



# Zabludowicz Collection

## Extension to 176 Prince of Wales Road

Supporting Document - Statement of Need

10 July 2017

**ZABLUDOWICZ  
COLLECTION**

## **Zabludowicz Collection Mission Statement:**

*Zabludowicz Collection is driven by a philanthropic commitment to supporting emerging artists by providing a platform for new creative practice.*

*In partnership with artists, arts organisations and audiences we help shape a dynamic, responsive and sustainable arts ecology, on a local, national and international level.*

*Through a programme of commissions, residencies, exhibitions and events the organisation produces engaging encounters between audiences and contemporary art practice that contribute to the social dialogue around contemporary art making.*

## **Zabludowicz Collection Statement of Need:**

After ten years in the iconic building at 176 Prince of Wales Road, we would like to significantly invest in the building, area and programme to allow our growing international activities to be exposed to Camden, London and UK audiences. Since opening in 2007 we have committed to an increasingly visible programme of contemporary art, making exhibitions of works from the Zabludowicz Collection, new commissions and partnerships with academic institutions and artists run spaces around the UK. An increase of exhibition and adding further educational and catering spaces would allow us to significantly grow our programme in line with our ambitions.

Over 100,000 people have experienced our free and forward thinking contemporary art programming in the flesh. We believe that if we were able to extend our spaces we would double that figure as we would be able to offer increased visit times and more reason to travel to this destination art venue.

## **1. History of the Zabludowicz Art Projects and Zabludowicz Collection in London Mission**

The Zabludowicz Collection is a philanthropic endeavour encompassing a dynamic and growing collection of art works with an associated programme of exhibitions and events in permanent venues in the UK, USA and Finland. As a living collection we are always looking to the future as well as safeguarding and conserving the past and have a long history of supporting public institutions and national collections. The Collection itself was founded in the mid 1990s and one of its first priorities was to donate art works to the nation. So far over a dozen works have been gifted or are promised gifts to the Nation via the Tate Collection and other regional art museums.

Inaugurated in 2007, the aim of Zabludowicz Art Projects, (Registered UK Charity 1120067) is to advance the public's awareness, appreciation and understanding of contemporary art and this is facilitated in our London project space where we present a varied programme of self-initiated group and solo exhibitions, commissions and residencies, drawing on works from the collection or new works by artists linked to the Zabludowicz Collection. The programme features initiatives supporting emerging artists and curators including the Invites series, which offers emerging artists without UK commercial gallery representation the opportunity to produce a solo exhibition and event, and Testing Ground, an annual season exploring art and education working with London's premier universities. One third of our programme is educationally driven and provides a very real experience for curators and for artists at the beginning of their careers via our **Testing Ground** programme, as such our educational facilities are in need of further expansion to accommodate these programmes and their associated needs. Every element of our programme is free and accessible for all visitors. Entry to our exhibitions and events is always free and has been for 9 years.

Since 2008, we have refined our public programme provision to concentrate on graduate and post graduate students due to the adult content of some of the work which we exhibit and commission. However we do continue the Families Creates programme for informal education work with 3-12 year olds.

### **Overview of key constituencies currently participating in programmes:**

Over the last nine years we have monitored our audiences and from an analysis of these figures we can see that approximately 35% of all visitors come to attend an event at the Collection. We are currently open 8 months of the year during which time we receive on average 15,000 visitors, with a daily average of 102.

From a sample of a single day's visitors, we can identify the key characteristics of our general audience as being young, local professionals. The majority of our visitors identify as able bodied and without learning difficulties. With additional space within the building dedicated to events and educational programming, we anticipate being able to broaden our reach and work with more diverse demographics.

(Range of survey 73 people aged 5-83, 1 day, November 2016)

Average age of visitor: 35	Profession:
	3% retired
Where do you live?	3% unemployed
50% Local N1 & NW postcode	6% architect
20% Other London (inc W1)	8% teacher/ tutor
20% Rest of UK	10% artist
10% non UK	10% art professional
	30% other professional
	30% student

Our current education and events programme targets the following key audiences via specific strands of public events:

#### **Families with children 3-12ys**

- via weekly drop in making sessions and periodically longer making events

#### **Graduate and Post-Graduate Students**

- via Testing Ground and Symposia and study days

#### **Arts Professionals**

- via talks and symposia and study days

#### **Artists**




- Master Class, commissioned performances and events.




#### **General Audiences**

- weekly exhibition tours, Saturday 4pm
- Talks, performances and other events




We currently have no live links/programmes with local schools and other community groups. However the revised layout and extra space provision would allow us to further develop these.

