ICA Conference
Adelaide 2019

The Peto Collection and the power of partnerships
Public engagement: the Michael Peto photographic collection

Use and promote the collection to:

- Support University strategic ambition
- Encourage usage of the University Archives
- Promote the Michael Peto collection
- Develop strategic partnerships
- Generate external income
- Consider resource implications
- Engage with the media
Early activities

• Publication of high quality limited edition photographic book, based on unseen photos of The Beatles
• Exhibitions from 2007 in London, Dundee, Liverpool and Northern Ireland
• Preview launches to encourage press interest
NOW THESE DAYS ARE GONE

PHOTOGRAPHS
MICHAEL PETO
Early activities

- Publication of high quality limited edition photographic book – *Now these Days Are Gone*
- Exhibitions from 2007 in London, Dundee, Liverpool and Northern Ireland
- Preview launches to encourage press interest
The Beatles
Photographs by
Michael Peto
Now These Days Are Gone
NOW THESE DAYS ARE GONE

PHOTOGRAPHS
MICHAEL PETO

You are invited to a Private Viewing of an Exhibition and the Launch of the accompanying Signed, Limited Edition Book

Exhibition & Limited Edition book
Thursday 26 January
6.30-9.00pm
How to move on?

External expertise and partnership

- Forman & Partners, strategic communications consultancy
- Project Patron, Brian Cox, actor and University of Dundee Rector
- Terence Pepper, Senior Special Advisor on Photographs, National Portrait Gallery, London
- Media partner - The Observer
External Expertise

– New and wider network of contacts
– Wide experience of cultural public engagement
– Fundraising strategy
– New voice and vision
Branding

THE PETO COLLECTION
“From humble beginnings, Michael Peto grew into an incredible artist and photographer. With an intense interest in the variations of human form he had a talent for capturing his subjects in their natural environment – ordinary people, Olympic athletes, The Beatles. He was able to do it all with a keen eye and subtle sensitivity. This collection is an extraordinary gift he has left us, so please, learn, appreciate, enjoy and, above all, support its future.”

Brian Cox CBE, Patron of The Peto Collection and former Rector, University of Dundee
Developing Partnerships

- The Observer Newspaper
- National Portrait Gallery, London
- The New York Public Library for the Performing Arts
- Foreign and Commonwealth Office
- Creative Scotland
- The Scottish Parliament
Michael Peto was one of Britain’s – and the Observer’s – greatest photographers. His candid images from the 1950s and 60s captured the celebrities and power brokers of the day. On the eve of the first exhibition of his work at the National Portrait Gallery, we look into his remarkable archive and the campaign to save it.

Photograph: Michael Peto Words: Euan Ferguson
Secret memo shows key role for Blairites in election team

Campbell, Milburn to advise Miliband
Leaked plan will infuriate Labour left

NELSON MANDELA, 1962: AN OBSERVER PHOTOGRAPH TAKEN ON HIS ONLY TRIP TO BRITAIN BEFORE HE WAS JAILLED

Mandela’s body to lie in state in a glass coffin before burial at the village where he grew up
Michael Peto Photographs: Mandela to McCartney
17 September 2013 - 12 June 2014

“When we were first approached about a collaboration with Peto, I was immediately excited at the prospect of viewing at first hand as many as possible of the 130,000 negatives and prints in Dundee that survived and had largely been unexplored. We hope our exhibit was the start of writing Peto back into the annals of important photographers whose work can be re-evaluated and appreciated more widely.”

Terence Pepper OBE, former Head of Photographs Collection, NPG, London
National Portrait Gallery
NYPL Performing Arts Lincoln Center
“I can remember the very moment Michael clicked his shutter. I don’t know why he was so taken with me … In those days, I wasn’t offered photographs by strangers, so it was a bit of an event for him to come round and do a portrait.”

Sir Ian McKellen
Sir Ian McKellen – BCNYC
Autograph time…
Genée International Ballet Competition
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