

Norfolk Museums & Archaeology Service: Case Study

Museum: Norwich Castle Museum & Art Gallery

Project: Titian Exhibition: *Diana and Actaeon*

Why we did it: Titian's 16th century masterpiece, *Diana and Actaeon*, was offered to Norwich Castle as part of the national tour organised to celebrate its joint acquisition for the nation by the National Galleries of Scotland and the National Gallery, London. Norwich Castle was the only non-national venue to be offered the loan, the other partner venues being the National Museum Liverpool and the National Museum Cardiff. This project helped to develop the successful existing *Picture in Focus* partnership between the National Gallery, London and the Learning Team at Norwich Castle.

What we delivered: We created and delivered a show based on the enormous impact the work has had on generations of artists since it was first painted for King Phillip II of Spain. As the centrepiece of the show, the Renaissance masterpiece was seen in the context of other versions of this painting created by artists from the 17th century to the present day. These works were drawn from items already within the NMAS collection such as *Landscape with Ruins* by Van Poelenburgh, but also drew in loans from others sources as well as a contemporary view by artist/photographer Tom Hunter based on his commission for the BBC's *Culture Show*.

Who benefited: **31,149 tickets** were sold during the six-week loan, with many of the visitors taking advantage of the 'pop in for a pound' tickets available over lunchtimes and late afternoons. The Tuesday Lunchtime Talk programme attracted around 150 visitors per talk while the Art Fund Lecture was a sell-out with 160 attendees. Visitor interest was further boosted as news broke during its loan that Titian's companion artwork, *Diana and Callisto*, had also been purchased and saved for the nation.

What happened next: As a result of the positive outcome of this experience we have been able to agree in principle the loan of *A lady with a squirrel and a starling* by Hans Holbein the younger for 2014's exhibition at Norwich Castle *The Wonder of Birds*.

Contact: Heather Guthrie, Exhibitions Officer, heather.guthrie@norfolk.gov.uk, 01603 493655



“Informative talk by John! Brought subject to life. Amazing painting! Norwich is so lucky to have it here.”
Visitor comment

The Norfolk Museums and Archaeology Service (NMAS) is a multi-award winning service comprising **ten museums and a study centre**. The Service aims to inform and inspire people's interest in the cultural and natural heritage of Norfolk, and address relevant contemporary issues by:

- **Collecting, preserving and interpreting material evidence of the past**
- **Stimulating creativity, inspiration and enjoyment**
Providing an enjoyable way to learn throughout life
- **Engaging with the widest possible audience**
- **Enriching people's lives and creating a sense of place and identity**
- **Enabling people to understand and value other cultures**

It is a high performing service. In 2010/11 **380,000** visits were made to the museums, and **43,000** schoolchildren participated in formal learning events.

The Norfolk Museums Service was established in 1974 when the County and District Councils in Norfolk agreed to delegate their museum powers to a Joint Committee to manage museums through a county-wide Museums

Service. The museums in each district are managed by local Area Museum Managers who liaise closely with each District and ensure that the museums support local strategies and initiatives.

NMAS is one of only 16 Major Partner Museums receiving substantial revenue funding from Arts Council England in order to achieve ACE's vision for museums:

"A museums sector that is delivering inspiring public programmes using high quality collections to reach more and more people, especially children and young people. The sector is innovative; it shares best practice and is embedded in communities and responsive to audience needs. It is made up of strong, sustainable organisations with a highly skilled and diverse workforce; it is excellently led."

For more information contact:

Esther Morgan, Relationships Officer
01603 223215
esther.morgan@norfolk.gov.uk
www.museums.norfolk.gov.uk

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