

THE SEVEN DIALS TRUST

68 Dean Street, London W1D 4QJ Tel: (020) 7437 5512 Fax: (020) 7437 6612
Email: info@sevendials.com | Website: www.sevendials.com
Registered Charity No. 297350 | Company Limited by Guarantee No. 2125701

THE SEVEN DIALS RENAISSANCE PROJECT

A NATIONAL EXEMPLAR OF CITY CENTRE REGENERATION

'...if the proposals for Seven Dials were carried out they would lead to a national show-piece and something to which many could turn as a source for guidance.'

Royal Town Planning Institute

'...a remarkable layout with a central monument ... a remarkable story to be told of its mercurial founder and the area's 300-year struggle...'

BBC London

'Seven Dials - Urban Regeneration in the City Centre.

Re-Inventing a Lost Neighbourhood'

NewsForum – The London Forum of Amenity and Civic Societies

David Bieda Chairman, The Seven Dials Trust

HOW YOU CAN HELP THE SEVEN DIALS RENAISSANCE PROJECT

This document describes some unusual and imaginative sponsorship schemes which range from £1 cards to limited edition lithographs plus more major forms of sponsorship, are unique and individual and never to be repeated. They are tailor made for Corporate sponsors, key clients, or private individuals.



The Sundial Pillar at Seven Dials
by David Gentleman



Seven Dials c. 1770
by Paul Draper after William Hodges

BUYING OUR CARDS

We have one postcard (A5 - 50p each + VAT @ 20%) and several fold out cards (A4) suitable for festive occasions, invites etc and beautifully printed by the Westerham press on gloss board (£1 each + VAT @ 20%, with a white self-seal envelope).



A5 Card.

The Unveiling of the Sundial Pillar by H. M. Queen Beatrix of the Netherlands.

*'Opening of London Bridge by William IV, 1831'
by William Clarkson Stanfield (1793-1867)*



A4 folded.

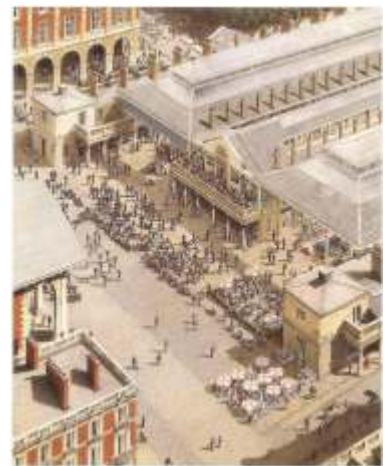


A4 folded.

This extraordinary drawing by Seven Dials Trustee Paul Draper shows London as it would have been had Wren's plans after the great fire of 1666 been carried out.

'The City Wren Never Saw' by Paul Draper.

'The Piazza Covent Garden' by Paul Draper.



A4 folded.



A4 folded.

*'Covent Garden Piazza with St. Paul's Church & the Sundial Pillar'
by Balthasar Nebot (1730-1765?)*

BUYING A LIMITED EDITION DAVID GENTLEMAN SEVEN DIALS LITHOGRAPH

A signed and numbered limited edition of 150 lithographs, created by David Gentleman one of England's leading artists as a donation to the charity and printed by the renowned Westerham Press who also donated their services.

£95 + VAT @ 20% (£114) + postage & packing in the UK (£5), delivered in a tube = £119.



'The Sundial Pillar at Seven Dials' by David Gentleman
21" x 24" (54cm x 61cm)

David's famous series 'Prospects of Covent Garden' (1971) sold out many years ago and this is an addition to that series. Please note that the image does not do full justice to the work which is a dark grey monotone.

BECOMING A YEAR DONOR - 1694 ONWARDS

A unique opportunity for corporate clients and private individuals

You can dedicate a year from **1694** to the present. It's the perfect idea to record or commemorate an individual, an event, an occasion, or to show appreciation. You will see from the existing Year Donor's list you will be in excellent and prestigious company.



'Seven Dials c.1770' by Paul Draper,
after William Hodge's painting of 1775
33" x 25" (184cm x 162cm)

The chosen year and sponsor will be permanently recorded on a site plaque facing the Dials.

Furthermore, every subscriber receives a signed and numbered limited edition collotype of 'Seven Dials c.1750' drawn by our fellow Trustee Paul Draper and taken from the painting of Seven Dials by William Hodges. Paul Draper is one of the country's leading architectural illustrators.

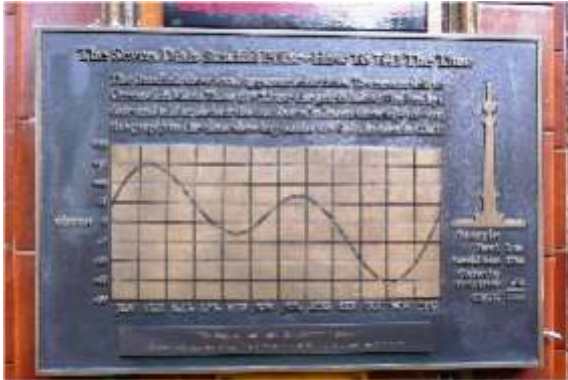
Each collotype will be individually dedicated by Paul with the wording of your choice and also numbered as this is a limited edition of 500.

Do please ask us in advance if your year is available.

The cost of sponsorship is £400 or more per year via gift-aid and if not via gift-aid - £516.

BECOMING A TIME PLAQUE SPONSOR

Seven permanent cast bronze Time Plaques will face the Dials – three are already sponsored and installed.



'The Crown' Time Plaque
on the pub facing the Dials



Dave Stewart's Time Plaque
on Fielding House facing the Dials

Each enables the public to convert apparent local solar time into Greenwich Mean Time. They were designed by our consultant astronomer Gordon Taylor of the Greenwich Royal Observatory. Each plaque carries the name of the sponsor together with a quote about 'time' which together with your name, is affixed to your plaque.

You also receive a Paul Draper limited edition collotype with a dedication of your choice and your name will be on the new brass donor's ring around the Sundial Pillar which will be installed once this scheme is completed. The cost of sponsorship is a minimum of £20,000 via gift-aid.



Position of the Time Plaques
and the Donors' Ring on the Dials

SPONSOR THE 'RENAISSANCE PROJECT'

Two or three major sponsors are sought to complete the 'Renaissance Project'. We can make special arrangements to permanently record your support for this unique scheme in the centre of London. Please contact us for further information.

PLEASE CONTACT US IF YOU WISH TO DISCUSS ANY OF OUR SCHEMES.