



ART UK

Become a
partner in Art UK

Welcome to the nation's art

Art UK is the digital platform for the nation's art. Art UK enables UK collections to collaborate effectively as a group by showcasing art in the UK to audiences around the world. We invite your collection to take a stake in this national initiative by becoming an Art UK Partner. Over 300 collections have already joined.

Five reasons to be a Partner

- Generate commercial income for your collection from the Art UK Shop
- Add prints, drawings and watercolours to Art UK alongside your oil collection
- Promote your events and exhibitions
- Connect with other UK art collections
- Help make Art UK sustainable

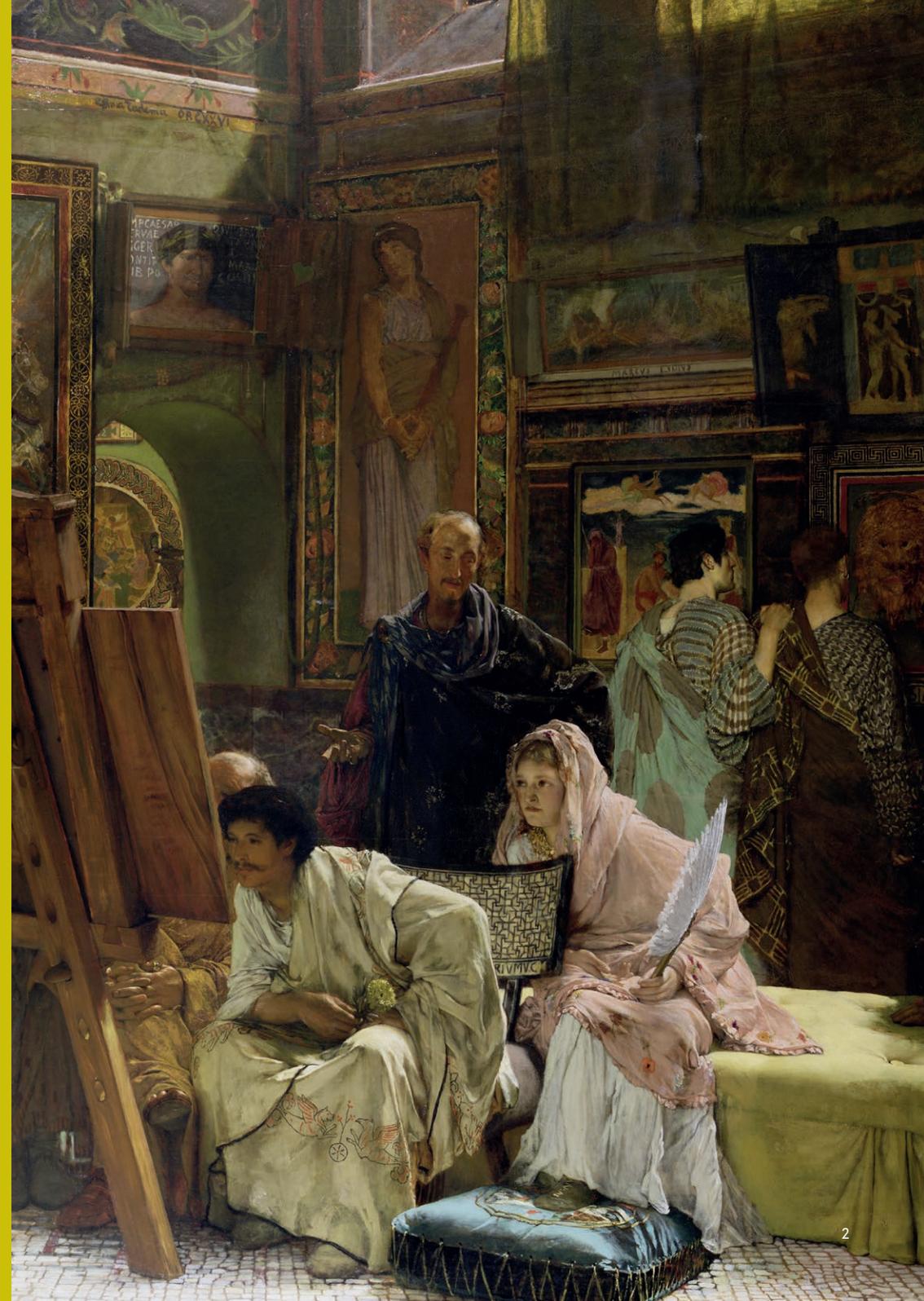
Lawrence Alma-Tadema (1836-1912)
The Picture Gallery (detail), 1874
Oil on canvas, 218 x 166 cm
Towneley Hall Art Gallery & Museum

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Front cover

Joseph Edward Southall (1861-1944)
Up from the Sea (detail), 1920
Tempera on fabric, 31 x 41 cm
Nottingham City Museums
and Galleries



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Become a Partner in Art UK

Art UK brings shared economic benefits to UK collections. In partnership with over 3,200 participating venues, Art UK has created unique access to the entire collection of the UK's publicly owned oil paintings. Now, as Art UK grows, partner collections are starting to add prints, drawings and watercolours, making the platform an even more comprehensive showcase of the nation's art.

