

The Georgians

November 2013 – March 2014

BRITISH LIBRARY





Introduction

The Georgians exhibition will examine the extensive cultural and societal changes in Britain during the reigns of George I, II, III and IV (1714 – 1830) and will mark the 300th anniversary of the arrival of the House of Hanover and the establishment of a constitutional monarchy which is still in place today.

The legacy of the Georgian period – from consumerism and celebrity culture, to travel and trade – underpins how we live today. Direct parallels can be drawn between the social, industrial and agrarian Revolutions of Georgian Britain and the digital revolution taking place today. Several of the innovations of Georgian Britain are key issues for us now. Such as the role of the Georgian canal network in moving the transportation of goods off our (largely Georgian) road network, freeing congestion.

The Georgians will allow visitors to understand these parallels and how we live now, and the impact of this period of development on modern Britain. The exhibition will offer the opportunity to see a rich variety of rarely displayed material from the British Library's vast collections, including manuscripts and printed items such as periodicals, newspapers, books and pamphlets. Unfamiliar items from other well-known collections and institutions, including prints, paintings, tapestries and objects ranging from spinning wheels to Chippendale furniture, will also be on display.

Visually stunning, *The Georgians* will be the must-see exhibition of Autumn 2013 – Spring 2014.



The partnership opportunity

A number of sponsorship options are available for discussion ranging from sponsorship of the exhibition design and build, to the on-site learning programme and events programmes.

See the benefits to your company dependent upon level of partnership interest:

- Full naming rights
- Branding on all printed and electronic printed materials
- Onsite branding at the entrance to the exhibition gallery, on banners visible to Eurostar travellers leaving St Pancras International station, and on banners and posters along Euston Road
- Your message in the exhibition book and its accompanying events programme
- Employee benefits to include staff development workshops related to exhibition themes
- Inclusion of corporate details and key messages in press release and media activity as part of co-developed PR push at key points during 2013–2014
- 200 complimentary tickets to the Library exhibition
- Learning sessions tailored to suit the staff training and development objectives of your organisation.



The exhibition

The exhibition will be divided into seven key sections:

Taste and Politeness

Taste was displayed throughout the arts, buildings and manufactures of the period. Public entertainments grew enormously in variety and scale, from the theatres to the pleasure gardens. Celebrity culture dawned, as actors, dancers and others became the subject of gossip in newspapers and pamphlets.

