

# RA

Royal Academy of Arts  
Corporate Support



**“The Royal Academy is an iconic institution that transcends the gap between the traditional and the modern, the expected and the unexpected. It is a celebration of greatness and of independent thinking. BNY Mellon is proud to partner with the Royal Academy.”**

Michael Cole-Fontayn, Chairman,  
BNY Mellon EMEA

## Welcome

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By supporting the Royal Academy of Arts, we hope to inspire a lifelong love of art in you, your colleagues and your clients. Whatever your particular interests or needs, we take pleasure and pride in offering our corporate supporters an experience they won't find anywhere else. In return, you help us continue to make, exhibit and debate art.

### Corporate Membership

We want our Corporate Members to get the most out of us. You and your clients will have prioritised entry to the Keeper's House and all of our blockbuster exhibitions, which have recently featured Degas, Hockney, Kapoor, Manet and Van Gogh. You will also be able to take part in creative workshops led by our experts, go on behind-the-scenes tours, entertain clients in our historic spaces and hear talks from curators at the top of their field.

### Sponsorship

When you sponsor our exhibitions, learning and event programmes, we can offer you significant brand exposure and open doors to some of the most sought-after networking opportunities in London, from invitations to stakeholder dinners to speaking opportunities at exhibition launch parties.

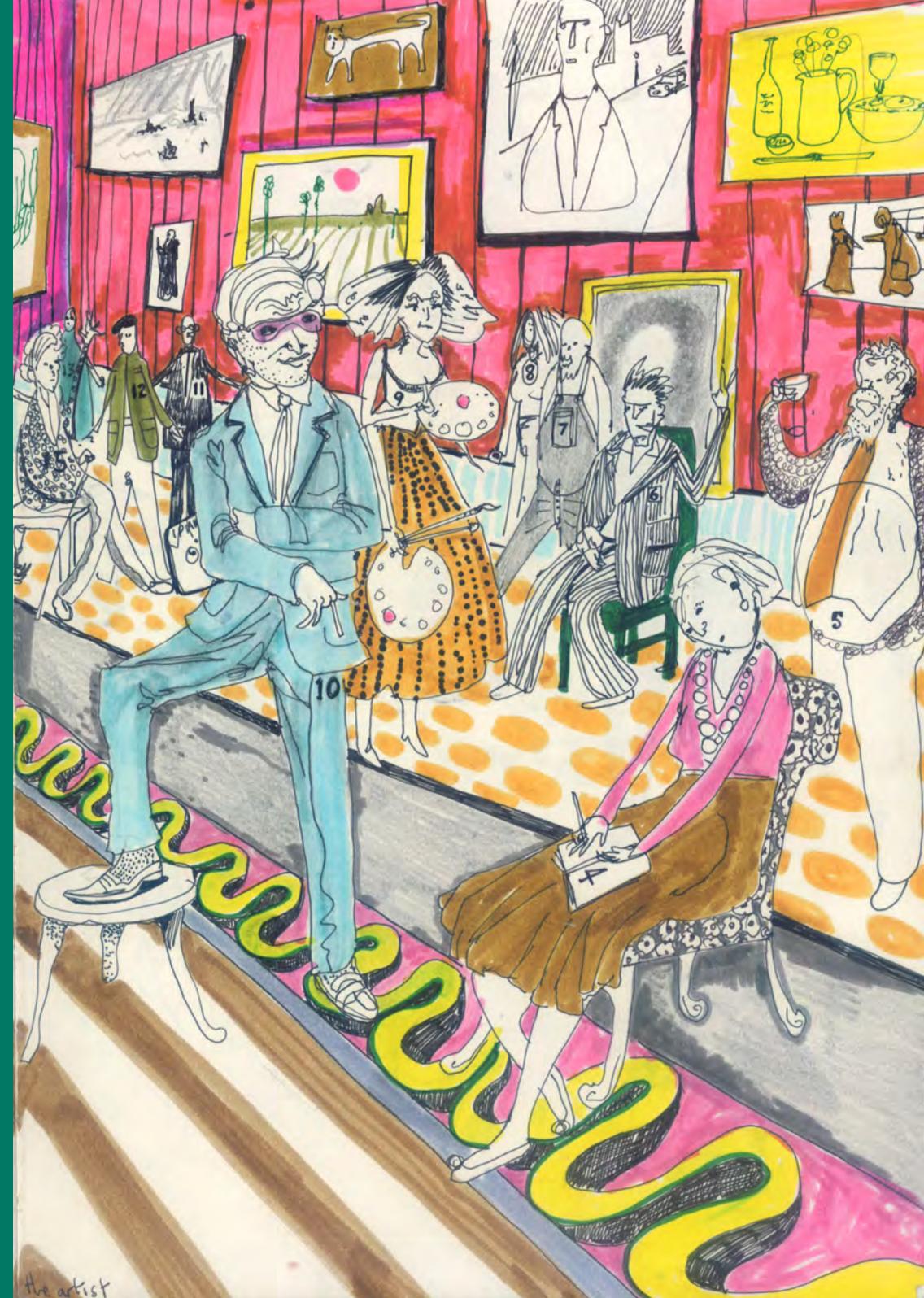
## About us

Claiming to be unique is commonplace in the art world but in our case we have nearly 250 years of history to back us up.

We were founded by a group of artists in 1768 under the patronage of King George III. These founding members became known as Royal Academicians and today's include Tracey Emin, Grayson Perry and Zaha Hadid. These leading artists and architects are at the heart of everything we do; they help shape our vision, teach in the RA Schools and support our ambitions.

Our Collection is made up of work from each Royal Academician past and present, together with generous bequests such as Michelangelo's *Taddei Tondo* on display in the Sackler Wing of Galleries. We are also home to the oldest and one of the best fine art libraries in Britain.

