

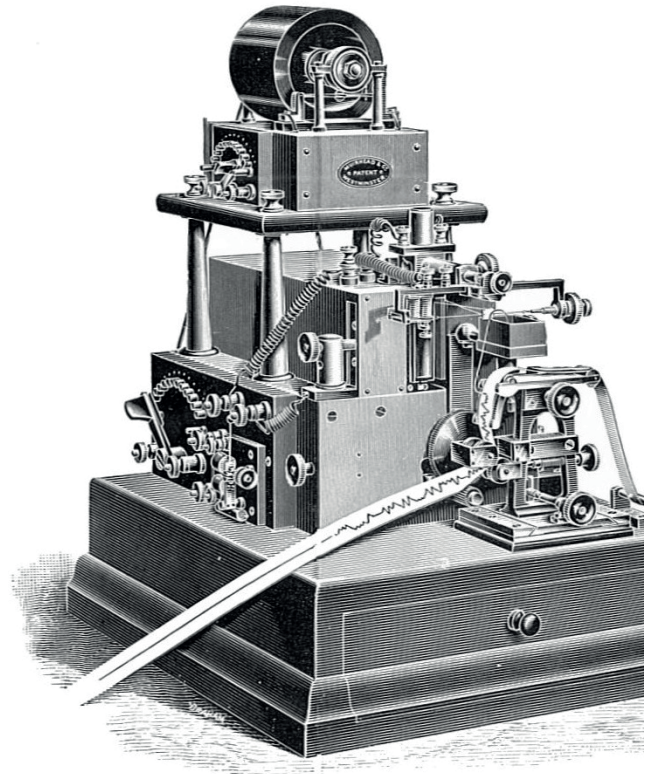
The background of the entire page is a dramatic painting. It depicts a dark, turbulent sea with white-capped waves. On the horizon, a small ship is visible, silhouetted against a bright, golden-yellow sky filled with heavy, dark clouds. The overall mood is one of historical drama and exploration.

EXHIBITION VICTORIANS DECODED: ART AND TELEGRAPHY

OPPORTUNITY FOR **SPONSORSHIP**

Victorians Decoded: Art and Telegraphy: a research-based exhibition.

This exhibition marks the 150th anniversary of the successful laying of a working transatlantic telegraph cable. Brunel's Great Eastern was lead ship in 1866 laying thousands of miles of insulated cable from Ireland to Newfoundland for the Anglo-American Telegraph Company. The risk taken by investors paid off and other companies emerged running transatlantic lines such as the group involving Reuter's news agency and John Pender of Porthcurno, a group that eventually took the name of Cable and Wireless.



Victorians Decoded is an exhibition emerging from academic research. Our collaborative research draws together art, literary culture and science in a project called Scrambled Messages. We study the impact on Victorian culture of the visionary project of linking Britain and the United States by means of an underwater telegraph cable. The dramatic successes of telegraphy, along with efforts undertaken to meet stubborn technical challenges, shaped the Victorian imagination.

Sponsorship Proposition

We are happy to announce an exhibition, Victorians Decoded, to be held in the superb premises of Guildhall Art Gallery in the City of London from 19 September 2016 to early February 2017, showcasing remarkable Victorian paintings selected to demonstrate the effects of telegraphy on art. Large-scale landscapes and seascapes, striking portraits of intrepid figures, Pre-Raphaelite and high Victorian scenes of mythology, history and daily life will be brought together and interpreted in an entirely new way, with an 'art and science' agenda. We invite you to become a Sponsor of the exhibition. Sponsorship of this important exhibition will bring benefits to your company in terms of branding, business entertaining and event opportunities for your own team members.

The Exhibition

Victorians Decoded brings together awe-inspiring pictures by outstanding Victorian artists including Pre-Raphaelites, emigrés such as James Tissot and Aesthetes such as Frederic Leighton and Edward Poynter. Important works by leading marine painters Henry Moore and William Wyllie will be given fresh visibility.

The exhibition breaks new ground in the way it considers telegraphy as a resource for the artistic imagination. The exhibition does not assemble pictures of telegraphic installations. Rather it looks at the wide sweep of Victorian art and draws out themes that relate what was the exciting new technology of the day.

The exhibition opens and closes with magnificent landscapes and seascapes. Victorian artists packed the field of vision with detail: crests of waves are registered to the far horizon, rocks are shown in their diverse forms. The scale of the artworks is at times immense; the colours are intense. We explore the way in which landscape can be the place of knowledge and memory offering echoes of the transformation of space and time achieved by the telegraph.

