

FRAMELESS

VISUAL GUIDE



WELCOME TO FRAMELESS

This visual guide contains information about Frameless with pictures to help you prepare for your visit.

CONTENTS

1. FINDING FRAMELESS

2. INTRODUCTION

3. THE EXPERIENCE

4. THE GALLERIES

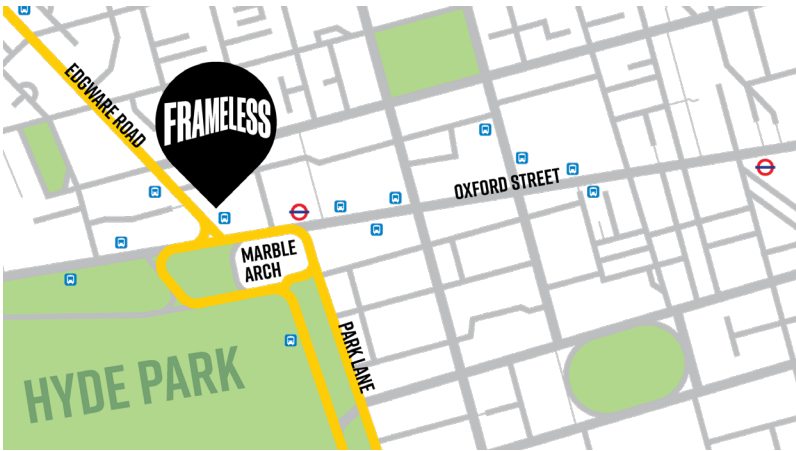
5. INSIDE FRAMELESS

6. LEAVING FRAMELESS

FRAMELESS



I. FINDING FRAMELESS



Our Address:

Frameless
6 Marble Arch
London
W1H 7AP



Frameless is in the centre of London's West End cultural district, in the newly developed Marble Arch Place. It is at the meeting point of Oxford Street, Mayfair and Hyde Park.

PUBLIC TRANSPORT



London Underground:

Marble Arch (1 min walk), Bond Street (8 mins walk), Edgware Road (12 mins walk), Marylebone (15 mins walk)



National Rail:

Victoria (15 mins by bus), Paddington (10 mins by bus or tube), Marylebone (15 mins by bus or tube), Waterloo (16 mins by tube)



Bus:

Marble Arch, serviced by the following buses:
2, 6, 7, 13, 16, 23, 36, 74, 94, 98, 137

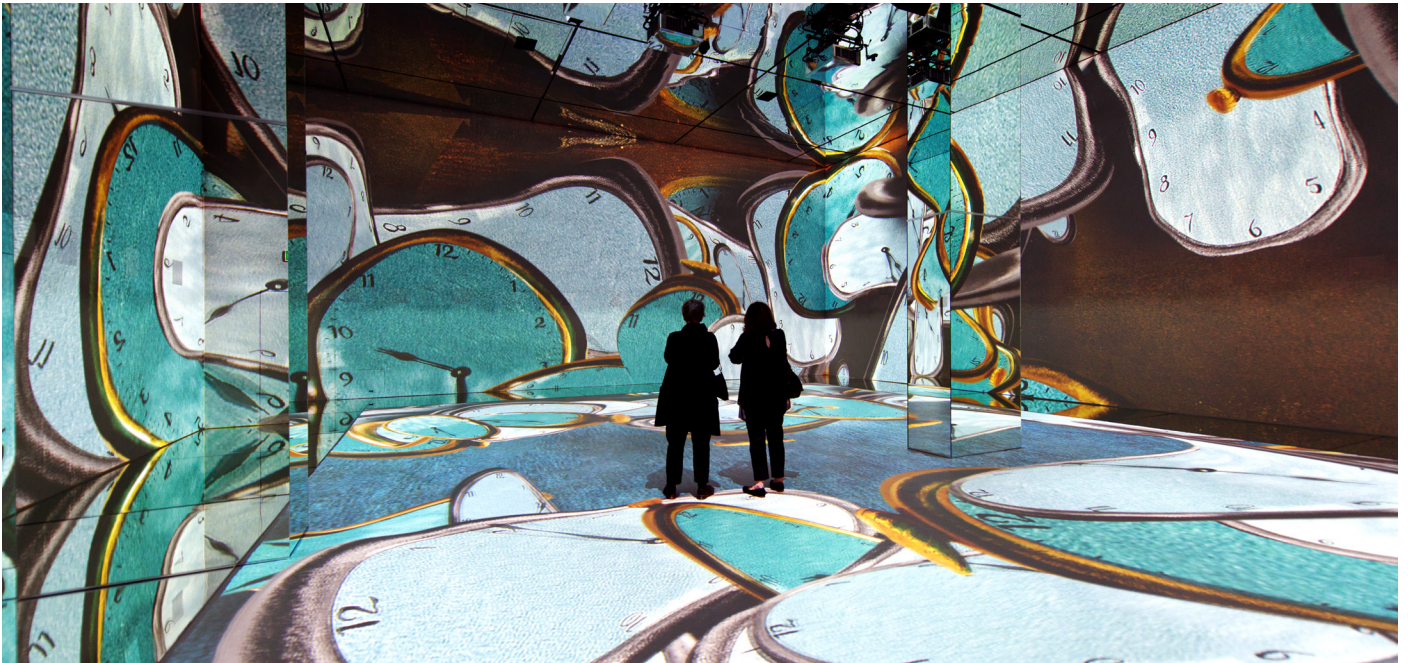
2.