Art UK was launched in 2016, replacing Your Paintings, which we ran in partnership with the BBC between 2012 and 2016. The BBC remain the lead partner in Art UK, and drive traffic to the site by curating content and putting in place links across bbc.co.uk.

Art UK was built with the assistance of Arts Council England and with some support from the Scottish Government. To continue to run Art UK, we rely on the support of ACE and private charitable foundations and philanthropists, but raising revenue to cover the costs of the project is continually challenging.

As a result, Art UK is now asking collections that benefit from the platform to help us develop a strong, sustainable, shared digital showcase of UK public art. We are asking collections to become Partners in Art UK by paying a small annual membership fee.

Art UK Partners will receive specific benefits in return for their institutional support, including participation in the Art UK Shop. A full list of benefits is provided on pages 9-10.

Richard James Wyatt (1795–1850)
*Nymph Removing a Thorn from a
Greyhound's Foot*, 1848

Marble

Leeds Museums and Galleries

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About Art UK

Art UK is an award-winning dynamic online platform, responding to emerging digital trends, user needs and behaviours. It is bringing substantial benefits to both collections and audiences. It is free to access and non-profit making.

New features for collections

Collections are now able to access Art UK through their own interface – the Collections Portal – giving them more control over their online content. The website actively encourages users to make visits to collections by allowing browsers to search by postcode for collections, and including an events and exhibitions feed provided by Culture24.

Content

The UK's collection of publicly owned oil paintings is the core content on Art UK, but partner collections have now started to add existing digitised artworks in other mediums, for example watercolours and drawings. As Art UK digitises other public art through funded programmes, collections will benefit from free digitisation and these objects will join the site.

In 2017, Art UK received HLF funding to digitise the nation's sculpture collection of the last thousand years. This is a three year programme to catalogue and photograph both public sculptures and sculptures in UK art collections. These records are now being added to Art UK. Collections receive a copy of the high resolution photographs free of charge. We estimate there are around 80,000 sculpture in the UK. A high profile learning and engagement project is being delivered alongside the cataloguing project.

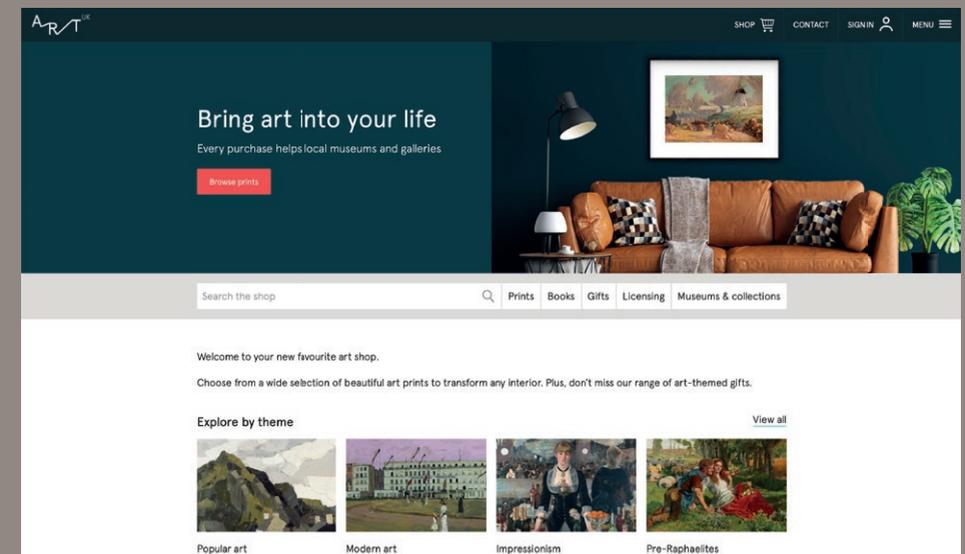
Art UK Shop

Art UK Partners are able to participate in the Art UK Shop. Launched in November 2016, the shop offers print on demand and licensing. The shop also offers participating collections an opportunity to sell their own merchandise through the shop.

The shop is designed as a marketplace to be shared by any partner collection wishing to participate. Customers may order a print from Manchester Art Gallery, a scarf from Pallant House and a book from Aberdeen Art Gallery and pay for these in one transaction through a single shopping basket. As more collections join the shop and revenue grows month on month, the shop is fast becoming a destination ecommerce site for shoppers wishing to purchase a unique gift from the UK's cultural sector.

