



National Gallery Teams for Reproductions

Mar 31, 2015

The National Gallery Company has paired with SEB UK to create high-quality reproductions of some of its most iconic paintings.

SEB will produce linen-textured box prints of 42 of the National Gallery's best-known paintings such as "Bathers at Asnières" by Georges Seurat, "The Virgin of the Rocks" by Leonardo da Vinci and "The Water-Lily Pond" by Claude Monet.

The range will launch in the National Gallery shops and on the museum's website this May, at Top Drawer in September and then at U.K. and European department stores, historic royal palaces, garden centers and specialist retailers later in the year.



"Adapting some of the world's greatest paintings to a high-quality, durable and eco-friendly format for easy home assembly and display is a big challenge for any company," says Judith Mather, buying and merchandise director, the National Gallery Company. "We are therefore delighted to be working with SEB, who have been able to meet and exceed our expectations."

SEB is the latest addition to the National Gallery's roster of licensees, which is managed by licensing agent JELC. Other partners include Danilo (calendars and diaries), DMC (needlecraft kits) and iGadgitz (e-reader, tablet and phone cases).

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