

DULWICH PAVILION AND SUMMER PROGRAMME 2017

DULWICH
PICTURE
GALLERY

200 YEARS OF

VISITORS

Charity number 1171287

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INTRODUCTION

Pavilion competition

In autumn 2016 Dulwich Picture Gallery and the London Festival of Architecture, supported by Almacantar and the Arts Council, launched an open competition for emerging architects to design a Pavilion to sit in the gallery's grounds.

The Dulwich Pavilion 2017 was driven by three key objectives:

- To broaden the gallery's appeal to a wider audience through innovative use of the space to host new, largely free, programming for people of diverse backgrounds and of all ages
- To create a platform to celebrate Sir John Soane's innovative building by supporting contemporary architecture and young and emerging architects
- To contribute towards the gallery's sustainability by offering a new space for private events

In partnership with

**LONDON FESTIVAL OF
ARCHITECTURE**

Supported by

almacantar



NEW PROGRAMMING

In addition to our continual provision of art courses, family creative activities and lectures and talks, a new summer programme offered:

- Free access to the gallery's outstanding historical collection and an opportunity to create an enjoyable environment for share cultural experiences:
 - Themed Late evenings inspired by the gallery's collection, architecture and exhibitions offering a range of experiences including:
 - Architecture talks
 - Permanent collection talks
 - Themed practical art sessions
 - Storytelling for all ages
 - A live music experience in the mausoleum
 - A 'dance tour of the collection'
 - Food and drink served in the Pavilion and the Gallery Café
 - Live jazz evenings in partnership with Balamii Radio based and supported by the Arts Council via Balamii. All events were free including access to the permanent collection. Evenings ended at 9.30pm.
- Sunday life-drawing sessions on in partnership with the Dulwich Art Group
- Yoga sessions for families, babies and adults
- New programming for families and young people including family festival days and art camps



Life-drawing during Late: Wanderlust, inspired by Sargent: The Watercolours

WHO CAME?

We welcomed 74,000 ticketed or registered visitors to the gallery site (including the Dulwich Pavilion) over the summer. Visitor surveys were issued to all attendees to the Lates programme.

EVENING EVENTS PROGRAMME

3804 attendees

20% non White British attendance*

40% new visitors or visited more than two years ago

74% visited the permanent collection (Themed Lates)

27% visited permanent collection (Jazz Lates)

62% very satisfied, 25% quite satisfied

76% extremely or very likely to attend a similar event at the gallery

32% under 34 years old**

**against a benchmark of 12% across UK museums and galleries in general attendance and 8% general attendance to Dulwich Picture Gallery*

***compared with 4% of general attendance*



Permanent Collection visitors during a gallery Late

PARTICIPANT FEEDBACK

“A lovely alternative summer evening of activities that are accessible whatever your age, income or education - highly unusual in this day and age.”

Visitor surveys were issued to all attendees to the evening programme.

“Fantastic and lovely friendly enthusiastic staff. Wonderful pavilion great to know it was part of a competition and will benefit the community in the long run. Looking forward to the next one the enjoyment is still so memorable.”

“Really super. The food was fantastic and the atmosphere friendly and fun. Brought a guest from Germany and she was thrilled and staggered by the quality of art on offer for free.”

“Gallery's attempts to broaden accessibility are a great idea and a great success”

“Beautiful day and venue - I imagine had the weather not been so perfect I might have spent more time inside the exhibition. Would definitely come again as very struck by the gallery as a whole and intrigued to see more of it.”

“I believe this is a good start for the gallery to attract more audience...I really enjoy the permanent collection and I hope this series of events will raise the awareness of this gallery even for non-art focus visitors.”

“An uplifting event that leaves you dreamy and opens up new ways to experience visiting a gallery. It was also very inspirational for my daughters who are now dreaming of dancing through life as they saw the dancers depict the paintings in the gallery.”

“A really enjoyable evening....we really enjoyed the temporary exhibition and also the story telling.....a good mix of age groups.”

“I was overjoyed when listening to a different genre of music live to what I would usually see for no cost. I enjoyed wandering through the gallery and it was just a great vibe!”

