbished museum will narrate the story of how the river, roads, railways and canals came together to make the Gorge a vibrant hub of industry from the 1600s right up to the 1950s.

ArtFund
The national fundraising charity for art

Home What to see What we do Get involved News Shop Buy a National Art Pass

Spring fashion shows
Calling all style mavens! Three rounded up the all-England's best fashion exhibitions. Whether you love Jean Paul Gaultier's fresh and youthful (Barbican), avant garde wedding dresses (V&A) or Oscar de la Renta (Royal Opera House). This time there's something for all tastes.

For a taste of the Design Museum's fantastic exhibition, visit the home of Paul Smith, watch our video, which features a cameo from the man himself.

Plus, get reduced priced entry to all of our spring fashion shows with your National Art Pass.

London Original Print Fair
Win tickets and an artist-led tour
The London Original Print Fair will welcome 10 international exhibitors to the Royal Academy of Arts between 24 and 27 April – an excellent opportunity to buy prints by modern and old masters. For the chance to win tickets, place a place on artist Anne Deacon's tour, enter our competition!

If you don't win, you can still get 50% off entry with the National Art Pass.

50% off with your National Art Pass

Richard Deacon
Tate Modern, London
Until 27 April

Cézanne and the Modern
National Museum, Copenhagen
Until 22 June

Save Van Dyck
Appeal receives major boost
Van Dyck's Self-portrait has been offered to the National Portrait Gallery for £100k – £2.5m less than the agreed purchase price.

Win a luxury trip to Antwerp
To enter, text VAN DYCK to 70000 and give £5 to the appeal. Price courtesy of Mastercard Travel and KLM holidays.

More from us

Museum later: April
Spring is here and the days are getting longer – time for a late-night museum visit! Here are our favourites.

London architecture
Our pick of weekend events in the capital, from Georgian design to Serpentine pavilion.

Art tours and cultural breaks

Gothic Castles to French Impressionism
A chance to explore Cardiff's spectacular Castle Cosh.

Eccentric Vienna
This visit, immerse your senses in the historic sights of imperial Vienna.

Mobile app Google+ Facebook

Deutsche Börse Photography Prize 2014
The Photographers' Gallery
Works by the four artists shortlisted for the prize: Alberto Garcia-Alix, Jochen Lempert, Richard Mosse and Lorna Simpson
11 April – 22 June 2014
Free to all

World of Jean
ART QUARTERLY
SUMMER 2013
JANIS CAVALIERE: CREATING A CULTURE
JANIS CAVALIERE: CHOICES AND CHANCES
CAPITAL BEGGARS: THE NEW YORK CITY
HEADLINE

National Art Pass
The best of the blockbusters

Save Van Dyck
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Eccentric Vienna
This visit, immerse your senses in the historic sights of imperial Vienna.

WHITE CUBE



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Help reveal the hidden world of the Horniman through a new exhibition by artist Mark Fairnington



Mark Fairnington, The Boat, 2011. © Mark Fairnington

To find out more text
Horniman to 78866* or see
artfund.org/arthappens-horniman

*Text messages are charged at your standard network rate.

HORNIMAN
MUSEUM
& GARDENS } { ArtFund

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Help Towner to
commission a unique
portrait of Eastbourne



Hans Schabus, Mare Adriatico, Venezia, 13 May 1920. © Hans Schabus

Do something good,
get something great

towner ArtFund

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What we have learned so far...

Projects

[View all projects](#)



Manchester Revisited: A new commission by Emily Allchurch

£6,000 needed

by Manchester Art Gallery, Greater Manchester

Help us commission a new contemporary work for Manchester Art Gallery that resonates with the city's unique artistic past.

📍 Exhibition

118%
FUNDED

71
FUNDERS

HAPPENING
10 APR 2015



Revealing hidden 15th-century Renaissance art

£21,000 needed

by The Bowes Museum, County Durham

We would love to redisplay and conserve our 15th-century Flemish altarpiece, revealing hidden paintings and reuniting them with carvings in a magnificent piece of Renaissance art.

📍 Conservation

101%
FUNDED

196
FUNDERS

HAPPENING
05 APR 2015



A major exhibition of the Chapman Brothers

£25,000 needed

by Jerwood Gallery, East Sussex

Help us to bring Jake and Dinos Chapman back to their hometown, Hastings, for their biggest, baddest show yet.

📍 Exhibition

118%
FUNDED

166
FUNDERS

HAPPENING
25 OCT 2014

How to run a successful crowdfunding campaign

1. Find an exciting project that captures the public's imagination – put yourself in their shoes!
2. Go for realistic, achievable amounts.
3. Passion and support from whole museum team.
4. Engage your stakeholders, partners and other influencers even before campaign launch – spread the word and reach out to new audiences through them.
5. Engage your audiences online and offline.
6. Be clear about your communications plan before the campaign launches.
7. Resources and perfect timing.
8. Particular focus on first three days and last week; in between, keep momentum going.
9. Stay in touch with existing and potential donors through campaign and until project is finished.
10. Have fun and embrace the audience development potential!

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Merrin Kalinowski
mkalinowski@artfund.org

artfund.org/arthappens-resources

Thank you!

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