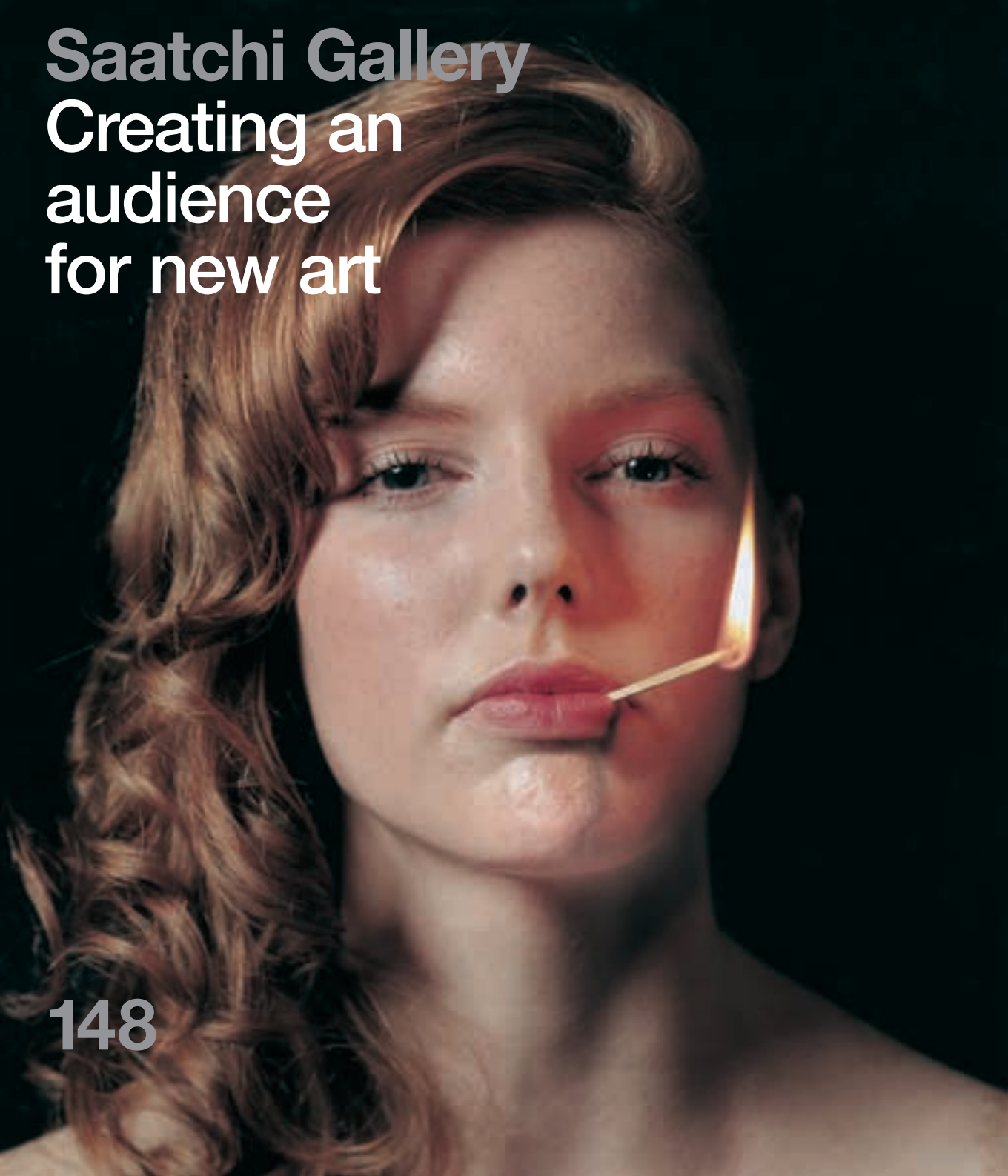


Saatchi Gallery

Creating an audience for new art



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SAATCHI GALLERY

In a world where anyone can be an artist and everybody is a critic, it takes innovation to break boundaries and set standards. The Saatchi Gallery has a reputation for doing both.

By championing the work of young – and largely unseen – artists, as well as displaying rarely exhibited work by established international names, the Saatchi Gallery has built up one of the most stimulating and up-to-date art collections in the world. During the past two decades its pioneering exhibitions have showcased work by over 150 artists, and provided a unique springboard for young unknowns to launch their careers – and, as with the likes of Damien Hirst and Tracey Emin, go on to acquire international fame.

When the Saatchi Gallery first opened its doors to the public, back in 1985, access to contemporary art was regarded by many as the privilege of a specialist few. Collector and founder, Charles Saatchi, believed contemporary art should be available to everyone; that it should become integrated into a Nation's culture. By supporting and showing the work of Young British Artists (YBAs) the Saatchi Gallery set a precedent in the art world; fuelling interest in and contributing to the growing popularity of contemporary art. More than 600,000 people visit the Saatchi Gallery each year, with half of all visitors aged between 18 and 34 years of age. In the last two years alone, 1,350 schools have organised student group visits, testament to the brand's accessibility and educational credentials.

The Saatchi Gallery epitomises passion and vision – a commitment to contemporary art that has helped to establish London as one of the world's leading cultural capitals. As a brand it does not shy away from controversy, choosing to exhibit cutting-edge works by the latest artistic talent, however provocative these are deemed to be. This uncompromising stance has made the Gallery what it is today: a trendsetter – influencing and inspiring both the current, and next, generation of artists and art lovers.

Through a dedicated exhibition programme – that focuses on new work by up and coming artists – the brand ensures that it remains fresh and in the public eye, offering its audience the opportunity to experience works that might otherwise only be seen through reproductions.

Collaborations with selective corporate and media sponsors on a number of shows not only benefit the Gallery but also, by association, demonstrate a sponsor's commitment to creativity, innovation and forward-thinking.

So what next? In early 2007 the Saatchi Gallery re-opens in its new central location at the Duke of York's HQ on King's Road, Chelsea. The building offers an ideal environment and setting in which to appreciate contemporary art – with 50,000 square feet of exhibition space, airy well-proportioned rooms and high ceilings. Further scope exists for a bookshop, educational facilities and a café, bar and restaurant. The inaugural exhibitions will, in keeping with the creative essence of the brand, highlight exciting new painters, both from Europe and the US. The Gallery has twice collaborated with the Royal Academy of Arts; first to create 'Sensation', the blockbuster show that put the YBAs on



the world stage, and more recently 'USA Today' that introduced Britain to the exciting new talent emerging in America.

The Saatchi Gallery website offers an essential and detailed source of information on artists and their work, and features a popular interactive online forum for debates on art and all related topics.