

Art attack

The National Gallery Company Ltd awards licence to SEB UK to produce display art

The National Gallery Company Ltd has announced SEB UK Limited, designer and patent holder of Ubox art and photographic reproductions, as the latest licensee in the National Gallery programme. SEB will produce a comprehensive range of linen-textured flat-packed box prints of some of the National Gallery's best-known paintings.

Ubox reproductions are a high-end alternative to traditional box prints and are easy and quick to assemble. They are fade resistant, with a wipe-clean surface, eco-friendly and made in Britain.

The range of 42 reproductions from the National Gallery collection includes:

Bathers at Asnières by Georges Seurat
The Virgin of the Rocks by Leonardo da Vinci
The Fighting Temeraire by JMW Turner
The Water-Lily Pond by Claude Monet
Sunflowers and A Wheatfield, with Cypresses by Vincent van Gogh
Whistlejacket by George Stubbs



The range will launch in the National Gallery shops onsite and online in May 2015. The national launch will start at Top Drawer in September and reproductions will be available in major UK department stores, at historic royal palaces, at premium garden centres and in specialist retailers, as well as at selected department stores in Europe.

This is the latest licence announcement following the launch in 2014 by the National Gallery Company Ltd of a comprehensive, international licensing programme featuring the National Gallery's collection of some of the greatest paintings in the world. Independent licensing agency JELC has been appointed to develop the campaign with the National Gallery Company Ltd. Early signings to the programme include Danilo, with a range of National Gallery calendars and diaries, DMC, with a range of National Gallery needlecraft kits and iGadgitz with a range of National Gallery e-reader, tablet and phone cases.

Judith Mather, Buying and Merchandise Director, the National Gallery Company says, "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. We are therefore delighted to be working with SEB, who have been able to meet and exceed our expectations."

Susie Edgerton Ball, MD, SEB UK Limited, says, "Working with some of the most famous paintings in history has been both exciting and challenging, but we are thrilled with the results. We are delighted to have been asked to produce this range by the National Gallery Company and are looking forward to strong demand from lovers of great art."

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