

## **New Art Fund initiative launched to get the public walking for local museums**

Today the Art Fund launched Art Miles, a new fundraising initiative to get members of the public walking to raise money for their local museum. On Sunday 22 March 2015, four museums (Chiswick House and Gardens, Dulwich Picture Gallery, Osterley Park and House, and William Morris Gallery), will host a three mile walk around their surroundings, hosting a range of cultural activities along the way. Each walk will take in several points of interest - so whether participants are keen to visit buildings and parts of Chiswick House and Gardens which are not normally open to the public, experience falconry at Dulwich Picture Gallery, take part in a geocaching trail at Osterley Park and House, or come away with their own artwork from William Morris Gallery - there is something for everyone and all ages.

With museums under more pressure than ever before, community fundraising has become a vitally important ingredient to ensuring that local museums continue to survive and flourish. A recent piece of research, co-commissioned with the National Museum Directors Council, showed that although 90% of museum visitors give to charity, only 40% give to museums and galleries.

Stephen Deuchar, director of the Art Fund, said: "Local museums are under increasing pressure to find new ways to raise funds and to bring their local community through their doors, particularly given that fundraising often makes up a substantial percentage of overall museum income. As the national fundraising charity for art, we hope that Art Miles will galvanise both existing and new supporters, helping communities to enjoy beautiful buildings, parks and art on their doorsteps."

Registration opened today for the new initiative at [www.artfund.org/artmiles](http://www.artfund.org/artmiles). Participants should sign up online. The £20 registration fee includes entry to the Art Miles event at their chosen venue and an Art Miles bag. Sponsorship raised on top of the registration fee will go directly to the museum or gallery where the individual has chosen to gain their 'Art Miles'. All proceeds go directly to the selected museum.

### **Chiswick House and Gardens**

The walk will take you through the historic Grade 1-listed gardens. Guides will talk about the history of the landscape design and the features, many designed by William Kent; including the Beautiful Cascade water feature and the Obelisk. The walk will also include the Classic Bridge, Ionic Temple, exclusively open for Art Miles participants, and the beautiful Conservatory to see the famous Camellia collection in bloom and then will finish at Chiswick

House. There you will be free to wander at your own pace through the magnificent neo-Palladian villa, built by the third Earl of Burlington in 1729 to showcase his art collection and to enthrall his guests. The house continues to display many spectacular works of art.

### **Dulwich Picture Gallery**

Bring the family and join us for a Jacobean stroll through 17th-century actor and manager Edward Alleyn's country estate. Starting at Dulwich Picture Gallery with an introduction to its fascinating history, the route will take you through attractive parkland, stopping to look at some of the notable historic buildings, trees and sites. Returning to the Gallery at the end there will be an opportunity to enjoy some delicious food and fantastic falconry, as well as free entry to the Gallery itself. Feel free to come dressed in costume of the period!

### **Osterley Park and House**

Join us at Osterley Park and House where your Art Miles will take you from urban West London, past grazing animals and into an 18th century inspired garden where there lies green as far as the eye can see. En route you can learn about the gardens and unique habitat our parkland provides, or get hands-on creating your own works of art. You can follow our geocaching trail to complete your walk, and afterwards enjoy free entry to the 18th century mansion house. Why not come in Osterley-inspired fancy dress? They'll be prizes for the most inventive!

### **William Morris Gallery**

Raise much-needed funds for the Gallery while exploring your creative side in the beautiful surroundings of Lloyd Park. For one day only the park will be transformed into an arts and crafts activity trail for families of all ages. Along the route you'll meet special guest artists and there will be one or two surprises inspired by the Gallery's collections. You'll leave with your own work of art, created step-by-step along the trail. For those who like an extra challenge, why not come dressed up inspired by William Morris? There will be prizes for the best costume. Wellies highly recommended!

### **Art Miles 2015**

- Chiswick House and Gardens, Dulwich Picture Gallery, Osterley Park and House, or William Morris Gallery, Sunday 22 March 2015.
- Entries opened at 9am on 13 January 2015.
- The entry fee for Art Miles is £20 for an adult, free for under-16.
- Walkers can enter via the Art Miles webpage at [www.artfund.org/artmiles](http://www.artfund.org/artmiles) or via a download form, available from the same website
- Participants are encouraged to raise sponsorship of at least £50pp which goes directly to the chosen museum
- For more information go to [www.artfund.org/artmiles](http://www.artfund.org/artmiles)

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