

ABOUT

We are a membership organisation building a thriving community for the arts, with a reputation for the quality and professionalism of its members.

Membership is open to UK and international galleries, art dealers, advisers and curators.

Located in South Kensington, London, our five historic Grade II listed buildings provide a variety of well-proportioned exhibition spaces, viewing rooms, permanent offices, hot desking, art storage combined with technical, logistical and marketing support.

LOCATION

Cromwell Place is situated in the heart of South Kensington's museum district, opposite the Natural History Museum, the Victoria & Albert Museum, and adjacent to South Kensington tube Station. South Kensington is an area with a rich cultural history; originally known as Prince Albert's 'Albertopolis', it developed into one of Europe's most successful cultural hubs during the second half of the 19th Century.

The spirit of Albertopolis continues with exciting new projects at the Victoria and Albert Museum and a growing number of design businesses clustering nearby. As one of London's most vibrant cultural districts and with exceptional transport connections to Heathrow, South Kensington is an ideal location for Cromwell Place to develop a unique cultural destination for collectors and art lovers.

MEMBERSHIP

Cromwell Place welcomes members who have a reputation for honesty, integrity and expertise. Our members believe in the effectiveness of a collaborative approach and will make a contribution to the community we are building.

Membership is open to domestic and international galleries, dealers, advisers and curators, across all specialities, providing applicants can demonstrate a high standard of curatorial and professional competence.

MEMBERSHIP TIERS

RESIDENT

Resident Membership £5,500 (excl. VAT) per annum. For those wishing to maintain a permanent office on site and use the full suite of services available.

EXHIBITING

Exhibiting Membership £5,000 (excl. VAT) per annum. For those wishing to use our services on a regular basis, whilst keeping offices elsewhere in the UK.

INTERNATIONAL

International Membership £3,300 (excl. VAT) per annum. For those whose main gallery/ business is not UK based.

NON-EXHIBITING

Non-Exhibiting Membership £2,200 (excl. VAT) per annum. For those working privately and requiring the use of art storage services and viewing rooms.

ONE OFF JOINING FEE

A one off joining fee of £3,300 (excl. VAT) will be payable upon confirmation of membership.

BENEFITS OF MEMBERSHIP

Membership will allow full use of facilities and services, including:

- Flexibility to use membership as befits ambitions of business
- Access to the club room for two directors, as well as up to three guests at any one time
- Access to the art storage facilities and a highly experienced in-house team of art handlers to support hanging of shows, deliveries and packing
- Use of state of the art technology which will aid in planning and managing exhibitions
- Access to a community of international art professionals including museum directors and senior curators
- Networking opportunities with fellow members, curators and collectors
- Access to professional and social events
- Support from the marketing and events teams
- Reduced rates at local businesses
- Use of shower rooms and secure bicycle store

THE MEMBERSHIP COMMITTEE

The Membership Committee meets quarterly and is made up of a selection of our current members who are delegated the authority and responsibility to manage and approve applications for membership.

The Committee serve two-year terms and all members are invited by the Chair.

Applicants who are not accepted can appeal by writing to the Membership Director. Appeals will be heard by the Committee at the following meeting.

Chair, Membership Committee
Georgina Adam

Membership Committee Members
Alexander Gray, Alexander Gray Associates
Guy Sainty, Stair Sainty
Sundaram Tagore, Sundaram Tagore Gallery

HONORARY MEMBERSHIP

Fostering collaboration and creating lasting partnerships with public institutions is an important aspect of Cromwell Place.

As a result, we are offering a limited number of Honorary Memberships for Museum Directors and Senior Curators. As an Honorary member you will have access to the Club Room - the beating heart of Cromwell Place, open daily between 9am-9pm (subject to change). Honorary Members will be able to bring up to three guests at your leisure for meetings, coffee or a light bite.

As part of our public benefit commitment, there will also be opportunities for museums, foundations, project spaces and non-commercial arts organisations to have access to our services at no cost, based on proposals and availability. We are excited to welcome ideas to help shape this important part of our project.

GALLERIES

Each of our 16 gallery spaces has been individually designed to maintain the personality and integrity of the original room, yet discreetly modified to suit the anticipated needs of our members. The galleries are priced depending on size, location and date of hire.

Members will be able to install shows independently, or alternatively, they can use the Cromwell Place in-house technical team for complete or partial installations.

For full specifications and dimensions of each gallery, please refer to floorplans available to download from the website.

OFFICES

Office spaces will be available for Resident Members to relocate their businesses or base their London operation in Cromwell Place. These members will receive priority booking for exhibition space, events and movement of works within Cromwell Place is free of charge (reviewed annually). Residents also benefit from their proximity to the facilities and daily interaction with colleagues and visitors.

