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.

THE GRAND TOUR - BY THE NATIONAL GALLERY

APPLICATION REF: 2007/1953/INVALID ASSOCIATED REF: 2007/1954/INVALID

PLANNING OFFICER: ELAINE QUIGLEY 020 7974 2453

SITE NUMBER ADDRESS

(POSITION ON BUILDING) - LISTED STATUS

SITE 47

ORIGINS, 40 NEAL STREET, LONDON, WC2H 9PS

(ON THE FRONT EXTERNAL WALL, ON NEAL STREET) - NOT LISTED

THE APPLICATION IS FOR A PERIOD OF 12 WEEKS, STARTING FROM 8/6/07 WITH A REMOVAL DATE OF 31/8/07.

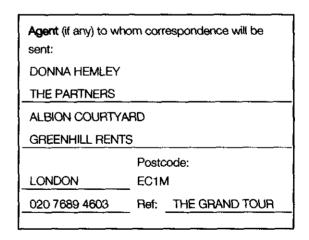
PLEASE FIND ATTACHED:

- PLAN A: PHOTOGRAPH OF THE EXACT LOCATION SHOWING THE DIMENSIONS FROM THE ORIGINS SHOP WINDOW, AND FROM THE CORNER OF NEAL STREET AND SHORTS GARDEN, TO BOTH THE PLAQUE AND THE ARTWORK.
- PLAN B: ORDNANCE MAPS WITH THE APPLICATION SITE EDGED IN RED AND THE EXACT LOCATION INDICATED WITH A RED ARROW.

PLEASE NOTE:

THERE ARE 10 SITES IN CAMDEN (THE SITE NUMBERS GIVEN DO NOT USE ALL NUMBERS SEQUENTIALLY). THERE ARE ALSO 35 SITES IN WESTMINSTER.

1. Applicant				
DANIELLE CHIDLOW				
THE NATIONAL	GALLERY_			
ST VINCENT HOUSE				
30 ORANGE STE	REET			
	Post			
LONDON	Code:	WC2		
020 7747 2839				
020 7747 2839				





THE GRAND TOUR - BY THE NATIONAL GALLERY

LIST OF ALL CAMDEN SITES:

APPLICATION REF /

SITE NUMBER - ADDRESS /

ASSOCIATED REF

(POSITION ON BUILDING) - LISTED STATUS

2007/1951/INVALID

SITE 35 - THE ORGANIC PHARMACY, 36 NEAL STREET, LONDON, WC2 H9PS

(ON THE FRONT EXTERNAL WALL, ON NEAL STREET) - NOT LISTED

2007/1947/INVALID

SITE 42 - HOLLAND & BARARATT, 21-23 SHORTS GARDENS, WC2H 9AS

(ON THE EXTERNAL SIDE WALL, IN NEAL'S YARD) - NOT LISTED

2007/1955/INVALID

SITE 43 - OPORTO BAR, 168 HIGH HOLBORN, LONDON, WC1V 7AA

(ON THE EXTERNAL SIDE WALL, ON ENDELL STREET) - NOT LISTED

2007/1954/INVALID

SITE 44 - CAFFE NERO, 30 MONMOUTH STREET, LONDON, WC2H 9HA

2007/1953/NEW (ON THE EXTERNAL WALL, ON MONMOUTH STREET) - NOT LISTED

2007/1942/INVALID

SITE 45 - 9-10 SHORTS GARDENS, WC2H 9AU

2007/1943/INVALID

(ON THE EXTERNAL WALL, ON SHORTS GARDENS) - TOLD NOT LISTED

(SUBMITTED LISTED APPLICATION JUST IN CASE)

2007/1949/INVALID

SITE 46 - UNIT 14A THOMAS NEAL CENTRE, SHORTS GARDENS, WC2H 9AZ

2007/1950/INVALID

(ON THE EXTERNAL WALL, ON SHORTS GARDENS) - TOLD NOT LISTED

(SUBMITTED LISTED APPLICATION JUST IN CASE)

2007/1953/INVALID

SITE 47 - ORIGINS, 40 NEAL STREET, LONDON, WC2H 9PS

2007/1954/INVALID

(ON THE FRONT EXTERNAL WALL, ON NEAL STREET) - NOT LISTED

2007/1940/INVALID

SITE 49 - CHING COURT, INSIDE THE COURTYARD, 17-19 SHELTON STREET, WC2H 9EY

2007/1941/INVALID

(ON THE EXTERNAL WALL, INSIDE CHING COURT) - LISTED

2007/1935/INVALID

SITE 50 - CAMBRIDGE THEATRE, EARLHAM STREET, SEVEN DIALS, LONDON, WC2H 9HU

2007/1938/INVALID

(ON THE EXTERNAL SIDE WALL, ON MERCER STREET) - LISTED

2007/1944/INVALID

SITE 60 - SIZE, 37A NEAL STREET, LONDON, WC2H 9PA

2007/1945/INVALID

(ON THE FRONT EXTERNAL WALL, ON NEAL STREET) - LISTED

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THERE ARE ALSO 35 SITES IN WESTMINSTER.

1. Applicant
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