

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.

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 STREET	
Post	
LONDON	Code: WC2
020 7747 2839	

Agent (if any) to whom correspondence will be sent:	
DONNA HEMLEY	
THE PARTNERS	
ALBION COURTYARD	
GREENHILL RENTS	
Postcode:	
LONDON	EC1M
020 7689 4603	Ref: THE GRAND TOUR

RECEIVED
- 4 MAY 2007

THE GRAND TOUR – BY THE NATIONAL GALLERY

LIST OF ALL CAMDEN SITES:

APPLICATION REF / ASSOCIATED REF	SITE NUMBER – ADDRESS / (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 2007/1953/NEW	SITE 44 - CAFFE NERO, 30 MONMOUTH STREET, LONDON, WC2H 9HA (ON THE EXTERNAL WALL, ON MONMOUTH STREET) – NOT LISTED
2007/1942/INVALID 2007/1943/INVALID	SITE 45 - 9-10 SHORTS GARDENS, WC2H 9AU (ON THE EXTERNAL WALL, ON SHORTS GARDENS) – TOLD NOT LISTED (SUBMITTED LISTED APPLICATION JUST IN CASE)
2007/1949/INVALID 2007/1950/INVALID	SITE 46 - UNIT 14A THOMAS NEAL CENTRE, SHORTS GARDENS, WC2H 9AZ (ON THE EXTERNAL WALL, ON SHORTS GARDENS) – TOLD NOT LISTED (SUBMITTED LISTED APPLICATION JUST IN CASE)
2007/1953/INVALID 2007/1954/INVALID	SITE 47 - ORIGINS, 40 NEAL STREET, LONDON, WC2H 9PS (ON THE FRONT EXTERNAL WALL, ON NEAL STREET) – NOT LISTED
2007/1940/INVALID 2007/1941/INVALID	SITE 49 - CHING COURT, INSIDE THE COURTYARD , 17-19 SHELTON STREET, WC2H 9EY (ON THE EXTERNAL WALL, INSIDE CHING COURT) - LISTED
2007/1935/INVALID 2007/1938/INVALID	SITE 50 - CAMBRIDGE THEATRE, EARLHAM STREET, SEVEN DIALS, LONDON, WC2H 9HU (ON THE EXTERNAL SIDE WALL, ON MERCER STREET) - LISTED
2007/1944/INVALID 2007/1945/INVALID	SITE 60 - SIZE, 37A NEAL STREET, LONDON, WC2H 9PA (ON THE FRONT EXTERNAL WALL, ON NEAL STREET) - LISTED

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