

## THE ROYAL ACADEMY OF ARTS LAUNCHES THE PUBLIC APPEAL 'MAKE YOUR MARK', ENSURING THE NEXT 250 YEARS OF THE ACADEMY

The Royal Academy of Arts has today launched the public appeal 'Make Your Mark' to raise £3 million to help complete its transformative redevelopment, realise the ambitious plans for its 250<sup>th</sup> anniversary and to ensure the next 250 years of the Royal Academy as Britain's foremost independent, artist and architect-led institution.

The Make Your Mark campaign invites members of the public, supporters and visitors to directly engage with and support the RA by physically making their mark on the fabric of the Academy. Starting with donations at £10, the multifaceted appeal will present a variety of opportunities for supporters to be acknowledged at all levels, either physically or digitally.

The first phase of the appeal is now live [makeyourmark.royalacademy.org.uk](https://makeyourmark.royalacademy.org.uk), offering audiences the opportunity to **Name a Seat** in the new Lecture Theatre. The RA has been the home for creative debate since its foundation in 1768. With over 250 seats, the new double-height lecture theatre will build on the RA's heritage of rigorous and lively debate allowing the volume of programming to double.

**Stephen Fry, Trustee of the Royal Academy Development Trust, said:** "We are inviting all our audiences – loyal visitors, Friends, art lovers across the world – to Make Your Mark on the RA. The Make Your Mark campaign enables our supporters to literally be a part of the fabric of this new lecture theatre. Not only will this provide a sense of fulfilment from experiencing what the Academy has to offer but it will also ensure that the RA's tradition of debate continues to be a centrepiece in the cultural life of London, well into the future. So, may I, on behalf of the Royal Academy, thank you for considering this idea, and invite you, as warmly as I can, to name your seat."

Other ways to Make Your Mark include **Naming a Statue** on the façade of 6 Burlington Gardens, **Adopting a Masterpiece** from the RA Collection, and **Adding your Name** to the Make Your Mark Supporters' Mural. Further phases of the appeal to be released during the course of the summer, will comprise:

- Crowdfunding opportunities to support a seat, statue or masterpiece
- Limited Edition products, such as limited edition prints
- RA250 Experiences, including hard-hat site tours
- Limited Edition RA250 Founding Friends 3-year membership
- Make Your Virtual Mark by having your name displayed in a virtual gallery

For further information on the campaign please visit: [makeyourmark.royalacademy.org.uk](https://makeyourmark.royalacademy.org.uk)

**Christopher Le Brun, President, Royal Academy of Arts, said:** “From the founding President of the Royal Academy, Joshua Reynolds, all the way up to some of our great contemporary Royal Academicians, there has been a long tradition of lectures given by artists. The physical transformation of the site will fundamentally change the Royal Academy. We are home to a community of the world’s greatest artists and architects, and a centre for the training of emerging artists, with practitioners and an art school at our heart. The new lecture theatre embodies one of the RA’s founding principles to be the home of creative debate. This is not just a major building development; it is an undertaking which will transform the psychological, as well as the physical, nature of the Academy.”

**Charles Saumarez Smith, Secretary and Chief Executive, Royal Academy of Arts, said:** “Whether it is digitally or physically, we want to involve the widest possible audience in making their mark on the Royal Academy during one of the most exciting moments in the RA’s history. With the public’s support the Royal Academy can continue to be a voice for art and artists and home of vigorous cultural debate, as well as programming an expanded series of world-class exhibitions and events.”

### **About the RA’s redevelopment and RA250**

The RA is undergoing a transformative redevelopment which will be completed in time for its 250th anniversary in 2018. Led by the internationally-acclaimed architect Sir David Chipperfield RA and supported by the Heritage Lottery Fund (HLF), the plans will link Burlington House on Piccadilly and Burlington Gardens for the first time, uniting the two-acre site. The redevelopment will also reveal the elements that make the RA unique, sharing with the public the historic treasures in its Collection, the work of its Academicians and the RA Schools, alongside its world-class exhibitions programme.

New and refurbished public areas will include:

- The conservation of the façade of 6 Burlington Gardens, one of the grandest unrestored buildings in central London.
- Spaces for exhibitions and displays across the site showcasing the richness and depth of the historic RA Collections, and allowing many works to be brought out of storage. The Collections displays will be curated by the Royal Academy’s President, Christopher Le Brun, Richard Deacon RA, Spencer de Grey RA, and other Royal Academicians.
- Dedicated temporary exhibition galleries for contemporary art projects and new work by Royal Academicians, Britain’s leading artists and architects.
- A double-height lecture theatre with over 250 seats.
- A new Clore Learning Centre, providing space for the RA’s ambitious learning programmes, enabling participation in creative learning on-site to expand three-fold.
- New spaces for the RA Schools, including a permanent project space for the public display of work by students, situated at the heart of the site. The integration of the Schools into the visitors’ experience will reveal the Academy’s important role in arts education and its long tradition of training artists.
- A link bridge connecting Burlington House and Burlington Gardens, creating a central route from Piccadilly to Mayfair.
- Significant improvements to visitors’ facilities across the site.

### **About the Royal Academy of Arts**

The Royal Academy of Arts was founded by King George III in 1768. It has a unique position in being an independent, privately funded institution led by eminent artists and architects whose purpose is to be a clear, strong voice for art and artists. Its public programme promotes the creation, enjoyment and appreciation of the visual arts through exhibitions, education and debate. The RA moved to its permanent home at Burlington House, a Grade II-listed building begun in the seventeenth century, in 1869. Burlington Gardens was designed by Sir James Pennethorne (1801-1871) and opened by Queen Victoria in 1870 as the Senate House of the University of London. The RA acquired Burlington Gardens in 2001.

### **Social Media**

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#RA250

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