## 2. Structure of current Public Events Programme

	Regular/Ongoing Programme		
Strand	FAMILIES CREATE	SATURDAY TOURS	SPECIALIST TOURS
Description	Artist-led drop-in workshops for families to creatively explore themes and techniques used by artists within current exhibitions	Introductions to the current exhibitions given by a member of the ZC team	Occasional tours given by exhibition curators and invited guests with a conceptual affiliation to the exhibitions
Target Audience	Families with young children aged 3 - 12 years	General adult audience with some interest in contemporary art	For adult audiences with a more specialised knowledge or existing interest in contemporary art
Timing and Location	Every Saturday during exhibitions from 2-5pm in the foyer and through the galleries	Every Saturday during exhibitions at 4pm in the foyer and through the galleries	Occasional Saturdays during the exhibitions at 4pm in the Library or through the galleries
			

Regular/Ongoing Programme			
Strand	MASTER CLASS	TESTING GROUND	INVITES ARTISTS PRESENTATION
<b>Description</b>	Week-long educational intensive for emerging UK-wide artists seeking opportunities for the creative and professional development of their practice and learning from leading internationally recognised artists. Structured around closed daily sessions for the participants and tutors and nightly public lectures at which guest artist give public artist's talks.	Three month educational programme developed in partnership with one or more London-based MA courses, inviting students to collaborate with the collection to develop a public exhibition and events programme. Curators from Zabłudowicz Collection mentor and train students in all aspects of exhibition conceptualisation and realisation.	The Invites exhibition series works with UK based artists without commercial gallery representation to produce a new exhibition. To accompany the exhibition, artists are invited to expand their practice to develop live presentations in the form of talks, performances, screenings, meals etc.
<b>Target Audience</b>	Workshops for early career artists a few years out of art school but not yet showing work regularly in galleries.  Lectures for general public audiences, students and arts professionals	MA students pursuing a career in curating and arts administration  Culminating exhibition and events for general public audience	Exhibition and events support artists who currently fall outside of commercial gallery networks including recent graduates.  Events are attended by general public and peers
<b>Timing and Location</b>	Annually for one week at the end of January/early February. Lectures in the back gallery, workshops in middle gallery and Library	Project begins in October with exhibition launch in mid-January. Planning meetings and workshops in Library, exhibition in Main Gallery	Once within every 6 week Invites exhibition period (6-7 per year). Usually Sunday afternoons in the Foyer or Library.
			



	Unique events		
Strand	ARTISTS TALKS	PERFORMANCES/SCREENINGS	SYMPOSIA, STUDY DAYS, PANEL DISCUSSIONS
Description	One-off events programmed in response to main exhibitions to enable a greater understanding of an artist's practice and influences, often in conversation with a guest moderator.	One-off events, often new commission, usually programmed in parallel to the main exhibition programme, either to expand on conceptual aspects or to support other artistic practices.	One-off event, often developed in partnership with a higher educational institution, to explore in depth the intellectual and wider contextual themes prompted by an exhibition.
Target Audience	General public adult audience, students, art professionals	General public adult audience, students, art professionals	Adult audience with a more specialist interest, students, art professionals
Timing and Location	Occasional evenings from 7pm during the exhibition, on the mezzanine or within the exhibition	Occasional evenings from 7pm during the exhibition, in the Library, on the mezzanine or within the exhibition	Occasional afternoons, evenings or weekends during the exhibition, with elements taking place within the galleries and at offsite partner locations
			

Graduate and post-graduate educational institutions we regularly work with include:

- Central St Martins
- Goldsmiths
- London Metropolitan University
- Chelsea College of Art
- University of Westminster
- The Slade / UCL
- Royal College of Art

### 3. Location & building

The former Methodist chapel that houses the collection was built between 1867 and 1871, in the Corinthian style and was the main place of worship for the Methodist community in north London. In 1963, the building was taken over by the London Drama School, which pioneered the Russian branch of method acting in the UK. In 2004, when The London Drama Centre moved to new premises in Clerkenwell the building fell into disrepair. Zabudowicz Collection purchased the Grade II listed building in 2005 and it was restored with a minimum of interference to its natural fabric by Allford Hall Monaghan and Morris. It reopened to the public in September 2007 as the London home of the

Zabludowicz Collection, its historical and layered architecture providing a rich and challenging space for the presentation of contemporary art.

Camden is a huge and culturally vibrant borough extending down to Tottenham Court road and up to Hampstead Heath - but the area in which we are situated has very little visual art on offer. Music and fashion are well catered for in the borough, but the visual arts are not.

The building at 176 Prince of Wales Road has shaped the Zabludowicz Collection exhibition programme and we always call it the other artist in the exhibitions we do – its iconic frontage and remarkable scale mark it out as one of the most impressive exhibition spaces for contemporary art in London, and indeed the UK.

