



**MAKING  
CULTURE MATTER**

2018-2021 AT THE WALLACE COLLECTION

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**THE WALLACE COLLECTION IS AN INTERNATIONALLY ACCLAIMED TREASURE HOUSE OF OUTSTANDING MASTERPIECES, FROM PAINTINGS, SCULPTURE AND FURNITURE TO PORCELAIN, ARMS AND ARMOUR.**

Built over the eighteenth and nineteenth centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world.

So that it could be kept together and enjoyed by generations of visitors, the Collection was given to the British Nation in 1897. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership.

**WE BELIEVE THAT CULTURE MATTERS.**

Today, our job is to protect and research the Collection and at the same time to excite, entertain and engage our audiences with all that it has to offer.



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From precious artefacts once owned by Sikh warriors and Mughal emperors to spectacular Asante gold and Renaissance bronzes, the Wallace Collection contains surprising and diverse objects from all corners of the globe. The works of art that we look after for the nation help us understand the history of human endeavour, and we are committed to providing access to as wide a public as possible and to helping visitors engage with this diversity.

Our goal is to create a place of understanding, cultural pluralism, curiosity and education. To do this, over the next three years, we plan to create a world-class visitor experience for all ages which stimulates engagement with our collection through a new programme of exhibitions, major gallery refurbishments and an enhanced and expanded digital presence.

### OUR PRIORITIES ARE TO:

- Broaden and deepen visitor engagement
- Maintain and preserve the Collection for future generations
- Support excellence in curatorial research
- Connect with new audiences through an enhanced digital presence
- Lay a strong financial foundation for the future
- Embark upon a capital investment programme to transform visitor experience



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### BROADEN AND DEEPEN VISITOR ENGAGEMENT

- Launch an exhibition programme that will complement the Collection's works of art, providing historical context through innovative presentation in a new and expanded space.
- Enlarge our award-winning public education and communities programme, which celebrates the intrinsic value of the arts and recognises the positive impact that they bring to our quality of life and sense of wellbeing and identity.
- By 2021, significantly increase the number of visitors and the length of time that they spend in the Collection.



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### MAINTAIN AND PRESERVE THE COLLECTION FOR FUTURE GENERATIONS

- Create a new open-plan conservation studio which provides a flexible and state-of-the-art working environment for our conservation staff.
- Share and develop the skills of our conservators through collaborations and intensive research projects.
- Map out a comprehensive programme of photography to capture and promote in detail each work of art in digital format.



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### SUPPORT EXCELLENCE IN CURATORIAL RESEARCH

- Empower the Collection's curators to develop exhibitions and interact directly with our public.
- Expand our national and international reputation and impact through institutional partnerships.
- Continue to develop intensive and long-term research projects which highlight the unique strengths of our collection.



The background is a highly detailed, ornate pattern in gold and black. The pattern is split vertically down the center. The left side features a repeating motif of a stylized vase or urn with a bird-like figure above it, surrounded by intricate scrollwork and floral designs. The right side is more complex, featuring a central vertical axis with various figures and symbols, including a standing female figure, a seated figure, a bird, and a dog, all integrated into a dense web of scrolls and floral elements. The overall style is reminiscent of 19th-century decorative arts or wallpaper.

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### **CONNECT WITH NEW AUDIENCES THROUGH AN ENHANCED DIGITAL PRESENCE**

- Launch a new website with a focus on our objects; bring the Collection to life through a new presence online.
- Share our images digitally with an international community for personal or academic use free of charge.
- Implement new systems which increase our ability to disseminate information online.
- Deepen our use of social media to connect with a younger audience.

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### LAY A STRONG FINANCIAL FOUNDATION FOR THE FUTURE

- Continue to increase and diversify self-generated revenue.
- Build an endowment of £20 million to create a reliable source of income in times of economic instability and to underpin our future ambitions.
- Support our plans for capital investment activities through a greater focus on philanthropy.
- Maintain a transparent and productive relationship with our government interlocutors, the Department for Digital, Culture, Media & Sport (DCMS), and partner with them to deliver on the Museums Review.



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## EMBARK UPON A CAPITAL INVESTMENT PROGRAMME WHICH WILL TRANSFORM VISITOR EXPERIENCE

- Treble the size of our temporary exhibition spaces with new galleries.
- Refurbish and redisplay the West galleries, the Renaissance galleries and the Arms and Armour galleries, creating opportunities for visitor engagement with the Collection, some parts of which have not been touched since 1908.
- Maintain and improve the building and infrastructure of Hertford House (Grade II listed), adopting 'best-practice' principles for environmental sustainability whilst improving visitor facilities and accessibility and maximising the opportunities for self-generated income.



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Since 1900, the Wallace Collection has been a centre of excellence, founded on the simple philanthropic principle of free access for all. To achieve our ambitious aims over the next three years, we must be as pioneering and outward-looking as our founders.

Although we face challenges, our vision will help to shape the Collection for future generations of visitors - keeping excellence at the core of the Collection - whilst forging forward into the 21st century.





*"...this palace of genius, fancy and taste"*

Benjamin Disraeli's remark in Sir Richard Wallace's visitors book, July 1878

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Nicolas Poussin,  
*A Dance to the Music of Time*,  
French, c. 1634 – 36



Dagger, made for the  
Mughal imperial court,  
Northern Indian,  
c. 1616 – 20



Ceremonial gold wine cups,  
Chinese, made for the Qianlong  
Emperor, probably 1739/40  
and 1740/41



Toilet mirror, made for  
the duchesse de Berry,  
French, 1713



Canaletto,  
*Venice: the Bacino di San Marco*  
from *San Giorgio Maggiore*,  
Italian, c. 1735 – 44



François Anguier and Henri Perlan,  
after the Antique, *The Borghese  
Dancers*, French, 1641 – 3



Gold trophy head,  
Asante (present-day Ghana),  
19th century or earlier



Vase 'à tête d'éléphant',  
Manufacture de Sèvres,  
French, 1757



Visored bascinet,  
French or Italian,  
c. 1390-1410



Indian (Sikh) Helmet,  
19th century



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