

A man in a black t-shirt and dark pants is walking from left to right in a bright, modern hallway. The walls are white, and the floor is light-colored. A large, narrow vertical window in the center of the wall looks out onto a brick building and a street. The ceiling has recessed lighting. On the right, a dark door with a vertical brass handle is visible.

C R O M W E L L
P L A C E

MEMBERSHIP BROCHURE



A New Hub for Art Professionals

We are a membership organisation providing a first-of-its-kind exhibition and working space for art professionals.

Since opening in October 2020, we are home to an international community of some of the world's most exciting galleries, collectors, advisors, foundations, institutions and art businesses.

With a focus on connection, our arts hub enables Members from a wide range of specialities and locations to collaborate and flourish.

Designed in response to changing industry demands, as a Member you will only pay

for the services and spaces you need, whether that is viewing rooms, art storage or temporary exhibition space.

Located in the heart of South Kensington's museum district, our 15 gallery and 25 office spaces span five elegantly refurbished Grade II-listed townhouses. An area rich with history, South Kensington was originally known as Prince Albert's 'Albertopolis' and developed into one of Europe's most vibrant cultural centres.

AS SEEN IN

The New York Times

Forbes

Handelsblatt



Evening Standard

VOGUE

artnet

Le Quotidien de l'Art

APOLLO

THE ART NEWSPAPER

OUR HISTORY

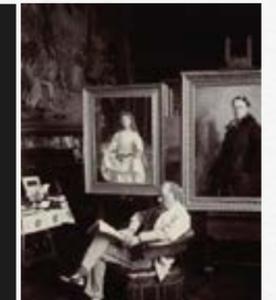
1858-1859

Sir Charles James Freake builds 1-5 Cromwell Place. He creates numbers 4 and 5 specifically for artists, marking the infancy of studio design.



1861-1867

Pre-Raphaelite painter John Everett Millais moves into 7 Cromwell Place, and artist Sir Coutts Lindsay inhabits 4-5 Cromwell Place, welcoming guests such as Archibald Stuart-Wortley to work alongside him in his studio.



1899

Sir John Lavery and his wife Hazel Lavery move into 4-5 Cromwell Place. They host notable figures including Winston Churchill, Auguste Rodin, George Bernard Shaw, J.A.M. Whistler and use the space to host negotiations for the Anglo-Irish Treaty.



1913-1942

Photographer Emil Otto Hoppé takes residence at 7 Cromwell place, followed by Francis Bacon moving to the same building in 1942. Bacon hosts illicit roulette parties here and is often visited by Lucian Freud.



2018

1-5 Cromwell Place goes under construction to become a first-of-its-kind exhibition and working space for galleries, dealers, collectors and art professionals.



Our Model

Drawing on the expertise of our in-house team, services and spaces are designed to provide streamlined support for your business.



EXHIBITIONS

Ranging from 22m² to 143m², our 15 exhibition spaces are available to hire from two to six weeks. Combining distinct period features with innovative modern architecture, each gallery is unique.



WORK SPACES

Long-term offices as well as short-term spaces are available, including open desks and meeting rooms hired on a flexible basis.



CLUB ROOM

A vibrant Members' only social space for meetings, events and refreshments.



ART STORAGE AND SHIPPING

On site, we have a fully secure and privately managed storage facility, and for long-term needs, an off-site facility nearby. By way of our unlimited Temporary Admission account, Members are offered use of this for payment relief on import VAT for any international artwork shipments.



VIEWING ROOMS

Several spaces are available to show artworks privately to clients, booked on a half day, full day or weekly basis. Included in the booking is a complementary hour of technician time.



ART HANDLING AND LOGISTICS

Our team of specialists are available to help with everything from installation to packing.



EVENTS

Our versatile spaces, on-site catering facilities and innovative solutions make us an exceptional venue for private views, dining, talks, screenings and cocktail receptions.

OUR OFFERING IS BESPOKE, ALLOWING YOU TO REQUEST OPTIONS AS AND WHEN YOU NEED THEM. YOU MUST BE A MEMBER TO BOOK SERVICES AND SPACES.



Image courtesy of AWITA and Pedro Lima

Why Apply for Membership?

FLEXIBILITY AND STREAMLINED SUPPORT

Benefit from having all of your business needs accommodated under one roof, only paying for the spaces and services you need.

