



tour in 2014 of *English Magic* – Jeremy Deller’s exhibition at this year’s Venice Biennale. For the first time the work commissioned by the British Council for the British Pavilion will be seen on UK soil when it goes on display in 2014 at the William Morris Gallery in Walthamstow, London, then to Bristol Museum and Art Gallery before finishing its tour at Turner Contemporary in Margate.

#### **National Art Pass encouraging more visitors into museums**

Since launching the National Art Pass in April 2011, the Art Fund’s membership has grown by a third. Giving free or discounted entry to hundreds of museums, galleries, historic houses, castles and major exhibitions, the National Art Pass is encouraging people to visit more UK museums and galleries. Museums and their programmes are now being actively promoted as part of the UK-wide National Art Pass network – with over 100 venues joining since April 2011 – bringing the total to over 650.

#### **Art Guide App – the official guide to art across the UK**

Since its launch in April 2012 the Art Guide app has now reached 90,000 downloads with 85% return visitors. The Art Guide was created to support the National Art Pass and is a free comprehensive guide to visual arts in the UK. Through his multifaceted platform the Art Fund is both helping its members make the most of art and lending support in a new way to the network of museums across the country.

#### **Future plans**

The Art Fund will continue to increase its support to museums and galleries, helping them to buy new works, develop their collections and share them with visitors throughout the UK through supporting exhibitions and tours. Increased funding for curatorial development is a key aspect of support, with the continuation of the curatorial trainee scheme with the National Gallery in London and the annual £50,000 of funding for curatorial research and travel. The Art Fund will continue to build the National Art Pass network, encouraging increasing numbers of the public to visit museums. In early 2014 the Art Fund will also move to new premises in King’s Cross as part of a drive for increased organisational efficiency.

#### **For further information please contact:**

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#### **About the Art Fund**

The Art Fund is the national fundraising charity, helping museums to buy and show great art for everyone. Over the past 5 years we’ve given £26m to help nearly museums and galleries acquire works of art for their collections, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions. We also support a range of programmes which promote museums and their collections to wider audiences, including the national tour of the ARTIST ROOMS collection, the Art Fund Prize which rewards and celebrates Museum of the Year, and our Art Guide, a pioneering smartphone app offering the most comprehensive guide to seeing art across the UK. We are independently funded, the majority of our income coming from 95,000 members who, through the National Art Pass, enjoy free entry to over 220 hundred museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions.

Find out more about the Art Fund and the National Art Pass at [www.artfund.org](http://www.artfund.org).