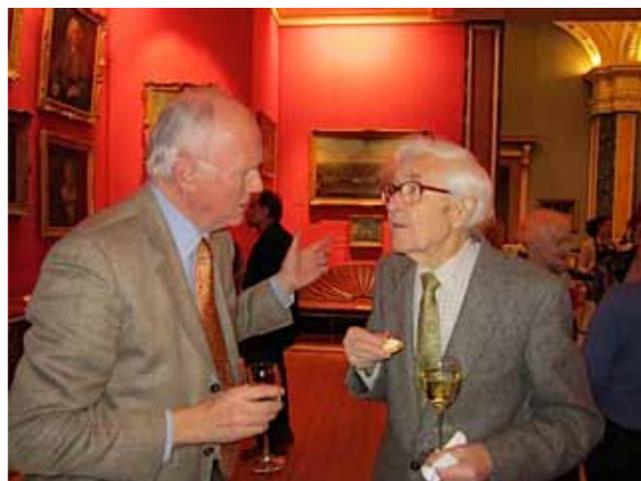


F.A.Q.

Why does the Museum not charge entry to major exhibitions?

Firstly, many potential sponsors of exhibitions, from corporations and foundations to trusts and individuals, are attracted to the greater access that free exhibition entry allows and would not sponsor the Museum—or at least not as generously—if we charged. Even more importantly, the Museum's major sources of regular funding increasingly base their grants on criteria of impact, access and outreach to the wider community. With free entry and a strong exhibition programme we have scored very highly in these assessments, thus maintaining and indeed increasing our grants. This level of funding—which is much higher than could be achieved by charging for exhibitions—could be in jeopardy if the Museum were to charge. The evidence from other museums in the UK and abroad is that the introduction of significant exhibition fees can reduce attendances by half, sometimes more. Finally, there are costs involved in charging that reduce the net revenues raised on this reduced visitor base. In sum, therefore, it is the Director's view that the Museum is currently in a stronger financial position maintaining a policy of free entry and the consequent high levels of attendance (Vermeer's Women was over 150,000) than would be the case if it charged. It is worth adding that the economics are very different for the major museums of London, which can attain high attendances with an entry charge.

Friends return to Gallery III to celebrate Christmas



Friends of the Fitzwilliam Museum

Newsletter
April
2012

Visit the website: www.fitzmuseum.cam.ac.uk/support/friends/index.html



The Director at the Christmas party with the Master of Sidney Sussex and the Provost of King's

Dear Friends,

Many of you will be aware that I have accepted an offer to take up the directorship of the Getty Museum in Los Angeles starting in September 2012. By then I will have been here almost five years and consider it a great privilege to have worked at a museum with the wonderful collections, expert staff and extraordinary supporters that are the core and lifeblood of the Fitzwilliam. I have greatly enjoyed my time here and certainly will leave with some sadness; Cambridge is a uniquely beautiful and stimulating place. Among the Museum's greatest strengths—and in my view one of the truest measures of its success—is of course the support that it receives from the Friends, the longest established such group in the country and still the foundation of the Museum's acquisition programme. I have greatly appreciated the support the

Friends have continued to give the Museum during my tenure as director, and indeed to me personally. I wish especially to commend the Committee for all the good work that it does and am sure that through their endeavours and your enthusiasm for the Museum's collections and activities the Friends will continue to flourish in the years ahead. I certainly wish the Friends, both corporately and individually, all the very best in the years ahead! Timothy Potts



CONGRATULATIONS to:

The Director, Dr Timothy Potts on his appointment as director of The Getty Museum in Los Angeles.

Margaret Mair, our Chairman, on her appointment as a Deputy-Lieutenant of Cambridgeshire.

Rosemary Pennington, (pictured left) a former Social Secretary of the Friends, on being appointed a M.B.E. in the January Honours List for services to the community, in particular the Samaritans, the British Red Cross and the Fitzwilliam Museum.