Homes and Gardens

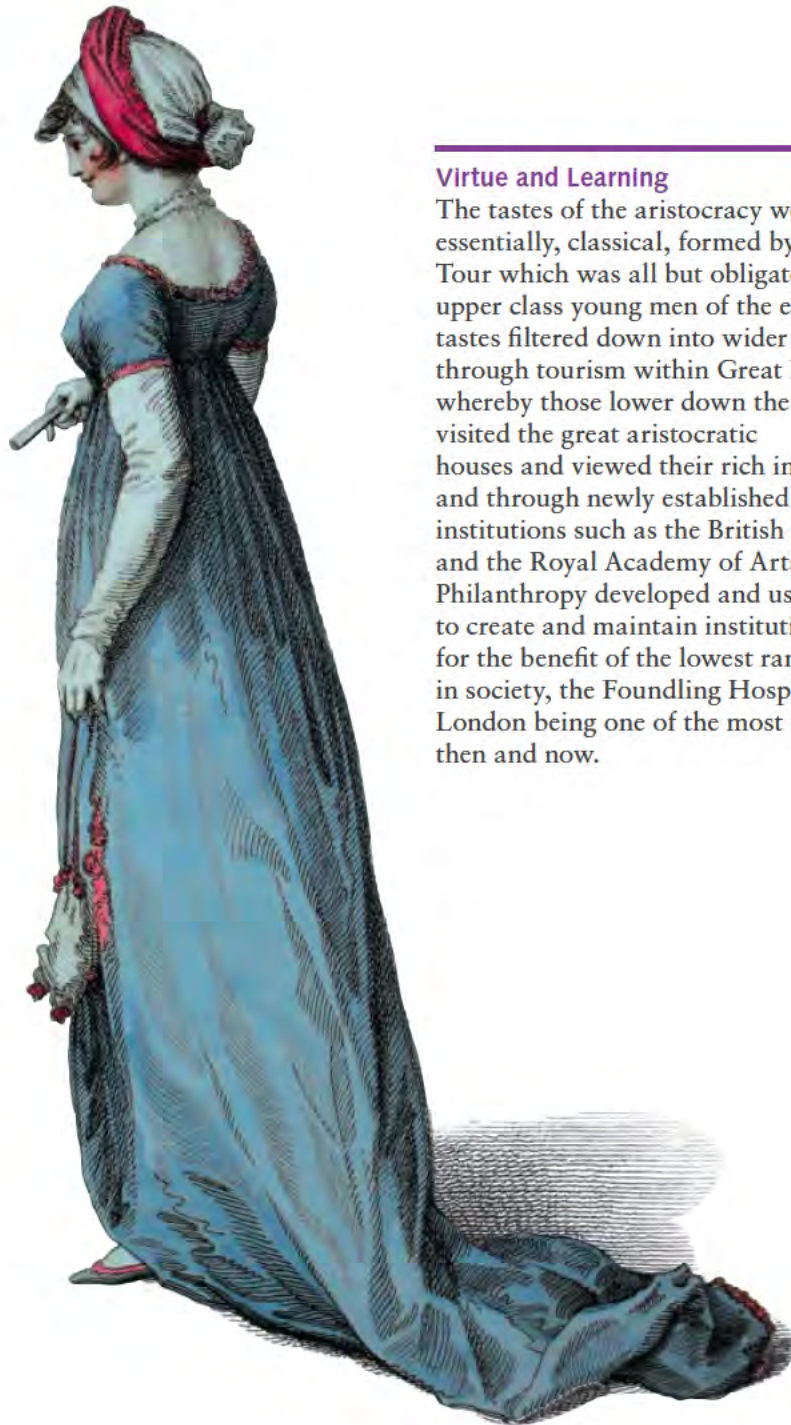
New buildings, furniture, styles and attitudes; The exponential growth of print culture spread changing ideas and fashions throughout society – drive by the newly influential ‘Middling Sort’, merchants and traders, specialist shopkeepers and members of the professions. Exotic new plants were introduced such as camellias and orchids causing a huge demand for new species and varieties. Trade with China influenced the design of the hugely popular and sought-after furniture-maker Chippendale.

Consumerism

Many new commodities became available as a result of Britain’s trade with the world. Luxury items could be bought in the new, larger shops. Shopping became a leisure activity, fuelled by ever-changing fashions. The East India Company has made a lasting impact on the UK with the introduction of tea, coffee, chocolate and silks. Tea rooms came into existence. An English/Indian collaboration began with Indian goods influencing British style.

Sociability: Private and Public Entertainments

The availability of public entertainment increased exponentially during the eighteenth century as people grew richer and had more leisure time. New theatrical genres arrived in London, or were invented there, such as oratorio. Concert halls, masquerades and pleasure gardens proliferated. The formal dance styles of the period influenced a more genteel mode of behaviour.



The exhibition

Virtue and Learning

The tastes of the aristocracy were, essentially, classical, formed by the Grand Tour which was all but obligatory for upper class young men of the era. Their tastes filtered down into wider society through tourism within Great Britain, whereby those lower down the social scale visited the great aristocratic houses and viewed their rich interiors, and through newly established cultural institutions such as the British Museum and the Royal Academy of Arts. Philanthropy developed and used culture to create and maintain institutions for the benefit of the lowest ranks in society, the Foundling Hospital in London being one of the most famous then and now.

Oiling the Wheels

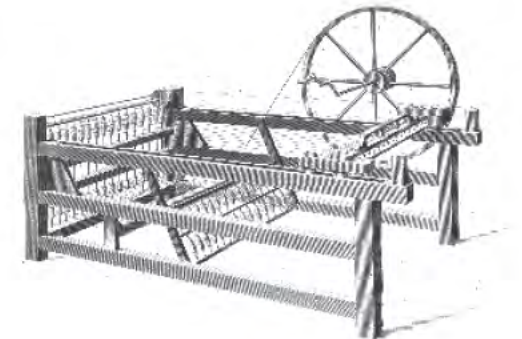
The increasing complexity of the Georgian world was driven by improvements in transport and infrastructure as well as by the opportunities provided by the expanding world-wide trade. Trade fed the rise of consumerism and made exotic and luxury commodities such as silks, furs and pineapples more widely available than ever before.

