



# ART UK

Collection  
Partnerships  
and Commercial  
Digitisation



# Welcome to the nation's art

Art UK is the new 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 600 collections have already joined.

## Five reasons to be a Partner

- Generate commercial income for your collection from the Art UK Shop
- Add other digitised artworks to Art UK from your collection
- Promote your events and exhibitions
- Connect with other UK art collections
- Help make Art UK sustainable.

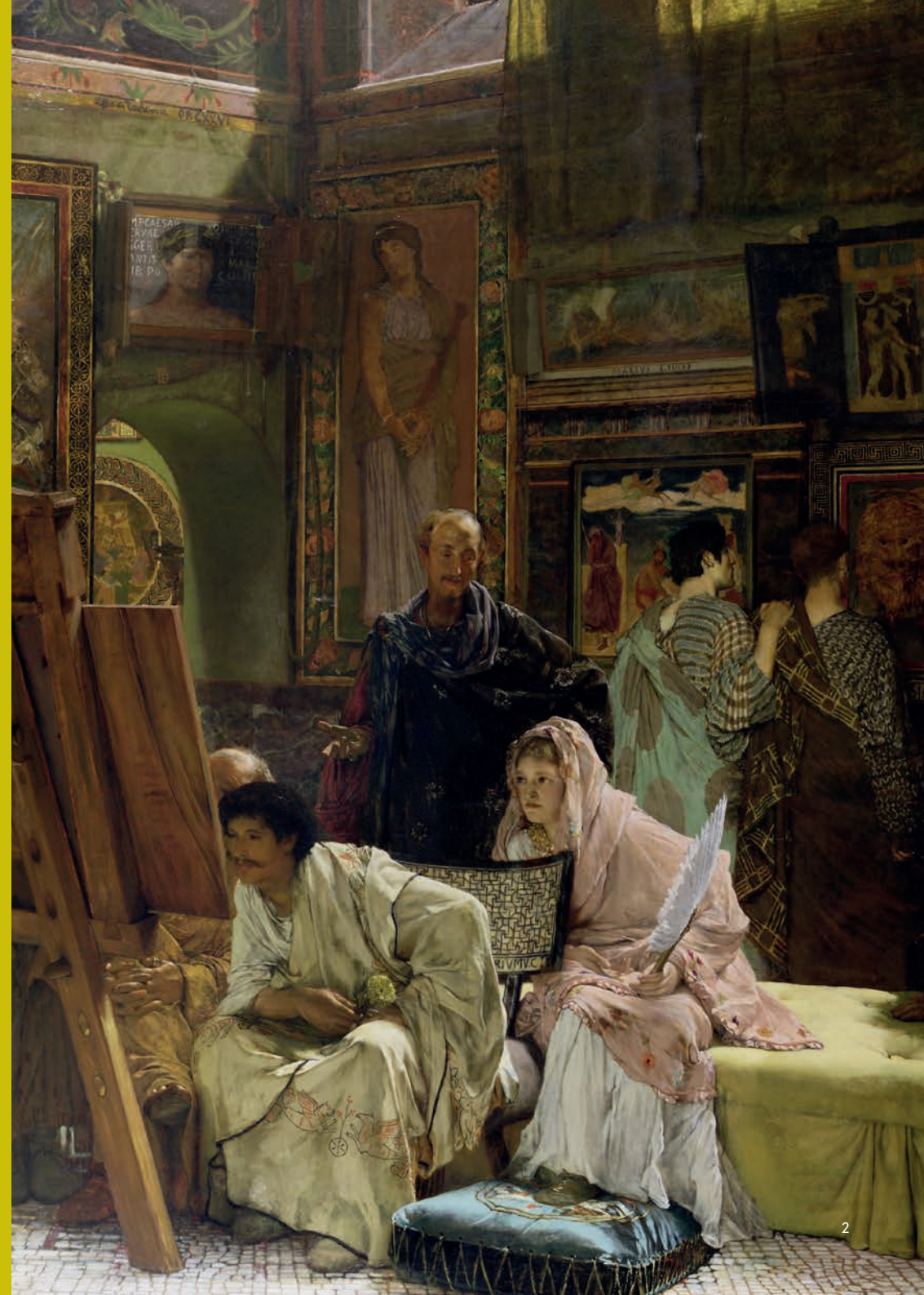
Lawrence Alma-Tadema (1836-1912)  
*The Picture Gallery (detail)*, 1874  
Oil on canvas, 218 x 166 cm  
Towneley Hall Art Gallery & Museum

–  
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



Welcome to the nation's art







## Become a Partner in Art UK

Art UK brings shared economic benefits to UK collections. In partnership with 3,000 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](http://bbc.co.uk).