JOIN A THRIVING COMMUNITY

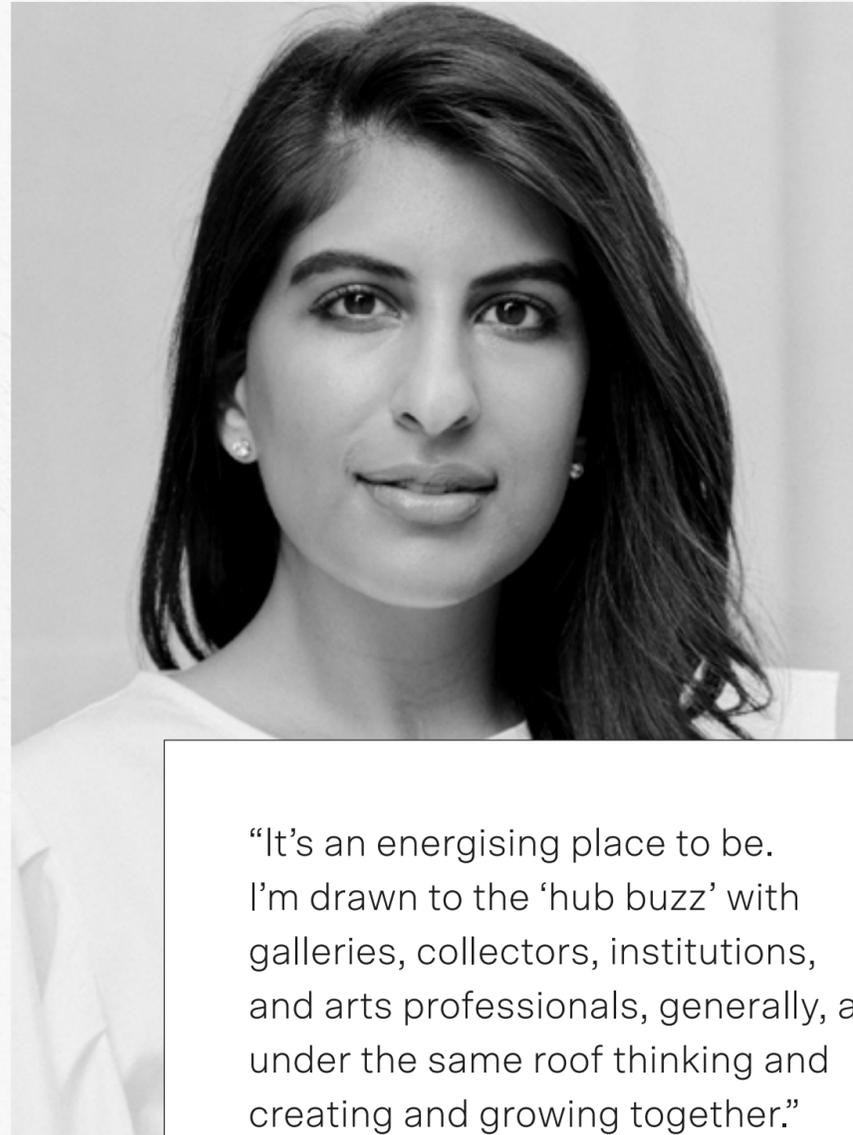
As a Member, you can collaborate and connect with our diverse and well-respected community of art professionals. Businesses come from all specialities ranging from Antiquities and Old Masters through to the 19th Century, Modern and Contemporary art.

