



## Calling the Gallery

### Latest deal puts famous paintings on phone cases

**NATIONAL** Gallery images are to feature on an new range of e-reader, tablet and phone cases thanks to a new licensing agreement between the London museum and iGadgitz.

Including works by Canaletto, Georges Seurat (pictured), Leonardo da Vinci, George Stubbs, Ambrosius Bosschaert and one of the world's best-known paintings Vincent Van Gogh's Sunflowers, the range will be widely available through High Street and online retailers from May in the UK, Europe and the US, as well as the National Gallery's own shops and website.

This is the latest licence announcement following last year's launch of a comprehensive international licensing programme featuring the National Gallery's collection of more than 2,300 works from the 13th to the 19th centuries, with licensing agency JELC appointed to develop the campaign.

Early signings include Danilo Promotions, with a range of calendars and diaries, and DMC's range of needlecraft kits. Judith Mather, Buying and Merchandise Director, the National Gallery Company, said: "In iGadgitz we've found a partner that understands consumer electronics and how best to adapt images of our rich collection of paintings to accessories. "This is a wonderful way to bring the stunning imagery in our collection to a growing and important new consumer market."

Malcolm Brierley, iGadgitz MD, added: "We're thrilled to be working with the National Gallery to increase their presence among the 2.5 billion smartphone, tablet and e-reader users globally."



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