Georgian Legacy – Our Modern World

Many developments of the Georgian period are very obviously still with us, for example the architectural styles of the grand houses and the canal system. Yet others survive without our being aware that it is to the Georgian period that we owe their introduction. These include visiting country homes and going to the theatre and our much beloved sport – cricket. One activity which became widespread during the Georgian period has been transformed – we no longer write letters, but we do compose endless emails and texts.

Innovations in transport, town planning and print culture will be examined alongside the growth of philanthropy and the enlightenment. The expansion of trade and industry with new products and markets being developed, leads to greater wealth creation amongst a larger group of people resulting in the development of consumer culture, shopping, travel and leisure.

A series of Interactive displays will be used to demonstrate things such as new manufacturing processes, the growing networks of roads and canals, and allow the visitor to design an interior according to the conventions and taste of the time.



A selection of star objects



- Portraits of George I, II, III, IV
- Edmund Burke, *A Philosophical Enquiry into Our ideas of the Sublime and Beautiful* (London, 1759). Second edition of Burke's treatise, which was to influence the developing Romantic movement. This copy was presented by him to Elizabeth Montagu, the 'Queen of the Bluestockings'.
- Robert Adam and James Adam, *The Works in Architecture*. (London, 1778 – 1822). A large and spectacular volume of designs by the Adam Brothers, including hand-coloured plates showing interior decoration schemes.
- Thomas Chippendale, *The Gentleman and Cabinet-Maker's Directory* (London, [1754]). The finely illustrated first edition of Chippendale's famous work on furniture design.
- *The Repository of Arts, Literature, Commerce, Manufactures, Fashions, and Politics* (London, 1809 – 1815). A periodical which provides a compendious guide to the consumption of the cultural amenities of Georgian life, with beautiful colour plates.
- *The Life and Memoirs of Elizabeth Chudleigh, ... Commonly Called Duchess of Kingston* (London, [1788?]). Elizabeth Chudleigh was one of the more notorious celebrities of the era, who early became infamous for her appearance at a masquerade in a costume that left her almost naked.
- Sir William Hamilton, *Campi Phlegraei. Observations on the Volcanos of the two Sicilies* (Naples, 1776). A sumptuous visual record of the volcanic areas around Naples, a 'must-see' destination for visitors to Italy in the late 1700s. In this copy many plates are accompanied by the original drawings.

The people we reach: Students in formal learning



Recognising that the learners of today are the researchers of tomorrow, the Library's learning programme reaches students in formal learning at all ages and their teachers. Through our regional partners within the public library network we also engage young adults not necessarily in formal education who are seeking to learn in more unstructured ways.

We focus on developing skills for learning, especially those in research, critical thinking, visual, verbal and information literacy and creativity. We also specialise in offering free CPD conferences and events for teachers.

We offer support to key subjects such as English Literature, Literature, History, Art and Design, Citizenship and Religious Education and we are increasing support for science, social science and business. We promote lifelong learning through an inclusive programme geared towards learners of all ages and abilities.

Onsite

Our onsite learning programme includes a range of free workshops ranging from those which develop creative thinking amongst primary and nursery school age children through to secondary and FE groups to

HE and Adult Groups. We offer a lively programme of family activities and events during school holidays. 20,000 young learners and 3,000 teachers, adult learners and family groups take part in our onsite learning programme each year.

Digital

Our digital learning programme at www.bl.uk/learning has won plaudits and major awards, notably for Timelines: sources from History which won both the Nominet and Museum Heritage Award in 2010. The site contains growing resources to complement the school curriculum. 1.3 million individuals benefited from the bl.uk/learning website this year.

We are developing a new generation of online teaching and learning tools for English Literature and Language study. The project is called English Online. It will become a single, definitive and sustainable online destination for the international study and exploration of literature in English.



The people we reach: Our exhibition visitors



94% of our audience is ABC1
44% aged between 35 and 50
30% are under 35 years of age
27% are over 60

30% are from London
28% from elsewhere within the UK
24% of visitors come from overseas
17% from the South East

The Library's visitors have grown by 36% over the past 10 years and continue to grow with 49% first time visits during 2010.

95% rate their experience of the exhibitions programme as either excellent or good.



