Going Public: How can regional art collections work more effectively with private collectors?
Context

• Philanthropy is the keystone of UK museums and galleries
• The Ashmolean Museum & the British Museum
• Victorian attitudes
Sheffield’s Philanthropic Past

- Ruskin Collection
- Literary & Philosophical Society
- Mappin Bequest
- J G Graves
Recent Experience

• Individual gifts
• New models
• ‘Not a silver bullet’
• Readdressing expectations
Why Did We Do It?

• Ambitious
• Culture central to a successful city
• Leadership
• Partnerships
• Quality
• Engage with business community
Going Public: International Art Collectors in Sheffield 2015

• Cattelain Collection at Millennium Gallery
Going Public: International Art Collectors in Sheffield 2015

• dslcollection at Site Gallery & Sheffield Hallam University
Going Public: International Art Collectors in Sheffield 2015

• Marzona Collection at Graves Gallery
Going Public: International Art Collectors in Sheffield 2015

• Sandretto Re Rebaudengo Collection at Sheffield Cathedral
Private pleasures in the cathedral of art

Sheffield-wide exhibition calls on philanthropists to help chart a path through a future with zero public funding

Our Successes

• Over 130,000 visitors
• Over 170 summit attendees
• Excellent feedback
• Outstanding PR coverage
• The start of the conversation...
Going Public: International Art Collectors in Sheffield 2016

- Napoleone Collection at Graves Gallery & Touchstones Rochdale
- Seminar for regional colleagues
- Supported by Art Fund
• Over 11,000 visitors
• A meaningful relationship with Valeria
• Connected with regional colleagues
• Moved the debate forward
• Capacity
Going Public: International Art Collectors in Sheffield 2017

- Kirkland Collection at Graves Gallery
- Seminar for regional colleagues
- Continued support of Art Fund
- Connecting with Sheffield’s collection
Key Learning: Communications

- London based PR company
- Getting ‘buy-in’
- Brokering new relationships
- Know your strongest story
Key Learning: Relationships

- The initiators
- The collectors
- The city
- The venues
- External PR company
- The funders
- Sheffield business community
- Visitors
Key Learning: Risk & Expectation

- Calculating risk and ‘underwriting’ the project
- Collector expectations
- City’s expectations
- Biggest challenge was biggest success
If You Don’t Ask, You Don’t Get!

• Seminar: Wed 20 September
• Get in touch
  kirstie.hamilton@museums-sheffield.org.uk
• Papers by Louisa Buck available at
  museums-sheffield.org.uk/about/goingpublic
• Going forward