Art UK has been built with the assistance of Arts Council England, with some support from the Scottish Government, but we receive no regular UK government funding, no public sector support and no BBC funding. We rely on the support of private charitable foundations and philanthropists for our core funding, but this is becoming more difficult to sustain.

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

ART UK

Welcome to the nation's art

# 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 and photographs will be added to Art UK, and a copy of the high resolution photographs will be given to collections free of charge. We estimate there are around 100,000 sculptures in the UK. A high profile learning and engagement programme will be delivered alongside the cataloguing project.

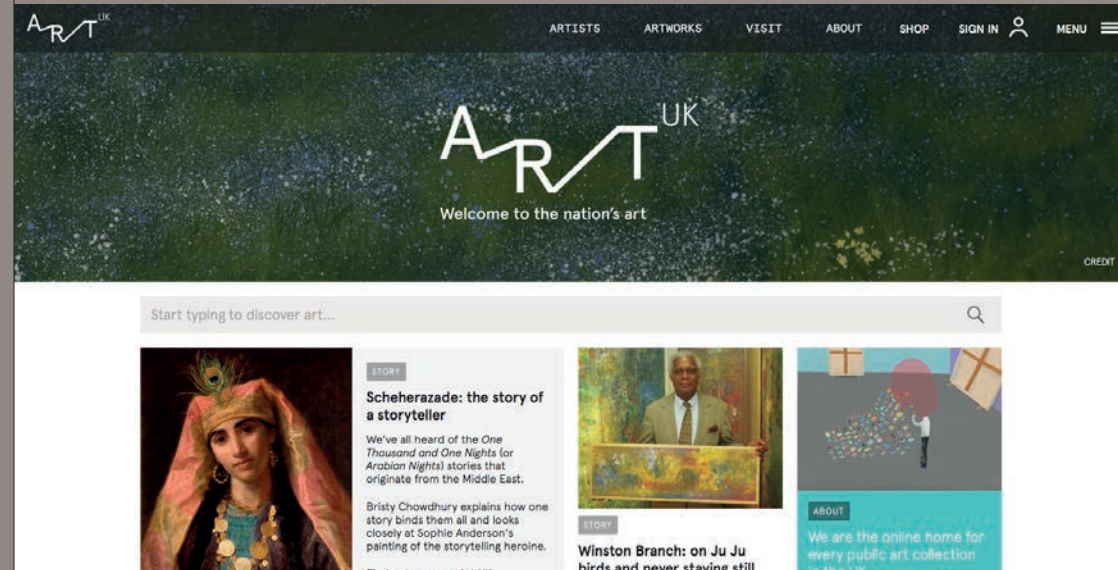
# Art UK Shop

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.

Collections are able to list merchandise for sale, and apply the relevant commercial licences to their artworks, directly through the Art UK Collections Portal. 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. Our vision is that the Shop will, in time, become a single port of call 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](http://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. The Art UK newsletter is emailed every two weeks to around 15,000 subscribers. It regularly features competitions that generate high entry levels. Art UK actively engages with our audience through social media and works on behalf of collections to drive traffic to their own social medial 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  
Welcome to the nation's art

PARTNERSHIP LEVEL	GREEN	YELLOW	RED	BLUE	GOLD
Annual fee (ex. VAT)	£50	£100	£250	£500	£1,000
Total number of artworks on Art UK	1-24	25-99	100-499	500-999	1,000+
BENEFITS					
Generate commercial revenue through the Art UK Shop	✓	✓	✓	✓	✓
Link back to your collection's e-commerce opportunities	✓	✓	✓	✓	✓
Add other digitised artworks from your collection to 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	✓	✓	✓	✓	✓
Priority photography of your sculpture collection in your region		✓	✓	✓	✓
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*					✓

VAT will be charged on top of the above prices.

\*Subject to subscribers allowing their contact details to be shared.



# Art UK Commercial Digitisation

If you are interested in digitising more artworks in your collection, Art UK Partners can benefit from a discount on Art UK commercial digitisation services.