What Our Members Say



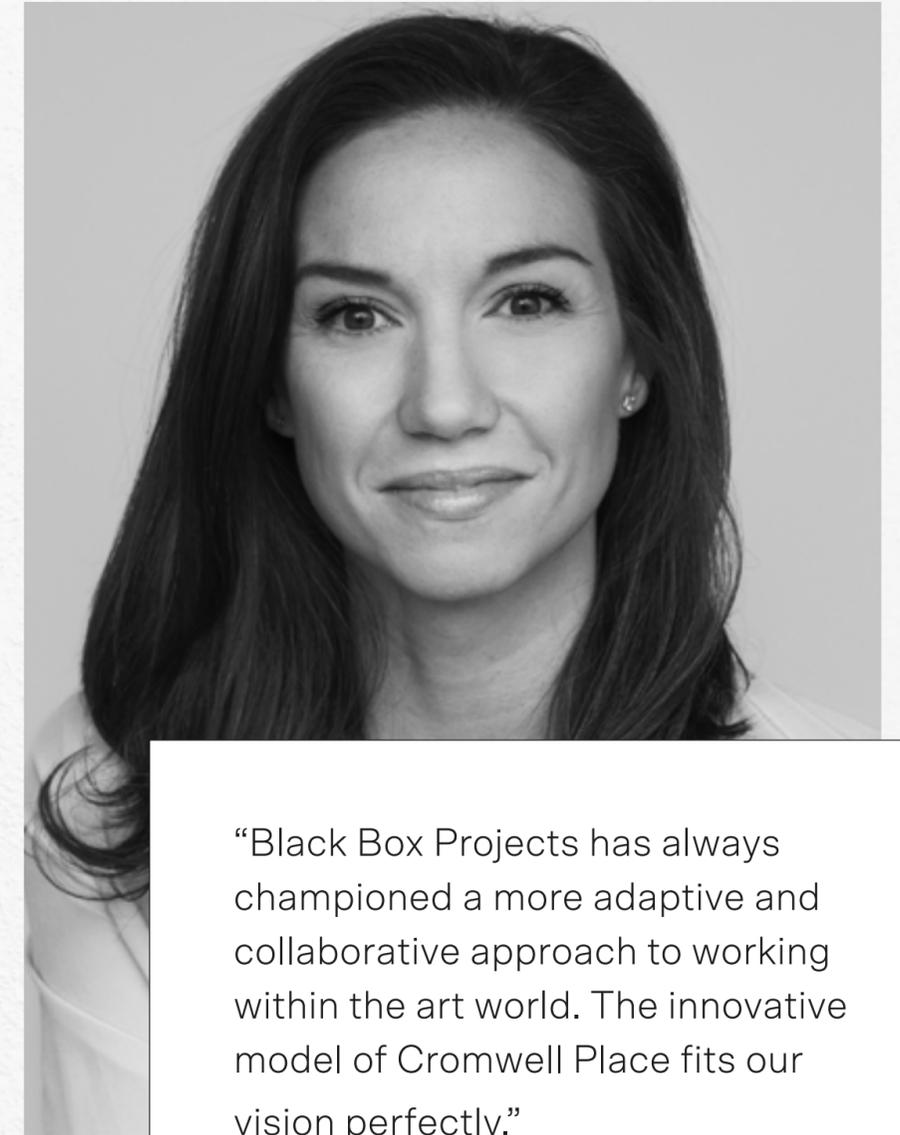
“Cromwell Place is the perfect facility and business model for new formats in an ever-changing art world.”

Matthias Arndt, Founder,
A3-Arndt Art Agency



“It’s an energising place to be. I’m drawn to the ‘hub buzz’ with galleries, collectors, institutions, and arts professionals, generally, all under the same roof thinking and creating and growing together.”

Faaiza Lalji, Collector and Patron



“Black Box Projects has always championed a more adaptive and collaborative approach to working within the art world. The innovative model of Cromwell Place fits our vision perfectly.”

Kathlene Fox-Davies, Black Box Projects

Membership Tiers

Membership is subject to a one-off joining fee of £3,300*

BECOME A MEMBER BY SUBMITTING AN ONLINE APPLICATION

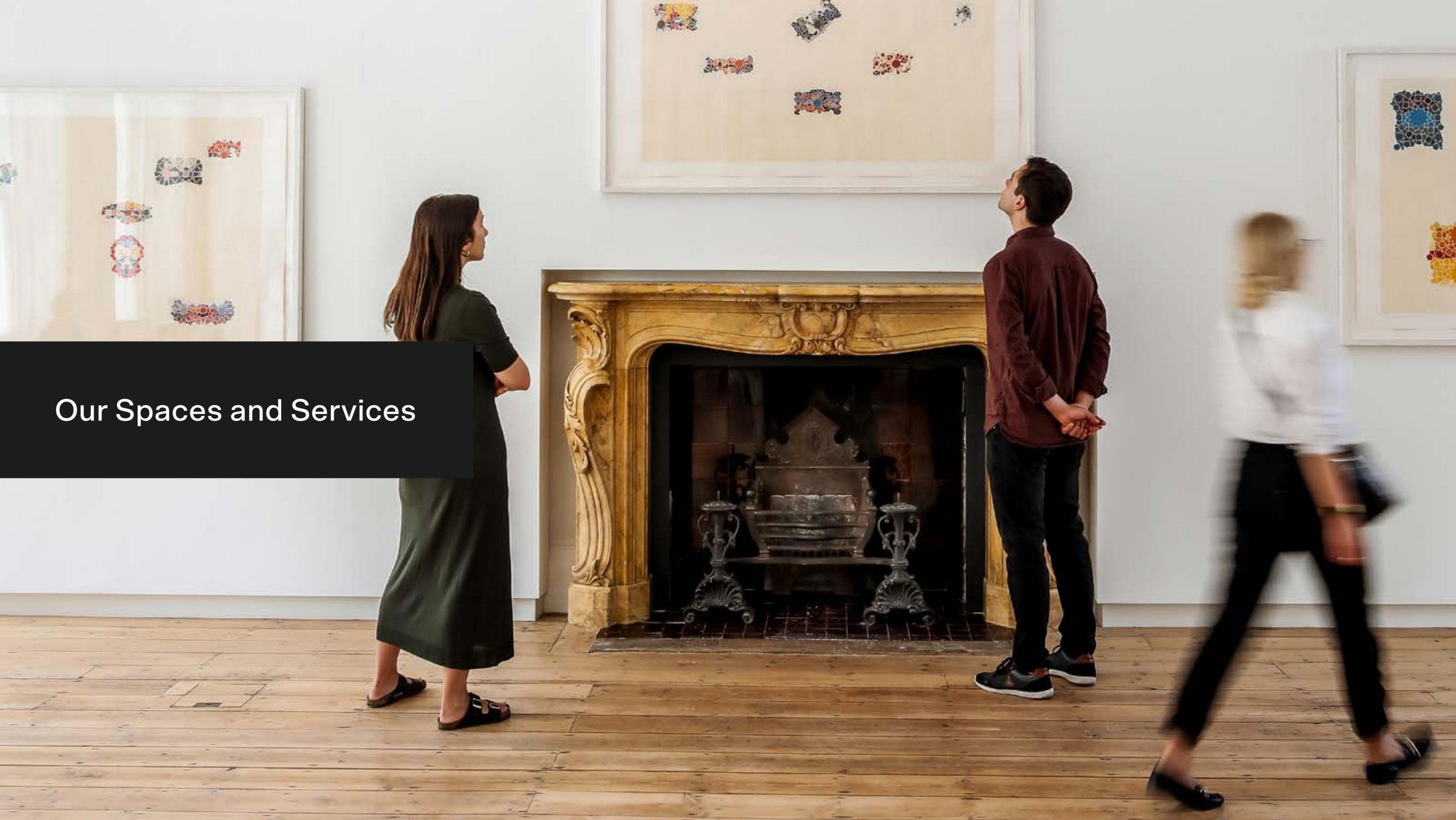
Once you have determined which tier of membership is best suited to your needs, the application form on our website will ask for details about your business working at Cromwell Place. The Membership Committee, chaired by Georgina Adam, meets regularly to review and assess applications.