VIEWING ROOMS

Viewing rooms with discreet access are suited for showing artworks to collectors in complete privacy. They can be booked in three-hour slots, including morning and evening viewings and can be prepared in advance by our technical team. The rooms can also be used for photography, conservation and cataloguing artworks as well as meeting rooms.

FULLY SERVICED HOTDESK OFFICES AND MEETING ROOMS

For those members requiring a desk on a more temporary basis, there is a dedicated area of 731 sq ft (68 m²) for hot desking, including areas for discreet phone calls and conversations.

CLUB ROOM

Our Club Room offers an iconic mirrored interior where members will be able to meet clients, colleagues, curators and fellow members. This is a space in London for the art community to come together.

A light food and drink offering will be available throughout the day. The Club Room can also be used for talks and discussions as well as intimate dinners (subject to availability).

CATERING SERVICES AND EVENTS

Catering services are available to all members wishing to host dinners, drinks receptions and events in their gallery space during hire.

LOGISTICS AND ART HANDLING

The storage, shipping, and logistical services are a unique feature of Cromwell Place, and the only one of its kind in central London. Our experienced in-house team of art handlers will be available to install exhibitions, arrange deliveries, and organise packing on request. Our 2,000 sq. ft (186 m²) secure storage area and in-house technical team will make installation and set-up an efficient and smooth process.

INSURANCE

Public liability insurance cover will be provided by Cromwell Place for visitors. All insurance cover for artworks and staff must be covered by members.

CONTACT

GENERAL ENQUIRIES
info@cromwellplace.com
+44 (0)20 7052 0811

MEMBERSHIP ENQUIRIES
membership@cromwellplace.com

[Privacy policy](#)

[Terms & Condition](#)

SCHEDULE OF CHARGES

MEMBERSHIP TIERS AND FEES

| | RESIDENT | EXHIBITING | INTERNATIONAL | NON-EXHIBITING | HONORARY |
|-------------|---|---|---|---|---|
| JOINING FEE | £3,300 | £3,300 | £3,300 | £3,300 | Free |
| ANNUAL FEE | £5,500 | £5,000 | £3,300 | £2,200 | Free |
| DESCRIPTION | Permanent office on site and use of the full suite of services available. | Use of the facilities on a regular basis, whilst keeping offices elsewhere in the UK. | For those whose main gallery/ business is not UK based. | For those working privately and requiring the use of art storage and viewing rooms. | Museum directors and curators working in the non-commercial and public sector |

Prices exclude VAT. Fees are subject to annual review.

GALLERY PRICES

GALLERIES AND PAVILION GALLERY WEEKLY PRICES

| GALLERY NAME | DIMENSIONS (w x l x h) | TOTAL AREA (ft ²) | TOTAL AREA (m ²) | PRICE - LOW* | PRICE - MEDIUM* | PRICE - HIGH* |
|-----------------------------|---------------------------------------|-------------------------------|------------------------------|--------------|-----------------|---------------|
| Pavilion Gallery | 8.1m (w) x 17.7m (l) x 3.6m-4.7m (h) | 1543 | 143 | £11,866 | £15,723 | £20,173 |
| Gallery 1 | 6.6m (w) x 10.9m (l) x 3.6m (h) | 625 | 58 | £4,800 | £5,483 | £6,414 |
| Gallery 4 | 4.8m (w) x 10.9m (l) x 3.6m (h) | 538 | 50 | £4,138 | £5,483 | £6,414 |
| Gallery 5 | 6.8m (w) x 10.9m (l) x 3.6m (h) | 625 | 58 | £4,800 | £6,360 | £7,440 |
| Gallery 6 | 6.8m (w) x 10.9m (l) x 3.3m (h) | 611 | 57 | £3,066 | £4,063 | £5,484 |
| Gallery 7 | 4.8m (w) x 10.9m (l) x 3.6m (h) | 516 | 48 | £3,972 | £5,264 | £6,414 |
| Gallery 8 | 6.8m (w) x 10.9m (l) x 3.6m (h) | 635 | 59 | £4,883 | £6,470 | £7,569 |
| Gallery 9 | 6.8m (w) x 10.9m (l) x 3.3m (h) | 600 | 56 | £3,066 | £4,063 | £5,484 |
| Gallery 10 | 4.8m (w) x 5.4m (l) x 3.6m (h) | 280 | 26 | £2,152 | £2,851 | £3,335 |
| Gallery 11 | 6.7m (w) x 10.6m (l) x 3.6m (h) | 818 | 76 | £7,076 | £9,435 | £10,693 |
| Gallery 12 | 6.8m (w) x 10.6m (l) x 3.3m (h) | 492 | 46 | £1,979 | £2,623 | £3,762 |
| Gallery 13 | 6.8m (w) x 10.9m (l) x 3.6m (h) | 753 | 70 | £3,012 | £3,992 | £5,725 |
| Gallery 14 (as of May 2020) | 6.8m (w) x 10.5m (l) x 3.6m (h) | 776 | 72 | £6,704 | £8,939 | £10,130 |
| Gallery 15 (as of May 2020) | 10.6m (w) x 10.6m (l) x 5.5m-7.4m (h) | 1195 | 111 | £11,162 | £14,883 | £16,868 |