Art UK has been a pioneering name in fine art digitisation for fifteen years. Our expertise lies in the photography of paintings, sculpture and other museum objects. We can work with both 2D and 3D media from a piece of jewellery to large furniture. We are able to photograph paintings and sculptures in situ, or in the studio, as required. We also digitise items that are fixed such as murals and mosaics, and document architectural features.

Our network of thirty fine-art photographers are located across the UK and also undertake fine-art digitisation overseas. Previous clients include the Royal Horticultural Society, Bristol Museums, Manx National Heritage and St Paul's Cathedral. Art UK also has an experienced team of cataloguers, who can work on recording projects independent of digitisation if so required.



Welcome to the nation's art

Art UK digitisation in progress

© Andy Johnson/Art UK



# Benefits of digitising your collection

## Improving your records

Digitising your collection gives you high quality records that you can use for insurance, conservation or personal purposes.

## Art UK Shop

If you have high resolution digital photographs of your artworks, you will be able to include them in the Art UK Shop. The Art UK Shop offers collections an opportunity to generate revenue from their collection through image licensing and print on demand.

## Controlling permissions and copyright

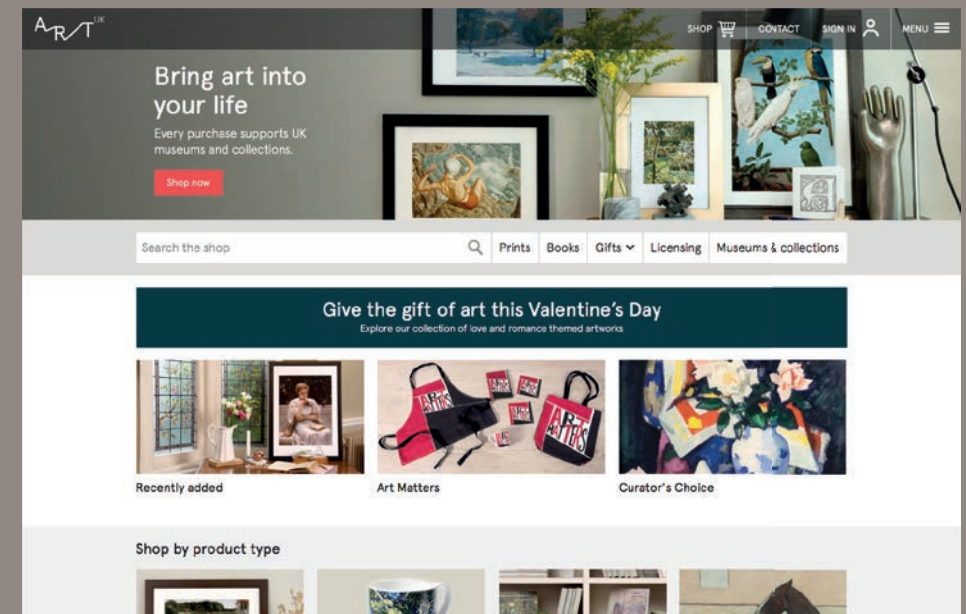
Art UK has a full-time in-house copyright team that manage permissions around artworks for UK collections. We undertake the research that enables you to show your collection on Art UK, and can forward on your own copyright requests to our contacts.

Collections are able to directly access the Art UK site through the Permissions Portal and the Collections Portal, allowing them live control over the permissions they apply to their artworks, and over the information we show about their collections.

## Promotion

By digitising your collection, you will have high quality images for any promotional usage. You can also promote your collection by including it on Art UK.

By using Art UK to digitise your collection you are supporting our mission to open up public collections for enjoyment, learning and research. Art UK is a registered charity and the revenue from our commercial services is reinvested into Art UK to expand and improve this national resource.



[www.artuk.org/shop](http://www.artuk.org/shop)



# Current Partners

Over 600 collections have already joined Art UK as Partners, and many have made use of our commercial digitisation services.

To discuss how Art UK can help you provide greater digital access to your collection, please contact Camilla Stewart, Head of Commercial Programmes and Collection Partnerships – [camilla.stewart@artuk.org](mailto:camilla.stewart@artuk.org).



PCF photography in the canteen  
at UWIC Cardiff © Dan Brown

–  
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](http://www.artuk.org)  
[info@artuk.org](mailto:info@artuk.org)  
020 7927 6250