APPLY NOW

* Prices exclude VAT and are subject to review..

** International Membership fees are exempt from VAT.

<p>01.</p> <h3>Resident</h3> <p>£5,500* per annum</p> <p>Maintain a permanent office on site, run a full annual programme of exhibitions and use all services available.</p>	<p>02.</p> <h3>Exhibiting</h3> <p>£5,000* per annum</p> <p>Exhibit on a regular basis and use all other services, whilst not keeping an office on site.</p>
<p>03.</p> <h3>International</h3> <p>£3,300** per annum</p> <p>Exhibit and use other services available, whilst maintaining primary premises beyond the UK and not keeping an office on site.</p>	<p>04.</p> <h3>Member</h3> <p>£2,200* per annum</p> <p>Make use of all services apart from long-term offices and exhibition space.</p>
<p>05.</p> <h3>Honorary Membership</h3> <p>By Invitation Only</p>	<p>Creating lasting partnerships with public institutions, charities and nonprofits is an important aspect of Cromwell Place. We offer a limited number of Honorary Memberships for Museum Directors and Senior Curators.</p>

A gallery space featuring a large, ornate, light-colored stone fireplace with a dark interior. The fireplace is flanked by two framed pieces of artwork, each displaying several small, colorful, patterned objects. A woman in a dark green dress stands to the left of the fireplace, looking towards the artwork. A man in a maroon shirt and dark pants stands to the right, looking up at the artwork. A woman in a white shirt and black pants is walking past on the right side of the frame, blurred. The floor is made of light-colored wooden planks.

Our Spaces and Services

Our Spaces

Cromwell Place houses 4,180 m² of Grade II Listed renovated gallery, office, storage, event spaces and viewing rooms. Newly built linkbridges running along the back connect our five townhouses and make many spaces accessible via lift.



Galleries

For more detail on each gallery space, including dimensions and 360 views, please see our [dedicated gallery page](#).

Ranging from 22 m² to 143 m², our 15 gallery spaces combine period features with modern architecture to maximise hanging wall space.



PAVILION GALLERY



GALLERY 1



GALLERY 3



ARC GALLERY



GALLERY 5



GALLERY 6



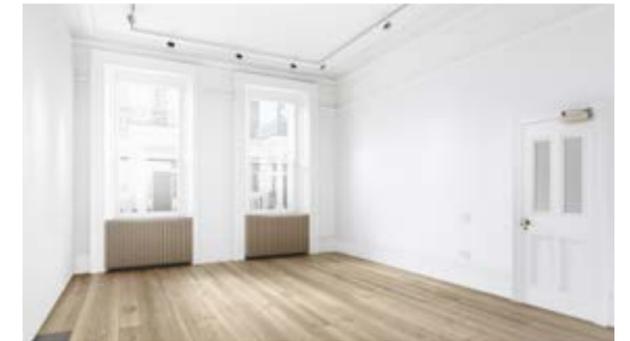
GALLERY 7



GALLERY 8



GALLERY 9



GALLERY 10



GALLERY 11



GALLERY 12



WING GALLERY



LADY HAZEL GALLERY



LAVERY STUDIO



Exhibition Services

Our Art Handling and Logistics team offers a variety of services to help with your exhibition planning and execution.

