

THE BEATRIX POTTER COLLECTION

Artist Beatrix Potter's first children's book, *The Tale of Peter Rabbit*, was published in 1902. She had experienced difficulty finding a publisher, having sent the manuscript to six publishers, and receiving six rejections. However, the book was eventually accepted by the London firm of Frederick Warne & Co. It was an instant success and Beatrix went on to produce a total of twenty-three 'Little Tales', all published by Warne.

They have never lost their popularity. Today, more than two million Beatrix Potter books are sold every year worldwide – which is four books every minute!

Assets The Beatrix Potter collection incorporates over 5,000 works, containing original illustrations from *The Tale of Peter Rabbit*, as well as other assets including first editions of the Little Tales, early merchandise, photographs, and correspondence.

Archive The collection is stored at the Victoria & Albert archive at Blythe House, London (more info [here](#)).

Hire of assets is priced on a sliding scale, depending on venue size, exhibition duration, ticket pricing (where applicable), and number of assets to be hired. A full list of assets is available on request.

Please note the following:

1. The rate is per venue.
2. The borrower will be responsible for all reasonable costs associated with the preparation, insurance, packing and fine art transportation of the loaned artworks; transport and insurance is not included.
3. All hire is subject to the acceptance of a satisfactory Facilities Report, to be completed by the prospective borrower

For further enquiries please contact:

Sara Glenn, Curator

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NB: These conditions are for asset hire only, and do not include the provision or fee for image permissions for exhibition or publicity purposes.

In addition to the original artwork, we can provide the following:

- Permission to use high resolution images within the exhibition and publicity (subject to agreement, approval and permission fees)
- Contacts and information regarding the purchase of books and merchandise (the current merchandise programme includes prints, greeting cards and stationery products)

