

# Fundraising appeal launches to save ‘deerly’ loved painting, The Monarch of the Glen

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The Monarch of the Glen (1851) by Sir Edwin Landseer National Museums of Scotland

The National Galleries of Scotland (NGS) today launches a public fundraising campaign to ensure Sir Edwin Henry Landseer's internationally famous The Monarch of the Glen (1851) stays permanently in Scotland.

So far, NGS has raised £3.25million towards its £4m overall target. HLF has contributed £2.75m and a further £350,000 has come from the Art Fund.

## Public-private partnership

A partnership between NGS and drinks brand Diageo was agreed last year following news the painting was to be sold at auction. It was previously on long-term loan from Diageo to the National Museums of Scotland. Under the arrangement Diageo agreed to gift half its estimated market value, giving NGS the opportunity to acquire it.

## Multiple identities

*The Monarch of the Glen* is one of the most famous paintings of the 19th century. It has many guises: a work of great technical accomplishment; a celebration of natural wonders; a romantic evocation of Scotland; a powerful marketing image; and a potent symbol of changing and sometimes conflicting interpretations of Scottish culture and history.

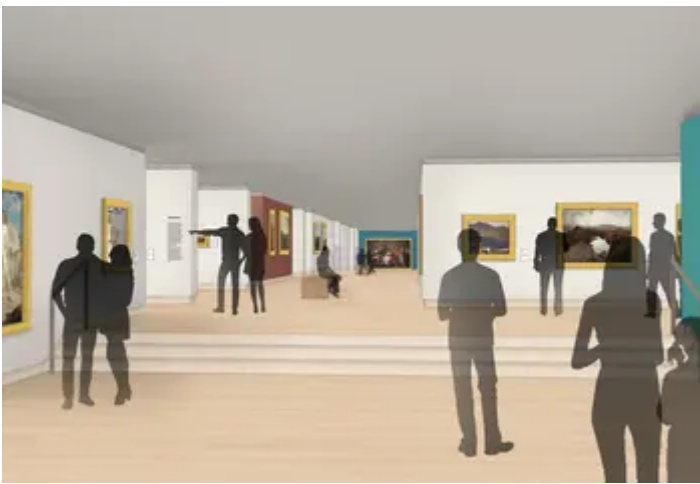
[quote=Ros Kerslake, HLF CEO]“*The Monarch of the Glen* is an evocative painting which has earned global recognition.”[/quote]

Ros Kerslake, HLF Chief Executive, said: “*The Monarch of the Glen* is an evocative painting which has earned global recognition. With the help of National Lottery players, we are playing our part in securing it a permanent home at the National Galleries of Scotland. We very much hope the fundraising campaign will be successful and enable many more people to enjoy this beautiful and historic painting.”

## Historical first

If the fundraising campaign is successful, the purchase would mean *The Monarch of the Glen* will pass from private to public hands for the first time in history.

Find out more on the [NGS website](#).



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[Graphic interpretation of Long Gallery at SNG Metaphor](#)

[Centuries of Scottish art celebrated thanks to National Lottery players](#)