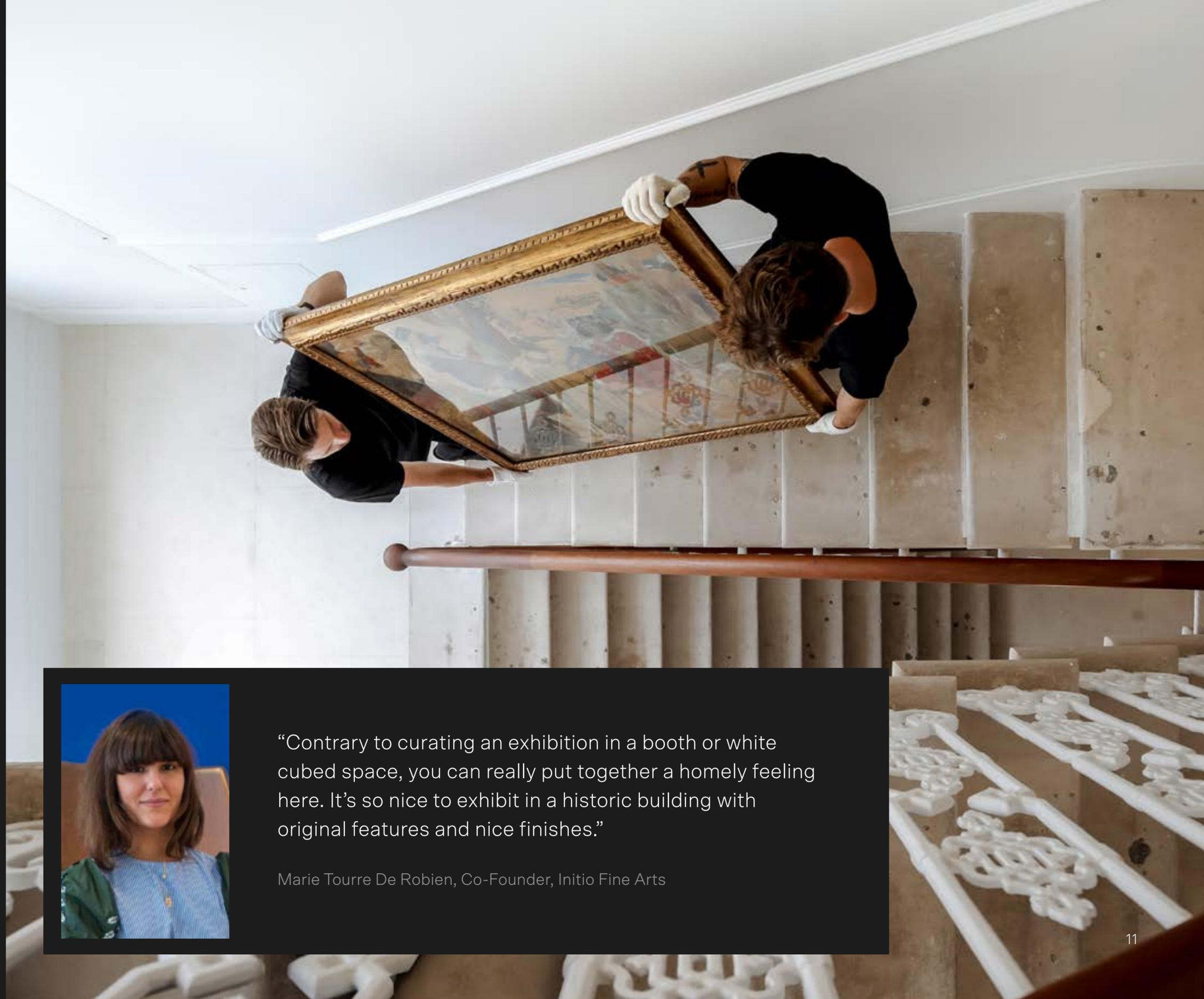
EACH BOOKING INCLUDES:

- Specialist ERCO track lighting, including installation and deinstallation
- 24/7 on site security
- Electronic access control and business-grade Wi-Fi
- Daily cleaning

ALSO AVAILABLE:

- Overtime technical support
- Wall painting
- Extra Security
- Introductions and special rates with preferred suppliers (Artwork fabrication, photography/videography, AV equipment)
- Condition reporting
- Packing

While other suppliers are welcomed, they must fall within the Cromwell Place operational guidelines and be inducted at an additional cost.



