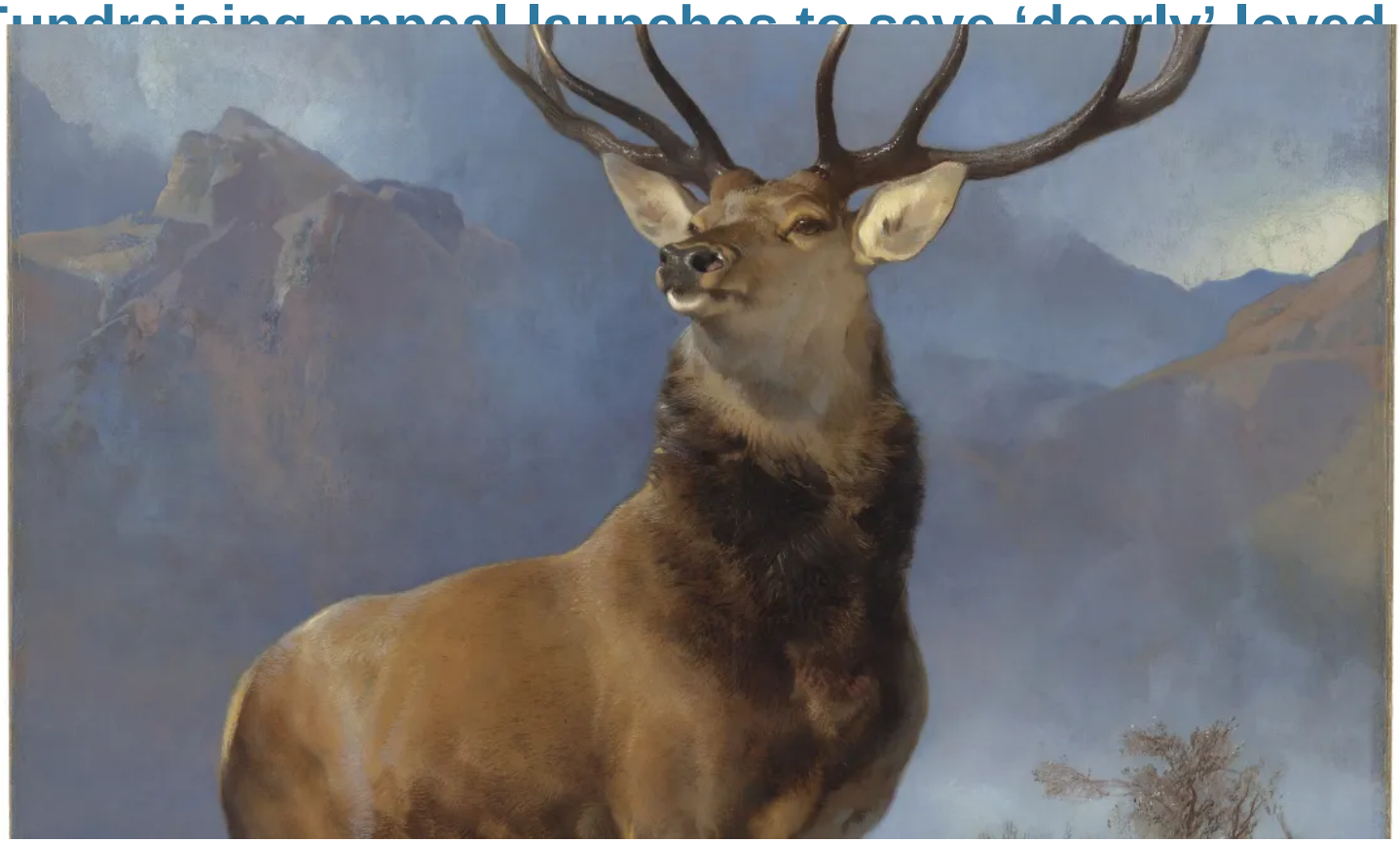
Fundraising appeal launches to save ‘dearly’ loved



The Monarch of the Glen (1851) by Sir Edwin Landseer National Museums of Scotland

The National Galleries of Scotland (NGS) today launches a public fundraising campaign to ensure Sir Edwin Henry Landseer’s internationally famous The Monarch of the Glen (1851) stays permanently in Scotland.

So far, NGS has raised £3.25million towards its £4m overall target. HLF has contributed £2.75m and a further £350,000 has come from the Art Fund.

Public-private partnership

A partnership between NGS and drinks brand Diageo was agreed last year following news the painting was to be sold at auction. It was previously on long-term loan from Diageo to the National Museums of Scotland. Under the arrangement Diageo agreed to gift half its estimated market value, giving NGS the opportunity to acquire it.

Multiple identities

The Monarch of the Glen is one of the most famous paintings of the 19th century. It has many guises: a work of great technical accomplishment; a celebration of natural wonders; a romantic evocation of Scotland; a powerful marketing

image; and a potent symbol of changing and sometimes conflicting interpretations of Scottish culture and history.

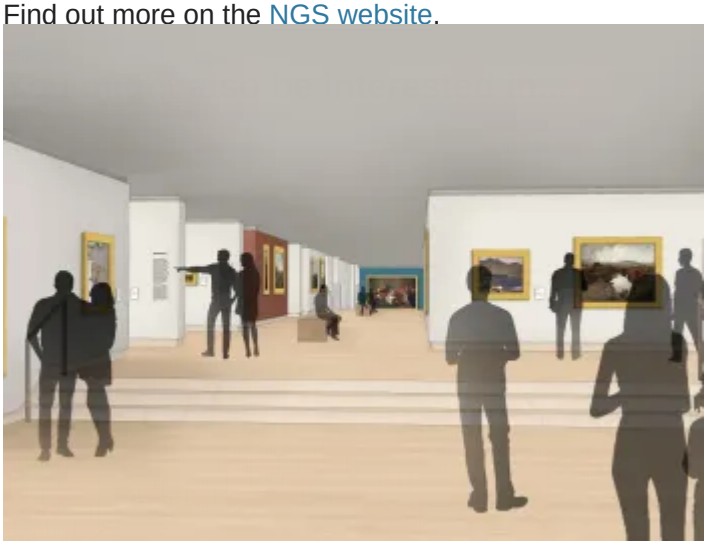
[quote=Ros Kerslake, HLF CEO]“*The Monarch of the Glen* is an evocative painting which has earned global recognition.”[/quote]

Ros Kerslake, HLF Chief Executive, said: “*The Monarch of the Glen* is an evocative painting which has earned global recognition. With the help of National Lottery players, we are playing our part in securing it a permanent home at the National Galleries of Scotland. We very much hope the fundraising campaign will be successful and enable many more people to enjoy this beautiful and historic painting.”

Historical first

If the fundraising campaign is successful, the purchase would mean *The Monarch of the Glen* will pass from private to public hands for the first time in history.

Find out more on the NGS website.



Graphic interpretation of Long Gallery at SNG Metaphor

Centuries of Scottish art celebrated thanks to National Lottery players