### **Local Area**

It should be noted that Camden Market and the Prince of Wales Road area has been a site of significant residential development in the past five years with a number of new buildings being erected in our vicinity. We continue to conserve and maintain this historic building and now seek to sensitively extend it to allow us to continue to develop our ambition programme of world class cultural activities.

## **4. How the current building does not meet requirements**

### **Access & Storage**

We currently have one small storage room of 25sqm and no level access to the building. The building is not wheelchair accessible. The proposed extension, whilst respecting the existing listed structure in the main hall, will allow better wheelchair and art handling access to all other areas of the building via the insertion of a lift to all floors and an extended basement storage area.

### **Programme**

As our programme has expanded in the past decade we have supported and commissioned performances and works that use the full breadth of the spaces on offer. Partly because of the detrimental environmental conditions - uncontrolled environments with some residual dust and damp issues caused by the fabric of the building - we have had to avoid showing some of the more established and therefore valuable artists and works from the collection in the building.

We wish to create world class exhibition spaces for the projects we commission and also to be able to accept touring projects. The proposal to extend would produce a further 135sqm of exhibition space and to rationalise what we have already into smoother functioning spaces will safeguard this building for cultural use for future generations.

## **5. Benefits provided by the proposed Extension**

### **Cafe**

In order to support our activities we would like to develop a larger café and kitchen catering for more people and a wider variety of foodstuffs. This will also enable us to either bring in a tenant for our catering or to expand our current offer and therefore make some income from the visitors who attend our exhibitions and events.

The addition of a kitchen to serve the enlarged cafe / bar would improve the catering offer. Combined with the kitchenette at basement level, both could act as catering stations for events in the front and rear galleries. This will benefit our out of hours hosting of events and other public gathering.

## **Shop**

Alongside this we would also like to extend and develop our commercial activities – working with artists and designers to offer unique and affordable artworks for sale.

The relocated shop is enlarged and remains close to the main entrance. With additional gallery space to showcase emerging talent, the shop will have the potential for increased content that continues our support to artists and designers.

## **Library & Education**

Our resource room and library are currently over used and cramped, we offer the space for students and art professionals free of charge and also run regular events for the visiting public, these are not currently meeting the brief of what is needed and we would like to create a dedicated education space.

The new side entrance can act as a reception point for groups of students. The classroom located in the rear gallery would act as a briefing room. The relocated library in the first floor increases shelf space and has reading stations. The two rooms will contribute in offering dedicated education spaces within the gallery to assist our public outreach programmes.

## **Office & administration**

We currently employ thirteen full time members of staff and a growing group of temporary and freelance staff. We envisage that we will need to add to the existing staff and therefore to the space needed for this to facilitate future programme.

The relocated offices are consolidated in the former library. Staff will be located in the new education spaces, back of house, office and reception spaces. The basement changing room, locker and showers are provided for the comfort of staff and to give cycle riders improved changing facilities.

## **Storage space & gallery space**

As a growing collection we would like to be able to house some of our holdings on site. This is not currently possible due to both access and environmental issues.

The proposed basement storage would improve substantially our capacity to store pieces, plan and setup exhibitions. The mechanically ventilated space will give the best conditions on which to store art.

Both the existing ground floor rear gallery and new performance space will be fitted with mechanical ventilation and dedicated gallery lighting. This will offer flexibility for art curation and organization of public events. Compensating the loss of gallery space in the front and middle galleries, the new second performance space provides 260 sqm of new purposed built gallery space, substantially increasing floor space. This will allow for a larger portion of the Gallery's collection to be displayed.

We believe that all the proposed improvements will greatly enhance the Gallery's standing, public programme, community and education outreach: all necessary for the continual delivery of the Gallery's aims and public benefit.

## **6. Public Benefit**

The activity of the Zabłudowicz Collection is not offered by any comparable contemporary art organisation. The level of support that is given to artists and the free nature of our programme is truly unique. Camden residents and visitors have benefited from the continuing existence of a free and independent exhibition space



The space at 176 Prince of Wales Road has shaped this programme and we have continuously cared for and conserved the existing building.

Zabludowicz Collection does not receive any public funding and are therefore not reliant on public funds or in competition with any other art organisation in the world. At this time, when cultural organisations the country wide are under threat of closing there is ever more need for world class cultural provision outside of central London.

We exist as a model of best practice for public private partnerships and for private philanthropy. As a personal contemporary art museum and collection we are second to none in the UK. In the west of London Saatchi gallery has been able to add value to an already thriving area. In Camden, the borough where we are based, we have added to a rich cultural ecology with world class visual arts programming.

We are currently in the process of commissioning a report on the contemporary art ecology in the UK and our place within it. It is our belief that our programme is one of the only ones to be able to offer such a level of support and space for artists early on in their career without the pressure for market driven or economic return. We sincerely advocate cultural over financial value.