“Contrary to curating an exhibition in a booth or white cubed space, you can really put together a homely feeling here. It’s so nice to exhibit in a historic building with original features and nice finishes.”

Marie Tourre De Robien, Co-Founder, Initio Fine Arts



Viewing Rooms

We offer an array of purpose-built spaces on the lower ground floor with original features, refined decor, and both natural and specialist lighting.

All exhibition spaces can also be hired as private viewing rooms. These are available to book in half day, full day or weekly slots. The rooms can be used for photography, conservation and cataloguing artworks as well as meeting rooms and events.

VIEWING ROOMS INCLUDE:

- One hour of complimentary technician time
- Neutral decor and seating
- Telephone, business grade wireless internet access, and secure electronic access control
- One service of tea, coffee and water
- A telephone with audio conferencing capabilities

ALSO AVAILABLE:

- Catering
- Extended or weekend support at an hourly rate from our technical team

The Club Room

The social heart of Cromwell Place, our Club Room is open exclusively to Members and their guests.

It's a space to unwind, connect and entertain, with a menu curated by Michelin-starred chef Ollie Dabbous and champagne from Ruinart.

Designed by Lambart & Browne, the Club Room maintains the palette and aesthetic integrity of one of Cromwell Place's most famous historic inhabitants, artist, Sir John Lavery.

The space consists of two rooms which offer refreshments throughout the day, and may be reserved for private functions.

The Club Room is currently available for event hire and will open in full capacity in 2021.





Offices and Work Spaces

We offer long-term shared or private offices, as well as a variety of office spaces available on long or short-term leases, spanning the two upper floors.

Temporary solutions include open desks, dedicated desks and meeting rooms, which can accommodate hourly to annual use.

THESE ARE FULLY EQUIPPED WITH THE FOLLOWING AMENITIES:

- Secure, business grade wireless internet connection
- Tea points with refrigerators, filtered and hot water dispensers, cutlery and crockery and an assortment of teas, coffees, milk and dairy alternatives
- Meeting rooms include one service of tea, coffee and water and a telephone with audio conferencing capabilities

ALSO AVAILABLE:

- Catering
- AV



Events

The heritage of our buildings paired with the expertise of our events team make Cromwell Place an unforgettable venue for any occasion.

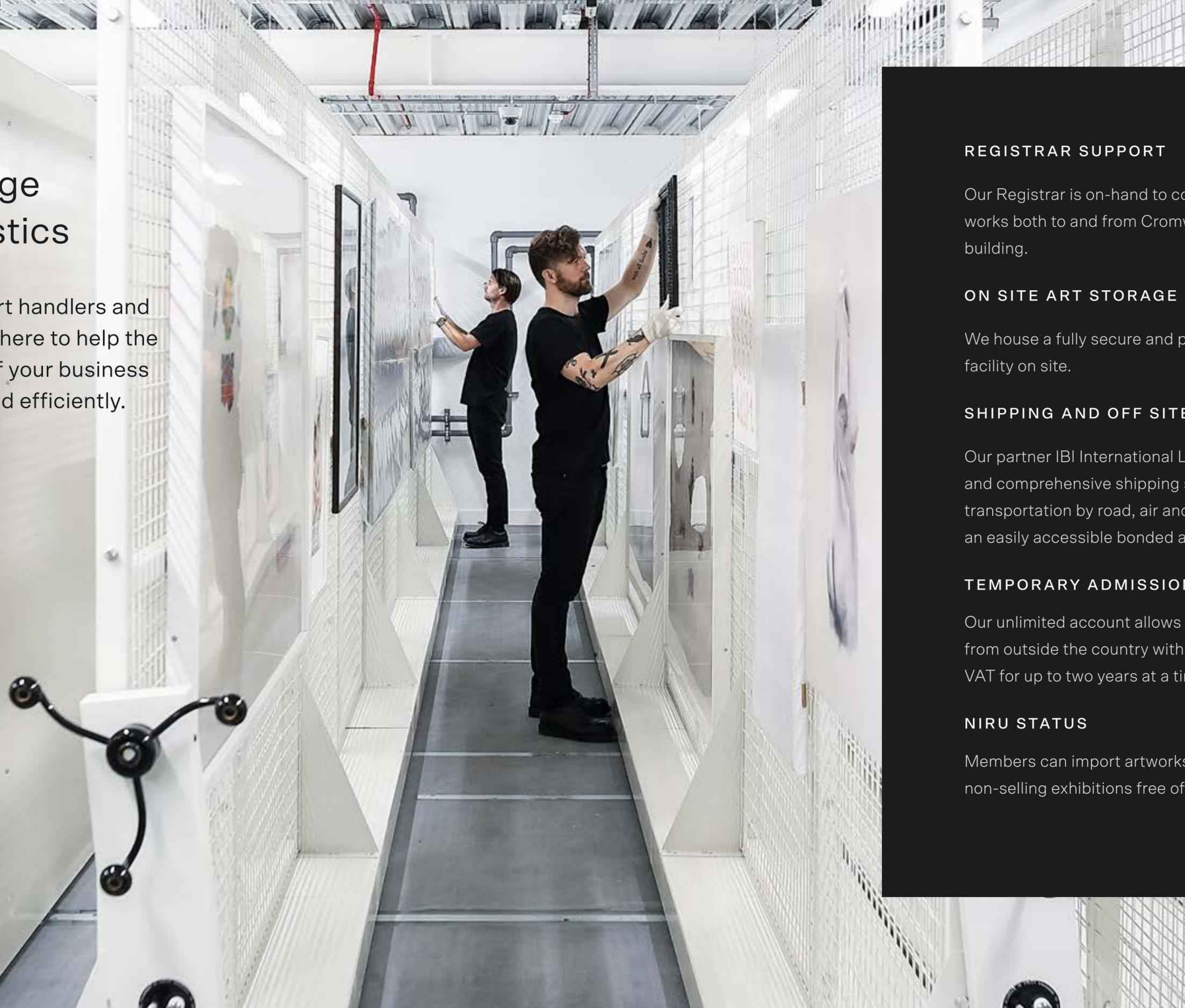
Working closely with leading industry suppliers - such as Ruinart and Lambart & Browne - we can create customised, innovative solutions based on your requirements.