“Combination of music and architecture was a very strong selling point for our attendance here -- also the location, being SE based ourselves -- and it delivered massively. It was very well organised and well attended. Partnering with Balamii was a great way to bring in new audiences I think as well. Would love to see more of this happening at DPG!”

“Delightful. So good to see such a wide range of ages, ethnicities and cultures at the DPG!”

“Baroque mash up music was great. More food please and ideally more rugs or chairs out on the grass that are not linked to the picture gallery cafe. I would have liked to do the themed gallery tour but missed it”



Gallery Late: Choreographing the Collection

LEARNING SPACE

With a growth in audiences the Pavilion proved a valuable additional space for the gallery's learning programme allowing for new experimental formats of programming and enabling the gallery to connect with new people of all ages.

Two summer art camps for young people were fully booked. The themes explored were art and architecture including a display of the children's new architectural designs for a gallery of the future in the Pavilion.

The Pavilion hosted the Older People's Community programme celebration event. Over 100 older people attended who have taken part in the programme over the last 11 years. We ran creative activities, sensory handling workshops and music for dancing was provided by the Swing Ninjas.

Young people from Southwark taking part in our Summer Arts Academy animated the Pavilion with their performance art piece exploring who has a right to art. Their performative interventions using the body were made in response to their experiences of being in the space.

The Pavilion was also the ideal way to demonstrate the range, scale and quality of our offer to new and existing audiences in a visible and present way.

We have already seen the benefits of this in our Autumn uptake and how people's perceptions about what we do have shifted.



Young people take part in the Summer Arts Academy

COMMUNITY USE AND SUSTAINABILITY

The Pavilion was offered for use by community groups including The Dulwich Society and U3A on Monday evenings. Dulwich Art Group also made use of the space on Sunday evenings allowing them to expand their practical art offer beyond their small Camberwell site.

The hoardings around the site were offered as a canvas for street artists involved in the popular Dulwich Outdoor Gallery.

Without any regular government funding and annual running costs of £4.9M the gallery must find ways to celebrate its collection, architecture and grounds as part of a sustainable business model. As well as the shop and cafe the gallery's site and spaces offer a valuable income source through private hire.

Many are attracted by the idea of celebrating their special occasion amongst the gallery's collection with the ground used to cater for elements of the event not suitable to take place inside the gallery building.

This summer proved popular with those interested in private hire. Some of this was driven independently of the Pavilion project whilst the Pavilion project drove additional interest in the site.



RUN's design for the Pavilion hoarding inspired by *The Last Communion of St Francis*

PAVILION LEGACY

“*The finished pavilion has achieved more than we had imagined —both architecturally, and in terms of the impact it has had on our young practice.*”

Al Scott, Director, IF_DO

“*The pupils, my fellow staff and I are hugely excited about this project. It will give us a unique opportunity to involve the children in an exciting creative process and when it is in place the Pavilion will completely change the use of the playground when it rains. We're thrilled to be working with the Gallery to carry on the legacy of such a wonderful project.*”

**Simon Wattam, Head of
Goose Green School**

Architects IF_DO have won multiple awards for their design and have tripled in size as a practice since the competition.

The gallery and partners, the London Festival of Architecture and Almacantar, have selected Goose Green Primary School as a candidate with a clear community use for the structure's re-appropriation. Currently lacking a safe and waterproof outdoor play area or learning space, the school will use the Pavilion as a permanent structure in their playground. Plans are underway for the structure to be rebuilt in summer 2018.

Parents and children, who have already been in discussions with the school about ways of improving the playground area, will be encouraged to share their views on the outcome of this project.



Goose Green pupils enjoy the Pavilion in advance of its move to their grounds.

FUTURE PLANS

PAVILION RETURN

The Gallery is exploring the potential for the Dulwich Pavilion project to return in 2019, 400 years since Edward Alleyn received permission from James I to found and endow his College of God's Gift at Dulwich, out of which the gallery was born 200 years later. A public competition open to emerging architects would launch in Spring 2018.

How can I get involved and stay informed?