Membership subscriptions and payments

The current subscription rates have been the same for 5 years and bearing in mind the rates at comparable organisations and the benefits which Friends receive, the Friends' Committee have decided, with the agreement of the Director, to an increase in the Friends' subscription. The new rates will be £30 for single membership and £48 for double. Life membership will be £450 for a single and £750 for double. For new members these rates will apply from 1 April 2012. However, for existing Friends they will not come into effect until 2013, meaning that they will apply to subscription renewals from 1 January 2013. We appreciate that this increase may be unwelcome but we do need to remember that our *raison d'être* is to raise money for the Museum. We are about giving rather than receiving and the Museum hugely needs our support.

Payment by debit or credit card

From 1 April, we will be moving to the payment system being introduced across the University known as Continuing Card Payment. This is similar to Direct Debit and facilitates automatic renewal, but it is less administratively burdensome. If you currently pay your subscription by cheque on an annual basis, when your renewal is due, Penny Cleobury will ask you instead to pay by debit or credit card, although the cheque option will remain. You will not be under any obligation to pay by debit or credit card but we would much prefer you to do so, as it will keep our administrative costs down if you do. For those of you who currently have a standing order, we will be asking you to move to the card payment system when you renew in 2013.

Margaret Mair, Chairman of the Friends' Committee.

Do send your e-mail address to pc290@cam.ac.uk if you have not already done so

PROGRAMME OF EVENTS FOR SPRING 2012



Tea on Tuesdays

These meetings will continue after Easter and Nicholas Chrimes will give a short talk on the following subjects:

Tuesday 1 May 2012	Illuminated Manuscripts
Tuesday 12 June 2012	(delayed because of the Jubilee Bank Holiday) Porcelain
Tuesday 3 July 2012	Antiquities

Please meet in the Friends' Room at 2.30pm and if necessary we will divide into two groups, according to the number of people who arrive.

We shall look forward to meeting you there!

Visit to the Murray Edwards Art Collection

Thursday 24 May 2012 • 2.30pm
Wednesday 27 June 2012 • 2.30pm

The Murray Edwards Art Collection, consists solely of work by women artists, in an all female Cambridge college, formerly New Hall. Begun in 1986 with gifts and loans from artists and alumnae, it is a growing and increasingly well known body of approx 400 works of art displayed both inside and in the grounds of the college. Friends will be given a tour by the Administrator of the Collection, Sarah Greaves, and will be able to visit the wonderful gardens which act as a backdrop for several of the works of art. Tea will be served at the end of the visit.

Places: 16 on each tour. Friends only
Tickets: £16.50 by ballot on April 30th
Organiser: Gillian Harrison



The Search for Immortality: Tomb Treasures of Han China Evening in the Museum Thursday 14 June 2012 • 6.00 - 8.00pm

A private view for Friends and their guests. This exceptional exhibition, re-creating two Han Dynasty tombs, will be introduced to us by its Curator, Dr James Lin, who will then answer questions informally. Extending over four galleries, it will contain items from Chinese museums not seen before in the west and we will benefit from Dr Lin's special insight into a spectacular subject. Access is via the Courtyard Entrance from 6.00pm, with a glass of wine or soft drink in exchange for your ticket on arrival; a cash bar will remain thereafter.

Guests welcome
Tickets: £15 per person
Organiser: Marr Grieve

Lampport Hall & Gardens Tuesday 10 July 2012

Lampport Hall in Northamptonshire has been the Isham family home for over four centuries. Developed from a Tudor manor, its remarkable classical frontage, started in 1655 by John Webb, was completed in the eighteenth century by Francis Smith of Warwick. The splendid interiors contain a beautiful collection of books, paintings, furniture and china, much of which was gathered on the 3rd Baronet's Grand Tour in the 1670's. The Gardens, originally laid out in 1655 by Gilbert Clark, were substantially developed in the 1820's by Mary Isham and later her son. Recently restored and extended, they include one of the country's largest cutting gardens.