From planning to execution, we can arrange catering, furniture, floristry, guest list management, or anything needed to leave a lasting impression.



Art Storage and Logistics

Our specialist art handlers and technicians are here to help the logistical side of your business run smoothly and efficiently.



REGISTRAR SUPPORT

Our Registrar is on-hand to coordinate the movement of works both to and from Cromwell Place and within the building.

ON SITE ART STORAGE

We house a fully secure and privately managed storage facility on site.

SHIPPING AND OFF SITE STORAGE

Our partner IBI International Ltd. offers off site storage and comprehensive shipping solutions. This includes transportation by road, air and sea, as well as packing and an easily accessible bonded art storage facility.

TEMPORARY ADMISSION

Our unlimited account allows Members to import artworks from outside the country with relief from payment of import VAT for up to two years at a time.

NIRU STATUS

Members can import artworks, objects and artefacts for non-selling exhibitions free of duty and VAT.



Pricing

Membership Fees

Membership is subject to a one-off joining fee of £3,300

RESIDENT	£5,500 PER ANNUM
EXHIBITING	£5,000 PER ANNUM
INTERNATIONAL	£3,300* PER ANNUM
MEMBER	£2,200 PER ANNUM

Additional Director-level Access: £500

*International membership fees are not subject to VAT

Our Spaces (Rates per week)

Galleries	High Season	Medium Season	Low Season
Pavilion Gallery	£20,173	£15,723	£11,866
Gallery 1	£6,414	£5,483	£4,800
Gallery 3	£5,203	£3,855	£2,909
Arc Gallery	£6,414	£5,483	£4,138
Gallery 5	£7,440	£6,360	£4,800
Gallery 6	£5,484	£4,063	£3,066
Gallery 7	£6,414	£5,264	£3,972
Gallery 8	£7,569	£6,470	£4,883
Gallery 9	£5,484	£4,063	£3,066
Gallery 10	£3,335	£2,851	£2,152
Gallery 11	£10,693	£9,435	£7,076
Gallery 12	£3,762	£2,623	£1,979
Wing Gallery	£5,725	£3,992	£3,012
Lady Hazel Gallery	£10,130	£8,939	£6,704
Lavery Studio	£16,868	£14,883	£11,162

All prices are exclusive of VAT

Viewing Rooms

Viewing Rooms 1 & 2	Half Day	Full Day	Week
Single Room	£250	£450	£2,000
Adjoined Rooms	£450	£700	£3,500
Viewing Rooms in Galleries	Half Day	Full Day	
Pavilion Gallery	£1,250	£2,500	
Gallery 1	£450	£900	
Gallery 3	£400	£800	
Arc Gallery	£450	£900	
Gallery 5	£400	£800	
Gallery 6	£400	£800	
Gallery 7	£450	£900	
Gallery 8	£400	£800	
Gallery 9	£400	£800	
Gallery 10	£250	£500	
Gallery 11	£750	£1,500	
Gallery 12	£250	£500	
Wing Gallery	£450	£900	

