

Plan D1 - Project description

The Grand Tour

Giving The National Gallery's collection back to the public

The big idea

We are creating a series of art tours for the public around central London using replica paintings from The National Gallery's permanent collection (see Plan C - Project Visual). Using cutting edge print techniques provided by our technology partner HewlettPackard, we will make sure that the paintings are as indistinguishable from the real thing as possible. The tours will be backed up by a press launch, downloads, and further information on a custom built website.

The locations of the paintings will be around central London in three 'hotspots' - Soho, Chinatown and Covent Garden. This will help us attract both tourists and Londoners. The paintings will create points of interest in the locations they appear, and drive people around the three areas.

The event is going to take place from June 8th 2007, and will last for 12 weeks.

Plan D2 - Project description cont.

THE GRAND TOUR

The National Gallery Grand Tour will be declared open this summer, where we'll be expecting to see masterpieces from Caravaggio to Constable vying for position amongst the bustling streets of central London, with a series of events celebrating the richness and diversity of The National Gallery's permanent collection.

The origins of the Grand Tour date back to the 17th Century, when the wealthy upper classes undertook a journey of cultural enlightenment across Europe, in a life changing trip that could last for weeks or even several months.

Cultural exposure is not so hard to experience in the 21st Century, of course, where galleries are only a train ride, bus trip or short walk away. For the first time, however, we've seen the idea of the Grand Tour turned on its head. Rather than the public seeking out its art, art is seeking out its public. Keep your eyes peeled this summer.