The Gallery plans to unveil the final short-list of Pavilion designs as part of a public display during the London Festival of Architecture in June 2018. We will be including a Community Vote in our final choice.

To stay up to date visit: dulwichpicturegallery.org.uk/pavilionupdates

How can I support the project?

If you are interested in supporting the project please contact development@dulwichpicturegallery.org.uk

I represent a local school. How can I get involved?

Please contact learning@dulwichpicturegallery.org.uk

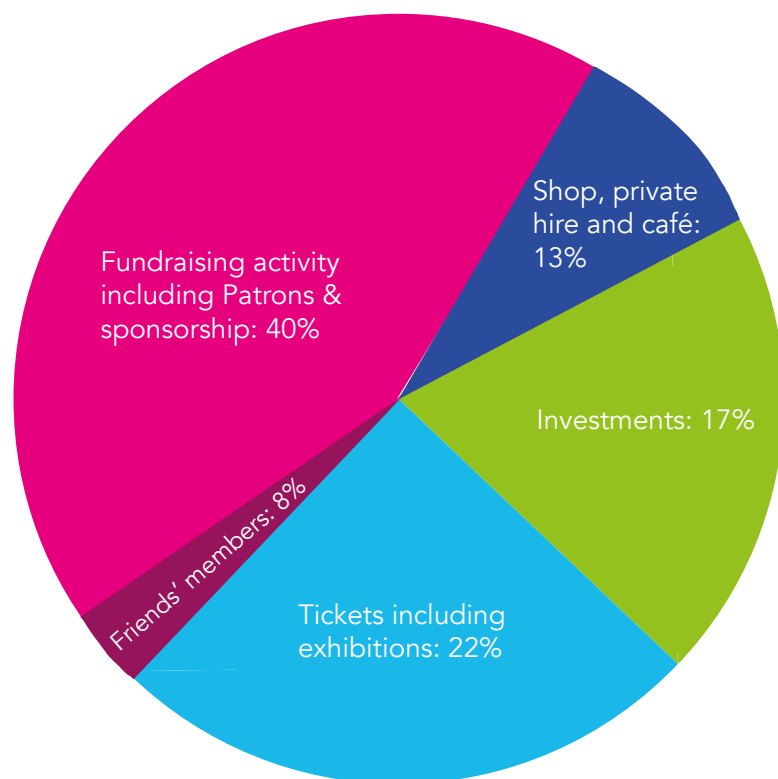


Enjoying the grounds of the gallery as part of a gallery Late.

FAQS

How is the gallery funded?

The gallery costs £4.9M* per year to open, operate, offer its artistic and community programmes and care for its collection. Income is generated as follows:



Why do we run a private hire offer at the gallery?

Private hire is a valuable income stream for the gallery and also offers opportunities to introduce new audiences to our unique site.

Why do we run public evening events at the gallery including use of the gallery gardens?

As a charitable organisation we regularly review and develop our artistic programme in order to attract a wide audience representative of all our varied local communities. Evening programming allows us to explore new ways of introducing people to the gallery after work.

How do we engage with the local community?

Through partnerships and programming we prioritise the boroughs of Southwark, Lambeth and Lewisham. Our year-round work includes offers for people with dementia, school groups, families and young people.

We offer membership to the gallery through the Friends of Dulwich Picture Gallery and our patron schemes. Many of our Friends, supporters and volunteers live locally.

Will future summer programmes be the same?

Our formal evaluation and feedback from the 2017 summer events programme demonstrated significant successes in broadening audiences. For future programming, elements such as music would be integrated with our informal collection tours and hands-on art activities to ensure new audiences connect with our core artistic identity.

How do you monitor your environmental impact?

The gallery's objectives to attract a broader audience and to ensure financial sustainability impact both positively and negatively on the immediate local area.

The gallery is working together with immediate neighbours to create a future commitment to noise management.

The care of our much-loved collection, building and site is paramount as we work to ensure Dulwich Picture Gallery's future for the next 200 years.

How do I get more involved?

Please contact development@dulwichpicturegallery.org.uk or visit www.dulwichpicturegallery.org.uk

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