Print on demand is fulfilled by the supplier; licences are granted by Art UK (if collections have given the relevant permissions). Art UK does not take a share of the revenue from the shop – this is split between the collection and the supplier.

www.artuk.org





Promotion

The BBC, working in partnership with Art UK, will focus on telling the stories behind the art through curated online content and related broadcasts such as the recent BBC Four series with Bendor Grovesnor and Jacky Klein: *Britain's Lost Masterpieces*. This will bring Art UK to the attention of BBC's global audiences.

Art UK offers a powerful elastic search facility, and is rich in both links back to collections and links onwards to audio, video and Oxford University Press resources.

Audience participation

There is an emphasis on encouraging audiences to participate in rewarding digital activities. Art Detective enables the general public and art historical specialists to contribute knowledge about the national collection. There are over 10,000 subscribers to our weekly newsletter where we share stories, arts news and information about artists and collections that participate in Art UK. We also actively engage with our audience and work on behalf of collections to drive traffic to their own social media channels.

Connecting collections

Importantly, this partnership between UK art collections is allowing them to collaborate effectively as a group in growing their digital audiences. The initiative is creating a shared national resource for all public art collections to use, with a strong public face.

Joan Gillchrest (1918–2008)
The Newlyn Exhibition (detail), 1979
Oil on board, 70 x 57 cm
Newlyn Art Gallery

ART UK

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Join Art UK to access the following benefits

- Generate commercial revenue through the Art UK Shop
- Link back to your collection's e-commerce opportunities
- Show your prints, drawings, oil, acrylic, tempera, watercolours and sculpture on Art UK
- Exhibitions and events highlighted on Art UK
- Submit features for Art UK
- Discount on PCF Commercial Digitisation Services
- Rights clearance requests forwarded
- 50% discount on PCF books (+p&p)
- Submit news or stories for Art UK newsletter
- Access research commissioned by Art UK about digital technology and audience behaviour
- Include your collection's tweets on Art UK
- Use of the Art UK Partners branding
- Opportunity to participate in PCF outreach initiatives including Masterpieces in Schools and Sculpture in Schools
- Art UK traffic analytics for your collection and across the UK
- Use of Art UK contact list of public subscribers*.



Welcome to the nation's art

Mark Gertler (1891–1939)
Still Life with Self Portrait, 1918
Oil on canvas, 50.8 x 40.6 cm
Leeds Art Gallery,
Leeds Museums and Galleries



Fees

Annual subscription:

Green £50; Yellow £100; Red £250; Blue £500; Gold £1,000;
Gold Plus £1,500; Platinum £2,500; Diamond £5,000

Partnership fees are based on the number of artworks you show on Art UK and the revenue you generate through the Art UK Shop. Your fees helps us to sustain and grow Art UK for the benefit of all participating collections.

ANNUAL NET COLLECTION REVENUE	NUMBER OF ARTWORKS							
	<25	26-100	101-500	501-1,000	1,001-2,500	2,501-5,000	5,001-15,000	>15,000
<£500	Green	Yellow	Red	Blue	Gold	Gold Plus	Platinum	Diamond
£501 to £1,000	Yellow	Yellow	Red	Blue	Gold	Gold Plus	Platinum	Diamond
£1,001 to £1,500	Yellow	Red	Red	Blue	Gold	Gold Plus	Platinum	Diamond
£1,501 to £2,500	Red	Red	Blue	Blue	Gold	Gold Plus	Platinum	Diamond
£2,500 to £5,000	Blue	Blue	Blue	Gold	Gold	Gold Plus	Platinum	Diamond
£5,001 to £10,000	Gold	Gold	Gold	Gold	Gold Plus	Gold Plus	Platinum	Diamond
£10,001 to £15,000	Gold Plus	Gold Plus	Gold Plus	Gold Plus	Gold Plus	Platinum	Platinum	Diamond
£15,001 to £25,000	Platinum	Platinum	Platinum	Platinum	Platinum	Platinum	Diamond	Diamond
>£25,000	Diamond	Diamond	Diamond	Diamond	Diamond	Diamond	Diamond	Diamond

Current Partners

Over 300 collections have already joined Art UK as Partners. These include almost all the nationals, large regionals and many smaller collections from across the UK. To see who has already joined in your area, please go to www.artuk.org. For more information about partnerships, please contact Camilla Stewart (camilla.stewart@artuk.org).



PCF photography in the canteen
at UWIC Cardiff © Dan Brown

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Back cover

Masterpieces in Schools: primary
school children in Stretford
looking at L. S. Lowry's *Market
Scene, Northern Town*. © BBC



Welcome to the nation's art

Explore and discover

ART UK

the nation's art

www.artuk.org
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