We have characterised the British Library's adult exhibition visitors into six different groups, designed to capture their essential motivation.

Inspiration-Seekers

This group looks for inspiration wherever they go – they are willing to try new things, take risks and be experimental. They're creative, culturally active and highly engaged in the arts. They are most likely to have a vocational involvement in the arts/creative sector and they are younger than many of the other segments. 24% are under 35 years of age.

Knowledge-Seekers

This group seeks intellectual stimulation and development for personal rather than academic reasons. They are lifelong learners and this is what drives their cultural engagement. They include an above average proportion of older visitors. 21% are aged 65+.

Information-Driven

This group is highly intellectually motivated and learning is a constant endeavour in their life. They primarily see the British Library as a research resource and visit the exhibition programme as a supplement to that.

Traditional Exhibition-goers

This group wants not only knowledge from their visit but an emotional, even spiritual, experience, a chance to see awe-inspiring things. They are cultural dabblers and visit a whole range of venues across London but they return to the British Library because they are convinced of the range of possibilities its exhibition programme offers.

British Library Loyal

This group is highly aware of what the British Library offers them and needs little persuasion to participate in the exhibitions programme.

Social Spacers

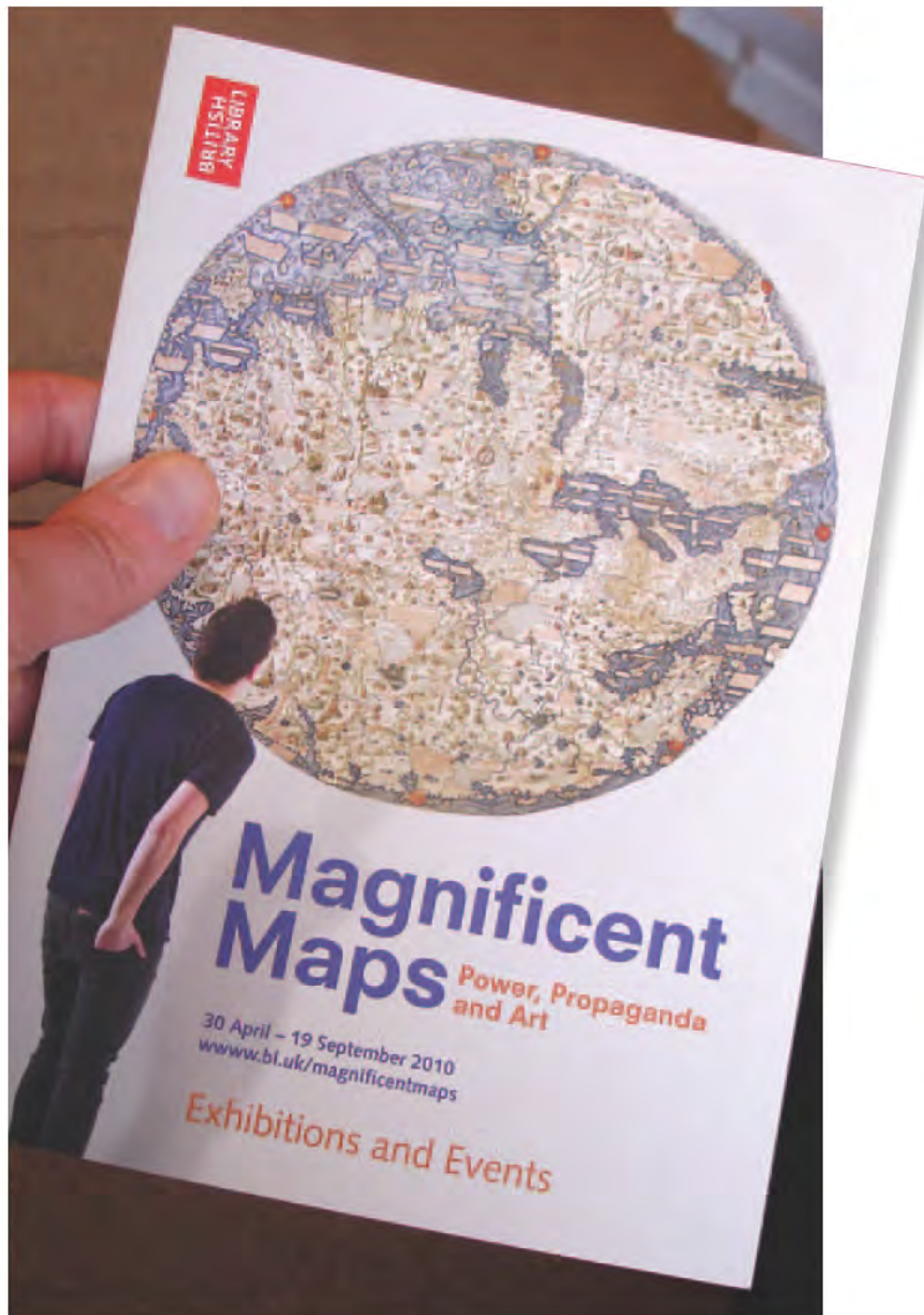
This group uses the British Library in an informal and social way and they 'drop in' on our exhibitions from time to time. The physical environment and the building's spaces form an important part of the visit experience.



