

Stephen Friedman Gallery

The Times
Sculpture club carves out new model to help struggling artists
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Image: The Glasgow-based Sculpture Placement Group will deliver limited edition artworks to its members

Netflix and Amazon Prime have led the way with subscription models that bring mass media into the home.

However, a more exclusive club has been set up for dilettantes who want sculptures delivered to their door.

Membership of SPG Club — said to be the first of its kind in the world — is being restricted to 35 subscribers each paying £45 a month. That will pay for two limited-edition works a year that members can keep for ever.

A piece by the Tate-exhibited artist Andy Holden will be the first offered to those who join. A second has been commissioned from Holly Hendry, who has exhibited in the UK and Europe.

The Scottish art group behind the subscription scheme hopes to sustain new markets for struggling artists.

The Glasgow-based Sculpture Placement Group says it has designed the club to be exclusive but affordable.

Kate V Robertson, with the group, said: “With Christmas on the way, this is a chance to start collecting works by internationally renowned artists that would be beyond most people’s reach ordinarily. What makes it even more special is that members will be able to have contact with the artists and follow the creation of some of the pieces, then have them delivered to their own homes.”

The works will be specifically created for display in a home environment. They will be delivered directly to the door and come with a certificate of authentication. There are live artist talks and information will be given on how to care for and display sculptures.

Holden said: “Having a sculpture in your own home and noticing it every day is very different to just seeing something once in a gallery. Artworks have a way of communicating slowly over time. If you are interested in building a collection then collecting editions this is a good place to start, and this way of doing it works well for artists.”

The club was established to widen access to contemporary sculpture and make sure artists get paid a proper rate.

Holden’s work includes sculpture, large installations, painting, pop, performance, animation and multi-screen-videos. His first big exhibition was Art Now: Andy Holden (2010) at Tate Britain. Hendry is preparing a solo show and outdoor commission at the De La Warr Pavilion in Bexhill-on-Sea, East Sussex.