The RA Schools is nestled between Burlington House and Burlington Gardens and has been nurturing generations of artists since 1769. We continue to offer the only free three-year postgraduate fine arts course in Europe.



## Raise your profile

If you want a global audience for your brand, to enable the success of some of the world's best attended exhibitions and be part of some of the most innovative and talked about marketing campaigns in the industry – we can offer all this and more.

The brand exposure leveraged from our high profile marketing campaigns offers an excellent return on investment.

Our Mayfair location places us at the heart of UK business while more than 200 opinion formers and decision makers sit on our boards and committees. With influence stretching across the globe we have especially strong ties in North America, Japan and Hong Kong.

Our Friends membership scheme is the largest in Europe, with over 94,000 members and growing, while over 1.2 million visitors pass through our doors each year. To put this in perspective, we hosted five of the top ten exhibitions in London over the last three years\*.

Stand alongside the Royal Academy and stand with a brand with unparalleled prestige and influence.

\*The Art Newspaper's Annual Exhibition and Museum Attendance Surveys, 2010–2012

How to have it all, Harper's Bazaar, October 2013. Helena Morrissey CBE, CEO of Newton Investment Management, which has sponsored the RA Schools since 2011. Photograph: Getty Images

# ATWORK



*Helena Morrissey at the Royal Academy, where she is on the corporate board. Wool dress, £1,132, Rokszanda Ilincic at Matchesfashion.com. Suede heels, £535, Nicholas Kirkwood. Mother of pearl, diamond, steel and rose gold watch, £12,830, Omega. All other jewellery, her own*



Free Family Fun Workshops  
Today 12pm-4pm

In autumn 2013 we collaborated with Westfield London to offer families the chance to create a giant living landscape inspired by *Australia*.

Image courtesy of Westfield London.

## Your clients

If like us, you believe business and pleasure most certainly do mix, then take advantage of entertaining in the impressive surroundings of Burlington House or Burlington Gardens.

You and your guests can enjoy drinks and canapés in the regal 18<sup>th</sup> century John Madjeski Fine Rooms. Or during the summer months, entertain in the Main Galleries themselves during the world famous Summer Exhibition. In Burlington Gardens, the grand 19<sup>th</sup> century Senate Rooms offer an opulent setting for any event, from intimate dinners to elegant soirées.

