



Shaping of the Keel Plate of a Corvette,
Oil on canvas by Leslie Cole (1910-1976)
in a client meeting room.

Our Picture Hire Scheme is a tailor-made service available only to our Business Supporters and Patrons. We can offer you the unique opportunity to display original artworks in your workplace and create an interesting environment for your staff, clients and visitors. In addition, when you hire pictures from Tyne & Wear Museums you will have the satisfaction of knowing that you are supporting the conservation of important artworks and helping preserve them for future generations.

After an initial appraisal of the environmental conditions in your workplace, you will be invited to visit our stores and select artworks from a specially reserved picture collection, with the help of our expert staff.

For further information about our Picture Hire Scheme and membership of *Connecting through Culture*, please contact:

Kevin Taylor
Development Department
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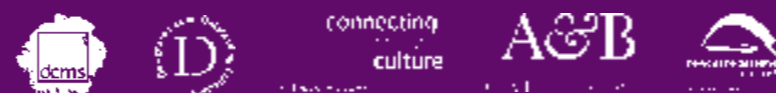
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This brochure can be made available in a range of formats. Please contact the Development Department for further information.



art in the
workplace



Connecting through Culture is the name of Tyne & Wear Museums' new business membership programme. We chose this name because it reflects the way in which business and culture can work together to make meaningful links with employees, clients and communities.

One of the ways we help our business members connect through culture is by giving them the opportunity to hire original artworks from Tyne & Wear Museums' Designated collections, including those of the Laing Art Gallery, the Shipley Art Gallery, Sunderland Museum & Winter Gardens and South Shields Museum and Art Gallery.

The Arts Minister has recently championed the idea of showing museum collections in non-museum spaces. Our Picture Hire Scheme, which is run through *Connecting through Culture*, is a fine example of how this can work. Through the scheme, it has been possible to display paintings that have previously been unavailable to the public, whilst at the same time, adding a new dimension to our members' workplaces.

The potential of Picture Hire to make a real difference to peoples working environment was explored in a project called 'Art in the Workplace', with Gerrard Limited. The project, which involved Gerrard's employees in conserving a painting and selecting an exhibition, was so successful that it was short-listed for a prestigious Arts & Business award.

I hope that the experience of Gerrard Limited will inspire many more businesses to hire artworks from our internationally important collections to transform their workplace and inspire their staff and visitors alike.

Alec Coles

Director of Tyne & Wear Museums



Andrew Miller and *A Fishergirl*, Oil on canvas by Charles Sillem Lidderdale (1831-1895) in the reception area at Gerrard's Newcastle office.

As regional sponsor of the National Gallery Touring Exhibition, Gerrard Limited has developed a successful partnership with the Laing Art Gallery.

These exhibitions have brought some of the finest artworks to the region. We are proud of our role in helping to make this happen and have enjoyed sharing this experience with our clients and visitors to the Gallery.

Working with the Laing has also had a real impact on our staff who have taken a passionate interest in how these exhibitions take shape.

That's why we decided to develop our partnership with the Laing further by developing an 'Art in the Workplace' project. This project has enabled our employees to select a small exhibition for display in our workplace and to follow the progress of the paintings from the Laing's store to our office walls.

Central to the project was the conservation of *A Fishergirl* by Charles Sillem Lidderdale. In the summer of 2004, this delightful painting was cleaned 'live' in the gallery, by an expert conservator, over a period of four weeks. Our employees were able to follow the entire process week by week and even have a go themselves.

It was amazing to watch the transformation of the painting as layer after layer of varnish was removed to reveal the work in its original condition. These sessions also proved to be extremely popular with the Laing's visitors, who were able to see at first hand the techniques used to restore a painting and talk to the conservator who was kept busy answering their questions.

When the conservation work was completed, *A Fishergirl* was installed in our office along with three other paintings, where they are currently being enjoyed by staff, clients and visitors alike.

As wealth managers, the success of our business is based on building excellent relationships with our clients. 'Art in the Workplace' has not only helped us to maintain and develop client relationships but has also brought the gallery right into our office. All the staff agree that the paintings have made a real difference to our working environment and to how we think of ourselves as supporters of the cultural life of the region.

Andrew Miller

Divisional Director - Regional Centre Head - Gerrard Limited



art in the workplace

A Fishergirl by Charles Sillem Lidderdale (1831-1895)

Charles Sillem Lidderdale was a Victorian artist specialising in scenes of everyday life. *A Fishergirl* is typical of his work, and shows a half-length portrait of an enigmatic young girl in profile, gazing out to a stormy sea.

This delightful oil painting was loaned to Gerrard Limited by the Laing Art Gallery from a specially reserved picture collection. The Laing, along with the Shipley Art Gallery, Sunderland Museum & Winter Gardens and South Shields Museum and Art Gallery hold art collections of international importance.

Our Picture Hire Scheme is a tailor-made service available only to members of *Connecting through Culture*, Tyne & Wear Museums' new business membership programme. The scheme offers businesses the unique opportunity to display original artworks in their workplace and create an interesting environment for staff, clients and visitors.

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