



# LONDON COUNTY COUNCIL

PRESS BUREAU

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## SIXTH ANNUAL OPEN-AIR DISPLAY OF PAINTINGS IN VICTORIA EMBANKMENT GARDENS

The sixth annual open-air display of paintings organised by the London County Council will be held at Victoria Embankment Gardens between Monday, 11th and Saturday, 23rd May, this year. The display, which has been so successful in previous years, will again be arranged on the main path through the Villiers Street section of the Embankment Gardens.

Artists and students are invited to bring and show their own works - paintings, etchings, lithographs and drawings - and as in previous years, informality will be the keynote of the exhibition, the object of which is to enable the public to see and, if they wish, to buy the work of the exhibiting artists. There will be no entrance charge, no selection committee and no fees. The display will be open to the public as usual on Sunday, 17th May, but on that day the sale of paintings will not be allowed.

Artists may negotiate with the public for the sale of their work and may indicate against each painting only their name, address, the title of the work and the price asked. Hanging space will be limited to 30 square feet for each artist. On the opening day hanging space will be allocated on the basis of "first come first served" and as early as 5.30 a.m. on that day the first arrivals begin to put in an appearance - including the advance guard of the "spotters of form". On the afternoon of the first day, and each subsequent afternoon, a draw will take place at 3.30 p.m. for positions on the following day, although a limited number of positions will continue to be available each day on the "first come first served" basis. The Council reserves the right to require the removal of any picture it considers unsuitable or undesirable for public display.

Arrangements will be made to provide a limited amount of accommodation for the overnight storage, at the owner's risk, of large paintings (limited to one large painting for each artist).

In view of the success of these exhibitions in previous years and the great public interest which they have aroused, it is hoped that artists and students will combine to make the Coronation Year display one which will long be remembered.

The press are cordially invited to visit the display which, from the experience of previous years, is of great interest to the public.

4th May, 1953.