If you're looking for a fine dining experience with character, our supporters also have access to the newly launched Keeper's House, filled with art and boasting a menu of the finest British ingredients.





## Your colleagues

Like any leading organisation, we know how important it is to value the people who do the hard work day in, day out.

From free, prioritised access to exhibitions, workshops and family days to visits to your office from RA experts - we want your team to feel that they really know us and enjoy developing an interest in art and architecture through us. We attract an enviable roll call of speakers, past guests have included Will Self, Brian Cox, Mike Leigh, Antony Gormley<sup>RA</sup> and Monica Ali.

You and colleagues will also have access to the Keeper's House's restaurant, cocktail bar and garden.



Installation view of the exhibition  
*Australia* (Royal Academy of Arts,  
London, 21 September 2013 –  
8 December 2013). Gallery view  
featuring *Anwerlarr Anganenty*  
(*Big Yam Dreaming*) by  
Emily Kame Kngwarreye.

National Gallery of Victoria, Melbourne.  
Presented through The Art Foundation  
of Victoria by Donald and Janet Holt and  
family, Governors, 1995 (1995.709). NGV  
Photo Services. © DACS 2013.

[www.red-photographic.com](http://www.red-photographic.com)

## Nurturing talent

One of the many things that makes us stand out in the crowded visual arts marketplace is our position as an Academy and home of learning.

The RA Schools has been turning out some of the finest artists of each generation since 1769. Its alumni include Turner, Constable, Blake and more recently 2013 Turner Prize nominee Lynette Yiadom-Boakye. By supporting us, you will be helping to fund the education of some of the most promising young artists in Europe. You can also take the opportunity to hire art by Schools students to complement existing art collections and further promote your relationship with us.

Beyond the RA Schools, our Learning team endeavours to spread our enthusiasm for art to thousands of school children, older students and families through workshops, tours and private views.

We also work closely with corporate supporters' community partners to reach people who might otherwise miss out on visiting galleries.

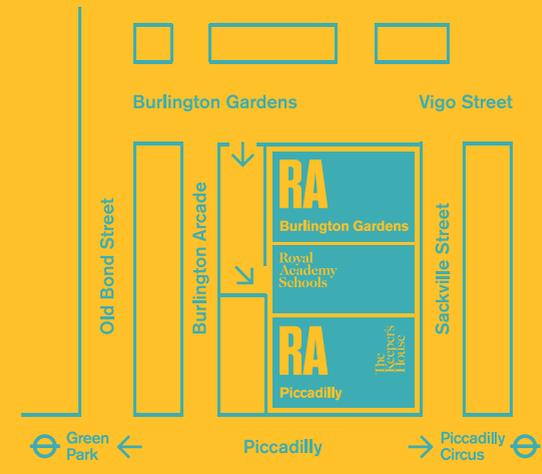
Support us and you will be helping to ensure the creation of a new generation of artists and art lovers.



"I am passionate about the Royal Academy and think it stands for all the very best in British cultural life. There is nowhere else like it on earth."

Stephen Fry, Trustee of the Royal Academy Trust

The Keeper's House Garden  
Photo: Richard Bryant,  
Araido Images



An abstract painting by Michael O'Reilly, featuring a vibrant yellow background with numerous thin, white, brushstroke-like lines scattered across it. In the lower half, there are several thick, vertical, textured brushstrokes in shades of pink and purple, with a prominent horizontal stroke in a darker purple color cutting across them.

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The Royal Academy of Arts is a registered charity with Charity Number 1125383 and is also registered as a company limited by guarantee, registered in England and Wales with Company Number 01281535

Cover image: Michael O'Reilly  
b.1988, Cleveland, United Kingdom.  
RA Schools Graduate 2013.  
Previously studied at Wimbledon College of Art.  
Afternoon (detail), 2013.  
Oil on canvas, 137 x 183 cm