Portraits of journalists, scientists and politicians are assembled. Telegraphy became inclusive as a person to person medium, the telegraph-driven news media brought the events of the world of war, invention and politics into the homes of millions, reinventing celebrity and domesticating the public sphere.

Mythological beings link arms, chains of labourers shift mighty stones, precious children are passed down from upper storeys to escape the plague and modern-day dignitaries process in their pomp through gas-lit streets. All these scenes will be explored in the section of the exhibition that explores ideas of transmission, so crucial to the communications technology of the Victorian era. Along with transmission the use of code will be a focus for the show. We anticipate the installation of an interactive message coding machine in the show.

This exhibition will be thought-provoking, informative and aesthetically pleasing. It has a solid research base and presents new thinking in a compelling, accessible and enjoyable way.

The exhibition shows nature, shaped by the technological imagination, as a zone of obdurate matter and fearsome forces. Victorian artists imagine new pathways for signalling.



James Clark Hook



Frederic Leighton, *The Music Lesson*, 1877, detail. Collection: City of London Corporation.

Victorians Decoded is curated by academics from The Courtauld Institute of Art, University College and King's College London, working with Guildhall Art Gallery.

The exhibition is based on research backed by the Arts and Humanities Research Council.

Team member Dr Cassie Newland, industrial archaeologist is noted as a popular science presenter

Curators Professor Caroline Arscott, The Courtauld and Professor Clare Pettitt, King's College London are known for their work on Victorian culture and technology

Team member Professor Mark Miodownik, Director, Institute of Making, University College London is recognised for exceptional work as columnist and broadcaster on science, author of prize-winning *Stuff Matters*

Advisory Guildhall Curators Sonia Solicari and Katty Pearce have worked on cutting-edge shows such as *Victoriana* and *No Colour Bar: Black British Art in Action*

VISITORS TO THE EXHIBITION VICTORIANS DECODED

The Guildhall Art Gallery has a buoyant and growing visitor base. The 150th anniversary of the successful laying of the Transatlantic cable will draw media coverage and enhance the profile of the exhibition. Victorians Decoded will attract art lovers and those with an interest in the history of telecommunications. A late evening event with pop-up bar will draw in young creatives. The exhibition will have hands-on elements for coding messages which will appeal to youngsters, and by working with Kids In Museums and we will bring schools in to see the catalogue will give wide access and the core ideas of the

providing teacher resources show. An online exhibition to the aesthetic effects exhibition.

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Above: James Tissot, *The Last Evening on Shipboard*, 1873. Collection: City of London Corporation.

Below: William Wyllie, *Scene on the Lower Thames*, 1877. Collection: City of London Corporation.



We invite you to participate in this exciting venture

Sole Sponsor £50,000

- Opportunity for exclusive sponsorship of Victorians Decoded
- Display of company logo on all publicity and in exhibition space.
- Distribution of publicity leaflets to central London locations
- Invitation to the Private View of Victorians Decoded (including reception) for 20 people
- Opportunity to join panel of speakers at the Private View
- Private early-morning event at the Guildhall Art Gallery with the Curators, for 20 people
- Tour of Wheatstone Collection at King's College London
- Private event at Institute of Making, University College, London

Lead Sponsor £20,000

- Display of company logo on all publicity and in exhibition space.
- Distribution of publicity leaflets to central London locations
- Invitation to the Private View of Victorians Decoded (including reception) for 12 people
- Complimentary entry to Plenary Lecture (and reception) at Guildhall Art Gallery on 20th January 2017 and full-day International Conference at The Courtauld Institute of Art on 21st January 2017 for 6 people

Associate Sponsor £10,000

- Display of company logo on all publicity and in exhibition space.
- Distribution of Publicity Leaflets to Central London locations
- Invitation to the Private View of Victorians Decoded (including reception) for 6 people

To sponsor the exhibition please contact caroline.arscott@courtauld.ac.uk or telephone +44 (0)20 7848 2176



‘splendid’,
‘.....beautiful’,

‘a real gem hidden
amongst the
skyscrapers of
London’s financial
district’,

‘the gallery itself is
lovely inside and out,
the collection
couldn’t be held in
more dignified
surroundings’

(Guildhall Art Gallery
visitor reviews 2014-15)

The City of London location of Guildhall Art Gallery is eloquent in terms of British commercial history, just yards from the site of Victorian Central Telegraph Station in Telegraph Street. The Art Gallery, purpose-built in 1999, conveys tradition and grandeur. Futuristic concrete meets classical marble in its spacious premises.



Front and back cover: William Ayerst Ingram, *Evening*, 1898, detail . Collection: City of London



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