Transport, tour of the House, and the Garden, refreshments on arrival, lunch and afternoon tea are included in the ticket price.
Depart Trumpington Park & Ride 9.45am
Return Trumpington Park & Ride approx 5.30pm

Places: 46
Tickets: £45
Organiser: Jane Dix

Friends Summer Drinks Party at Trinity Hall

Monday 2 July 2012 • 6pm – 8pm

We are delighted to be holding our Summer Drinks party in the Lodge and the adjacent area of the Fellows' Garden. We should like to thank the Master and Mrs Daunton for their generous hospitality.

Tickets: £16.50 (includes wine and canapes)
Organisers: Cazzy Walshe and Sue Rasmussen

Clare, Suffolk

Wednesday 4 July 2012

A visit to this old, interesting town, nestling in the Stour Valley, with its Country Park, 13th century Priory, 15th century Ancient House (now the museum) and a great Gothic Wool Church. Clare, referred to in the Domesday Book, has a rich history; it is much loved by its residents.

On arrival we will be guests of Paul and Stella Gooderham in their delightful home, formerly a 16th century inn and hotel in the centre of the town. They have generously offered us coffee before we begin a two hour guided tour of the town, finishing in The Ancient House.

Depart: Trumpington park and ride: 9.15 am
Return after lunch: depart approx 3.00pm
Places: 30
Tickets: £33 (coffee and lunch included)
Organiser: Sarah Bradfield

Behind the Scenes: A Viewing of Indian and Persian Miniatures

Tuesday 24 July 2012 • 10.30am and 2.00pm

David Scrase, Keeper of Paintings, Drawings & Prints, has kindly agreed to show us a number of items from the collection that come out of storage only rarely for display; they will be a selection of Indian and Persian Miniatures. We shall be shown them in the Graham Robertson Room, one group of people in the morning and another group in the afternoon.

Places: 15 (am) & 15 (pm), Friends only.
Tickets: £15
Organiser: Marr Grieve

Victorian College Gardens

Thursday 16 August 2012 • 2.00pm
Thursday 6 September 2012 • 2.00pm

The fascinating variety of college gardens is almost equal to the variety of college architectures. In contrast to the monastic gardens of Emmanuel and the pleasure gardens of King's and Clare, other colleges have fine gardens representing the late nineteenth century.

Amongst the best examples are those of Selwyn and Robinson which we will visit on Thursday 16th August and Thursday 6th September. Meeting at Robinson College main entrance, the visit will last about 2 hours. It will end with tea in the King's Fellows' garden, another Victorian creation.

Places: 16 on each tour. Friends only.
Tickets: £16.50 by ballot on 30 June.
Organiser: Nicholas Chrimes

History of Art Department: Wednesday lunch time talks by research students

4 April • Josefine Baark, 'Global trade and exploration in the seventeenth and eighteenth centuries'.

2 May • Andrew Chen, 'The architecture of Domenico Veneziano - an Annunciation from the St. Lucy altarpiece.'

6 June • Matt Fountain, 'The flower paintings of Jean-Baptiste Monnoyer in the Fitzwilliam Museum'.

All talks will be from 1-2pm. Meet in the Courtyard Entrance. Free tickets are for Friends only.

Rupert Brooke Society Centenary Celebrations

We are delighted to alert Friends to the celebrations being organised by the Rupert Brooke Society to commemorate the centenary of the writing of the poem "The Old Vicarage, Grantchester". On 6 May 2012 there will be a performance, by Mark Payton, of a monologue commissioned by Dr Mary Archer, who will also talk about her new book "The story of the Old Vicarage" and sign copies. There will be visits inside the vicarage and to the gardens.

A Honey Tea will be served.
For details of further events and of concessionary prices for Friends please visit
www.rupertbrooke.com or telephone 01603 438603