*Indicative weekly prices, subject to change

OFFICE PRICES

Office spaces are available on five-year occupational licenses and offered to members in a basic shell scheme. Members can design their space as required at their own cost.

| OFFICE NAME | DIMENSIONS (w x l x h) | TOTAL AREA (ft ²) | TOTAL AREA (m ²) | ANNUAL RENT* |
|-------------|--|-------------------------------|------------------------------|--------------|
| A | 5.32m (w) x 7.60m/2.715m (l) x 2.65m (h) | 312 | 29 | Reserved |
| B | 5.35m (w) x 4.35m (l) x 2.65m (h) | 247.5 | 23 | £25,921 |
| C | 3.69m (w) x 4.36m (l) x 2.65m (h) | 172 | 16 | £18,032 |
| D | 3.25m (w) x 2.99m (l) x 2.46m (h) | 97 | 9 | £9,198 |
| E | 4.37m (w) x 4.79m (l) x 2.46m (h) | 183 | 17 | £17,374 |
| F | 4.37m (w) x 4.79m (l) x 2.46m (h) | 183 | 17 | £17,374 |
| G | 3.25m (w) x 2.90m (l) x 2.46m (h) | 97.5 | 9 | Reserved |
| H | 4.48m (w) x 5.55m (l) x 2.64m (h) | 269.5 | 25 | £28,175 |
| I | 2.17m (w) x 4.25m (l) x 2.64m (h) | 97.5 | 9 | £10,143 |
| J | 4.52m (w) x 5.14m (l) x 2.64m (h) | 248.5 | 23 | £25,921 |
| K | 4.63m (w) x 4.97m (l) x 2.46m (h) | 194.5 | 18 | £18,396 |
| L | 3.32m (w) x 3.53m (l) x 2.46m (h) | 118.5 | 11 | £11,242 |
| M | 3.40m (w) x 2.81m (l) x 2.46m (h) | 102 | 9.5 | £9,709 |
| N | 4.61m (w) x 4.51m (l) x 2.46m (h) | 226 | 21 | £21,462 |
| O | 6.86m (w) x 5.55m (l) x 2.47m (h) | 377.5 | 35 | £39,445 |
| P | 4.50m (w) x 5.13m (l) x 2.47m (h) | 248.5 | 23 | £25,921 |
| Q | 4.44m/ 2.31m (w) x 5.02m/ 2.81m (l) x 2.75m (h) | 292 | 27 | £27,594 |
| R | 4.41m (w) x 3.43m (l) x 2.75m (h) | 161.5 | 15 | £15,330 |
| S, T & U | S 2.17m (w) x 4.25m (l) x 2.64m (h) T 4.45m (w) x 5.55m (l) x 2.64m (h) U 3.52 (w) x 4.46m (l) x 2.64m (h) | 538 | 50 | Reserved |
| V | 4.50m (w) x 5.12m (l) x 2.24m (h) | 248 | 23 | £23,506 |
| X | 6.81m (w) x 5.175m (l) x 3.30m (h) | 409 | 38 | £38,836 |

*In addition to the annual rent, a service charge will be applied.

| HOT DESKING | PRICE* |
|--|--|
| One-off daily charge | £55 |
| Annual regular use(75 day access passes) | £2,800 (individual) £3,500 (shared use) |
| Monthly dedicated desk | £600 |
| Weekly dedicated desk | £200 |

*Indicative prices, subject to change.

ART STORAGE PRICES

Our storage, packing, shipping and logistical support are a unique feature of Cromwell Place making it the only facility of its kind in Central London.

Indicative Pricing schedule for first year of storage, shipping and logistical support

| ITEM | PRICE |
|-----------------------------|--|
| Weekly on-site art storage | approx. £20 per cubic metre |
| Weekly off-site art storage | approx. £10 per cubic metre |
| Deliveries | TBC |
| Technicians | £50 per hour |
| Viewing rooms | £250 for 3 hours (morning, afternoon and evenings) |

Please note all prices given are indicative. All charges are subject to VAT.