Annual Office Prices

Offices	Price	CCS*	Location	Size (m ²)	Reserved
D	£9,198.00	£3,464.14	4th Floor, 1CP	9	○
E	£17,374.00	£6,928.28	4th Floor, 1CP	17	○
F	£17,374.00	£7,008.84	4th Floor, 1CP	16.2	○
H	£10,143.00	£3,866.95	3rd Floor, 2CP	9	○
I	£28,175.00	£10,352.14	3rd Floor, 2CP	25	○
K	£11,242.00	£4,471.16	4th Floor, 2CP	11	○
L	£13,286.00	£5,921.26	4th Floor, 2CP	13	○
M	£14,308.00	£6,203.23	4th Floor, 2CP	14	○
O	£39,445.00	£14,742.74	3rd Floor, 3CP	35	○
P	£25,921.00	£9,667.37	3rd Floor, 3CP	23	○
Q	£4,088.00	£2,215.44	4th Floor, 3CP	4	○
R	£22,484.00	£9,667.37	4th Floor, 3CP	22	○
S	£15,330.00	£6,807.44	4th Floor, 3CP	15	○
Y	£7,154	£3,343.30	4th Floor, 4CP	7	○

*As a Resident Member you are required to contribute to the Community Contribution Scheme. Paid quarterly, this fee will cover a relative proportion of expenses including building maintenance, services such as cleaning and security, and utilities. This will be billed in advance with quarterly office fees, and reconciled with actual expenses each quarter.

Work spaces

OPEN DESK

AVAILABLE FEBRUARY 2021

Daily: £50

Weekly: £200

SHARED OFFICE (4 DEDICATED DESKS)

AVAILABLE FEBRUARY 2021

Annually: £8500

Monthly: £850

PRIVATE OFFICE

Daily: £100

Weekly: £400

Meeting Room

£35 /hour

Art Handling and Logistics

EXHIBITION SERVICES

Lighting	£10/lens
Lighting install	£60/hour
Humidifiers	£250/week
Condition Reporting	£150/artwork

Additional services available at bespoke rates:

- Wall painting
- Temporary walls
- Fabrication: frames, plinths, vitrines
- Vinyl signage
- Photography/videography
- AV Equipment

ART TECHNICIANS

Monday-Saturday, 9am-6pm	£60/hour
Sundays, bank holidays, after hours	£120/hour
Third party supplier induction	£150/session
Registration fee	£60 per booking of artworks in/out of Cromwell Place

ART STORAGE, SHIPPING AND LOGISTICS

On-site storage	£22/m ³ /week
Off-site storage (IBI)	£10/m ³ /week
Transfers each way to/from Cromwell Place	Mon-Sat: £50/m ³ Sun: £75/m ³
Temporary Admission (TA) fee	£100
Temporary Admission monthly fee (4% of the 5% import VAT payable to HMRC per shipment per month)	£175/entry
National Import Reliefs Unit (NIRU) Status	£150/entry
Customs diversion (ie. from bond to TA)	£75/artwork
Coordination and administration	£80
PAT Testing (for artworks and exhibition equipment)	£30/item

Additional services available at bespoke rates:

- Conservation
- Packing
- Insurance
- Sea freight transportation
- International ground transportation



Events and Catering

Please be in touch with events@cromwellplace.com for bespoke rates.



Administration

TELEPHONE SERVICES

Basic phone license	With handset: £10/month Without handset: £16/month
Advanced phone license	With handset: £30/month Without Handset: £36/month
Premium services	Call answer and transfer: £15/month Call screening: £40/month
Setup fees	Number transfer/porting: £25 (£5 for any additional) Additional DDI setup: £25

Additional network services available at bespoke rates:

- Dedicated bandwidth
- Comms room storage
- Status IP address
- Public IP address

SECURITY

Additional/dedicated guard	£20/hour (minimum 5 hours)
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Additional network services available at bespoke rates:

- Additional/dedicated guard on bank holidays and after hours
- Security cameras

ACCESS AND ADMINISTRATION

Additional or lost access card	£30/card
Visa Letter of Invitation	£40/letter

Printing and administration support is available at bespoke rates.

CLEANING

Monday-Friday	5am-11pm: £50/3 hours 11pm-5am: £60/3 hours
Saturday-Sunday	£60/3 hours
11pm-5am and bank holidays	£90/3 hours

All prices are exclusive of VAT

C R O M W E L L
P L A C E

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