

Art Fund's Ten Top Picks for Hidden Gems to Visit This Summer

- Higher-profile museums and galleries all booked up? Find out more about the hidden treasures on your doorstep with Art Pass Unbooked
- Art Pass Unbooked can be used by anyone – but those with a National Art Pass can gain free or reduced price access to hundreds of the best museums and galleries

Calling all culture lovers this summer! If you're searching for museums and galleries to soak up some exhibitions but struggling to find availability, why not consider some more unusual options? Whether you want to witness traditional weaving at the Museum of Carpet or immerse yourself in the Museum of Brands, find out more about the history of football in Scotland or the suffragette movement at the Pankhursts' home in Manchester, there are plenty of hidden gems to explore this summer.

Art Fund - the national charity for art - has just launched its innovative new platform [Art Pass Unbooked](#). The new online tool brings together hundreds of museums and galleries from across the UK in one place for the first time. It uses the users' location to show them museums and galleries near to them, showing ticket availability, and allowing them to book there and then. Take a look below at ten top picks of unusual museums available on Art Pass Unbooked.

1. Museum of Brands

This central London home of brands and advertising would likely be Don Draper's museum of choice – explore some of the most memorable ad campaigns and how iconic brands have shaped society. Plus, get 50% off entry with a National Art Pass.



2. Hastings Contemporary

A cool and airy art space that has exhibited the likes of Paula Rego, LS Lowry and Laura Knight, Hastings Contemporary combines modern art with a striking coastal setting in East Sussex, and offers 50% off entry and exhibitions with a National Art Pass.



3. Gairloch Museum

Housed in a former nuclear bunker on the shores of Loch Gairloch, this local spot in Scotland's Ross-shire is a true hidden gem. You get 50% off entry with a National Art Pass and much of the museum's collection has been donated by the local community, celebrating the culture and heritage of the area.



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4. Towner Eastbourne

Towner is home to an eclectic collection of contemporary art by artists such as Grayson Perry, John Akomfrah and Tacita Dean, whose work is complemented perfectly by a dazzling seaside setting. Enjoy 50% off with a National Art Pass here.



4. Ditchling Museum of Art + Craft

A hotspot for craft lovers, this museum showcases the creativity of Ditchling in the 20th century, when the village became a hub for celebrated artists and crafters. You get free entry to the museum and exhibitions with a National Art Pass, and can expect to see intriguing artefacts such as the original typeface for the London Underground.



5. Russell-Cotes Museum & Art Gallery

Perched on a cliff in the popular seaside town of Bournemouth, this Grade II listed Victorian house doubles up as a museum and art gallery. Combine a day at the beach with a browse around an extensive collection of European and Japanese art and get free entry to the museum and exhibitions with a National Art Pass.



6. Brontë Parsonage Museum

Explore the lives of the Brontë literary dynasty in their former home, now an iconic Yorkshire building. The museum is packed with family memorabilia and original manuscripts for some of the sisters' best-known novels, plus you get free entry with a National Art Pass.



7. Scottish Football Museum

This museum in the unique location of Glasgow's Hampden Park stadium is home to Scotland's national collection of football-related memorabilia. Get 50% off entry with a National Art Pass and explore the original team dressing room, original Scottish cup and legendary game footage.



8. Museum of Carpet

From design and manufacturing to a range of styles, fibres and domestic uses, the humble carpet has a rich backstory, showcased here at Kidderminster's Museum of Carpet. A National Art Pass gets you 50% off entry – expect to see iconic carpet designs by pioneers in the industry and get inspired to do your own pad.



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9. Pankhurst Centre

This iconic site of women's activism is the former home of the Pankhurst family in Manchester. Sit in the room where the first suffragette meeting took place and explore the inspiring campaign for women's suffrage and the ongoing fight for gender equality that continues today.



10. MOMA Machynlleth

Celebrating the best modern and contemporary art from Wales and beyond, the focus at MOMA in the Powys market town of Machynlleth is on exceptional artists living and working in Wales. Seven galleries and a concert hall are housed in an atmospheric converted chapel, and the gallery offers 10% off in the shop with a National Art Pass.



If you're looking for a hidden gem to explore this summer, grab a National Art Pass and check out Art Pass Unbooked to find the latest availability for cultural attractions near you.

Art Pass Unbooked can be accessed here <https://unbooked.artfund.org/>. To buy a National Art Pass, or to find out more, head to: <https://www.artfund.org/national-art-pass>

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Higher resolution images can be downloaded here:
<https://bibli.artfund.org/web/2b3a6ba9cffe19bc/art-pass-unbooked/>

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About Art Fund

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes. In response to Covid-19 Art Fund has made £3.6 million in urgent funding available to support museums through reopening and beyond, including Respond and Reimagine grants to help meet immediate need and reimagine future ways of working. Art Fund is independently funded, supported by the 131,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also supports museums through its annual prize, Art Fund Museum of the Year. The shortlisted museums for Art Fund Museum of the Year 2021 are: Centre

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for Contemporary Art Derry~Londonderry; Experience Barnsley; Firstsite in Colchester; Thackray Museum of Medicine in Leeds; and Timespan in Helmsdale.

About National Art Pass

Art Fund's National Art Pass offers members free or reduced-price entry to hundreds of museums, galleries and historic houses across the UK as well as 50% off major exhibitions (including those at Tate, the V&A and the British Museum). Art Fund's growing membership of 131,000 encourages people to see more for less, but it also gives something back. It helps Art Fund to support art places and spaces, so that everyone can enjoy the UK's brilliant museums. Many of the destinations available through Art Pass Unbooked offer free or reduced-price entry with a National Art Pass (artfund.org/NationalArtPass).

About Art Pass Unbooked

Art Pass Unbooked is a new platform that helps people explore local museums and their upcoming availability. This smart new online tool will enable culture seekers to get back into the habit of making spontaneous visits. With social distancing measures in place, tickets to higher-profile museums are in demand, with many booked out ahead of time, particularly for key timeslots. Open to everyone, Art Pass Unbooked inspires great ideas for days out, provides local availability and gives enhanced visibility to the nation's less well-known museums and galleries as they recover post lockdown. It also highlights the many discounts available at museums and galleries with Art Fund's National Art Pass. Art Pass Unbooked has grown out of Art Fund's Art Tickets platform which provided museums and galleries with a free ticket management system to make selling tickets online simple.