The marketing and outreach campaign

The British Library is planning a comprehensive multi-channel marketing campaign that is strategically constructed to make sure public awareness is continually refreshed throughout the exhibition.

- A high profile communications programme, targeting national press, arts broadcasts, print and digital media in a wide range of consumer and specialist magazines, including London-based correspondents of foreign media
- Multi-channel direct marketing through e-newsletters, event booklets and direct mail. We have approximately 200,000 subscribers to our e-newsletters, and send approximately 2.5 million e-communications per year
- Press advertising in national and local newspapers
- Advertising on the Underground across the London network
- Online advertising with external sites such as Times Online along with extensive coverage on www.bl.uk which has over 9 million unique users per year
- Direct marketing to schools, HE and FE institutions across UK



The marketing and outreach campaign

The Library's Learning and Outreach team works with schools and local community groups, helping to break down barriers to engagement. Workshops, events and e-learning resources will be developed in relation to the exhibition's key themes.

Innovation in engineering and technology, waste management, the rise of philanthropy, education, social welfare and good citizenship will be explored.

The British Library is keen to work with partners and supporters to enable them to message their existing CSR and education programmes, utilising the Library's resources and networks.

We work with people of all ages and abilities and have worked with a wide range of organisations – from youth clubs and nursing homes to disability groups and many more.

Your brand will receive high-profile visibility on our on-site billboard outside St Pancras International station and on our posters and banner sites along Euston Road.

Our award-winning public programme presents two major temporary exhibitions each year alongside promotion of the Library's permanent exhibition of treasures from its collections. In 2010/2011 812,000 visitors attended exhibitions and events, and over 10 million people watched the BBC's season of TV documentaries about maps providing valuable publicity for our *Magnificent Maps* exhibition.





Partnership options for discussion

Option 1: Events programme

Cost: £30,000 + VAT

- Accreditation Online
- Accreditation in marketing materials
- Accreditation on main donor board in the Library's Front Hall

Option 2: Learning programme Workshops

Cost: £40,000 + VAT

- Accreditation in gallery
- Accreditation in marketing materials to schools/teachers print and online
- Accreditation in all learning programme materials
- Accreditation on main donor board in the Library's Front Hall

Option 3: Loans to exhibition

Cost: £50,000 + VAT

- Accreditation in Exhibition Book
- Accreditation at entrance to gallery and all marketing materials, print and online
- Accreditation on main donor board in the Library's Front Hall
- 1 x Show and Tell for 30 stakeholders in the British Library Boardroom with expert curators*

Option 4: Exhibition Design and Build

Cost: £100,000 + VAT

- Full naming rights
- Co-developed PR push at key points
- Corporate message in all press and media releases
- Accreditation and message in the Exhibition Book
- Accreditation at entrance to gallery and all marketing materials, print and online
- Accreditation on main donor board in the Library's Front Hall
- 200 complimentary tickets for your own use
- Inclusion of staff in tailored learning workshops
- 1x private reception in Front Hall for up to 300 guests
- 1 x Show and Tell for up to 30 stakeholders in the British Library Boardroom with expert curators*
- 2 days' complimentary use of the British Library Conference Centre*

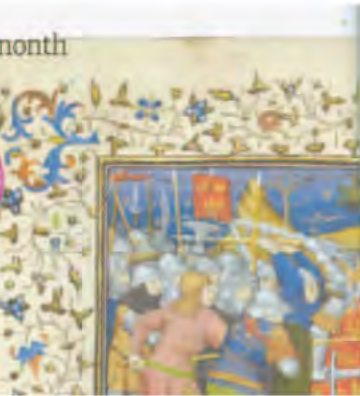
*excluding catering to be negotiated according to your requirements

Out & About Ten things to do this month

Charlotte Hodgman previews some of the latest events and exhibitions

Royal Manuscripts: The Genius of Illumination

The British Library, London
11 November - 13 March 2012
02072 3237144 | www.bl.uk



How to be kingly Guides to royal life

The Queen and the Duke of Edinburgh are right at the heart of our nation's history. The British Library has a collection of rare historical manuscripts that tell us about the lives of the royal family, what they did, when they did it, and how they did it. The exhibition also includes a special section on the Queen's personal life, including her favourite books, her favourite recipes, and her favourite places. This is a chance to see the Queen's life as she lived it, not as she is portrayed in the media. The exhibition is a must-see for anyone who is interested in the history of the British monarchy.



The Guardian (17 May 11 News)
National

How illuminating: library

Bibles, histories, a map and a guide to princely behaviour among exhibits
Stephen Bates

For more than 600 years England's monarchs have been known for their scholarship. The most famous of these collectors was King Edward I, who collected illuminated manuscripts, which were among their most treasured possessions. The signs are that they read them, too, and gave them to their children. And now these pages, glowing with gold, vermilion and lapis lazuli like an earthly paradise, are on display in an exhibition at the British Library in London.

It is a remarkable collection. The books are on display from a collection of more than 2,000 put together by monarchs from Athelstan, who described himself as the first king of Britain in the mid-9th century, to Henry VIII. That they have survived in excellent condition is largely owing to the fact that George II donated many of them to the nation in 1757 and more came from a collection gathered by his grandson, George III. Their success, the Queen, loved the exhibition yesterday.

Scott McKinnell, head of history and classics at the library, who has curated the exhibition, said: "These manuscripts are our best way of connecting with the Middle Ages. There is a great deal of them when books are encouraged and studied down to the contents of their spines, but these books have so much more to tell us about the monarchs and their times."

A 16th-century image, The Seat of Virtue, and Charles of Orleans in the Tower of London (15th century), both part of the British Library's exhibition of 154 illuminated books that were collected by English monarchs over a period of 600 years

Enriching lives

The British Library is one of the world's greatest libraries. The range of our services and the international importance of our collections are without equal.

We hold more than 150 million items, representing every age of written civilisation and every aspect of human thought. International in reach, welcome more than 1.6 million visitors each year to our Reading Rooms, exhibition galleries, Conference Centre and Learning Centre. Over 9 million unique visitors benefit from our online content.

Our vision for 2020 is to be a leading hub in the information network. We aim to deliver a significant increase in reach and audience engagement across the UK and around the world.

New business models and innovative partnerships with leading commercial and public sector organisations are helping to achieve a step change in access to our collections. Major digitisation programmes are transforming stored knowledge into 'smart' knowledge, opening it up for everyone who wants to do research. In practice, we aim to bring to life the vast international heritage we hold through immersive, interactive experiences that broaden people's knowledge about citizenship, world history and contemporary society.

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the Library's permanent exhibition of treasures from its collections. In 2010/2011 812,000 visitors attended exhibitions and events, and over 10 million people watched the BBC's season of TV documentaries about maps providing valuable publicity for our *Magnificent Maps* exhibition.

Our public programme includes a series of conferences, talks, performances and events designed both for the public at large and for students and their teachers. 1.3 million online visitors used the Library's learning website in the year to August 2011. 31,200 pupils and teachers learned about the Library's treasures and developed new digital research skills at the recently refurbished Harry M Weinreb Learning Centre.

Whilst the British Library's main source of funds is received in the form of Grant-in-Aid allocated by the Department for Culture, Media and Sport (DCMS), a major public activity such as exhibitions has always depended up on the generosity of funders such as trusts and foundations, private individuals and corporate sponsors.

If you share our goals of strengthening the UK economy and enhancing public good, we invite you to consider a partnership with us, joining us through financial and volunteer support to continue to advance our aims.



Get in touch

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