INTRODUCTION

WHAT IS FRAMELESS?

London's first permanent digital art experience.

Frameless brings art to life in ways you've never seen before. You won't just be looking at paintings, you'll be in them, with every brush stroke and every splash of colour, feeling every emotion!



You can walk around all the galleries to view the experience from different ways. You can sit, stand or interact with the floor projections.

3. THE EXPERIENCE

There are 40 masterpieces and 4 galleries to visit. Each one is dedicated to a different theme. These are:



BEYOND REALITY



COLOUR IN MOTION



THE WORLD AROUND US



THE ART OF ABSTRACTION

Each gallery experience lasts between 14 – 25 minutes.



If you want to sit outside the galleries, there are benches for you to use.

4. THE GALLERIES

4.1 THE GALLERIES - BEYOND REALITY

Throughout time, artists have painted their own ideas and thoughts of stories, dreams and nightmares which sometimes do not seem real.

The most famous group of artists to create these types of paintings were a group called 'the Surrealists'. The most famous ones were Max Ernst and Salvador Dalí who created weird and wonderful pictures of unreal images. Look at these pictures below:



Max Ernst



Salvador Dalí



Hieronymus Bosch

400 years earlier, Renaissance artists Hieronymus Bosch and Giuseppe Arcimboldo were also producing fantastical and peculiar human-animal figures in paintings.



Giuseppe Arcimboldo



Gustav Klimt



Edvard Munch

4.2 THE GALLERIES – COLOUR IN MOTION

This gallery is all about colour and how artists use it when putting it on their canvas. You are surrounded by it! You can make it move around the floor and onto the walls to create a beautiful picture.



The impressionists – like Claude Monet liked to paint outside (en plein air). Using loose brushstrokes, he captured the beautiful light and colour of the natural landscape.



The Neo-Impressionists (or Pointillists) like George Seurat created bright scenes made up of individual vibrant dots of paint.



The Post-Impressionists, like Vincent Van Gogh used brushstrokes to create more abstract forms like Starry Night Over the Rhone, in which Van Gogh was able to create mood and movement through colour.

Colour in Motion connects you to every brushstroke within these iconic paintings. Throw, push, splash every stroke of paint onto the walls and watch the finished artwork emerge.

4.3 THE GALLERIES – THE WORLD AROUND US

In this gallery, you can see paintings that explore the wonders of our world. Artists have always been inspired by its natural beauty and wonderful man-made buildings and have tried to capture this in their paintings.

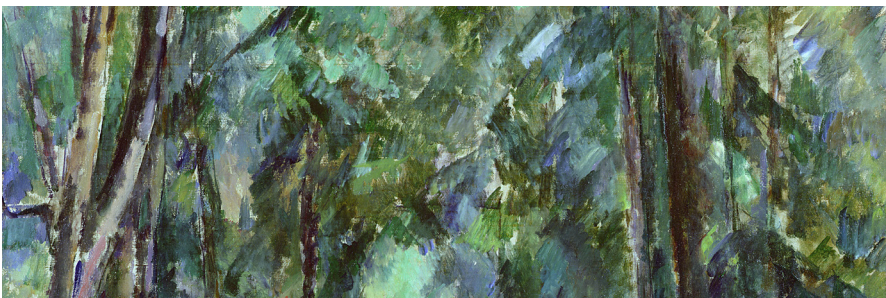
Now you can surround yourself and experience how it feels to be part of a masterpiece.

Since the 16th century, painting landscapes has become one of artists' favourite forms of art and its beauty has inspired them to create some of the most famous masterpieces.

This section contains paintings from the Baroque and Romantic periods, Impressionist and Post-Impressionist movements.



You can step into Canaletto's Piazza di San Marco in Venice...



or walk through Cezanne's abstract forest...



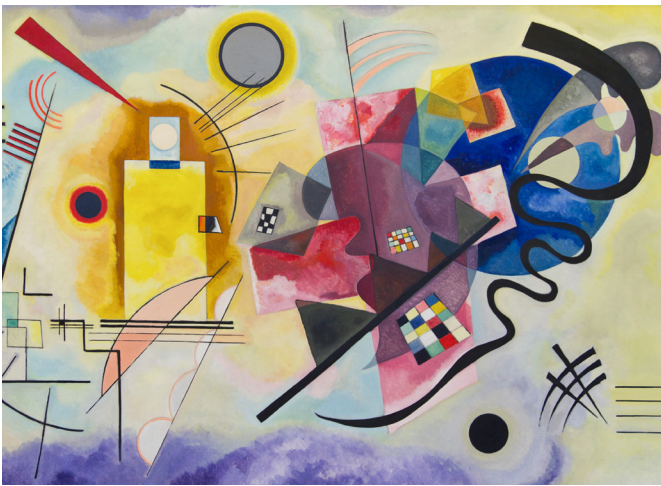
Or witness Rembrandt's stormy sea.

4.4 THE GALLERIES – THE ART OF ABSTRACTION

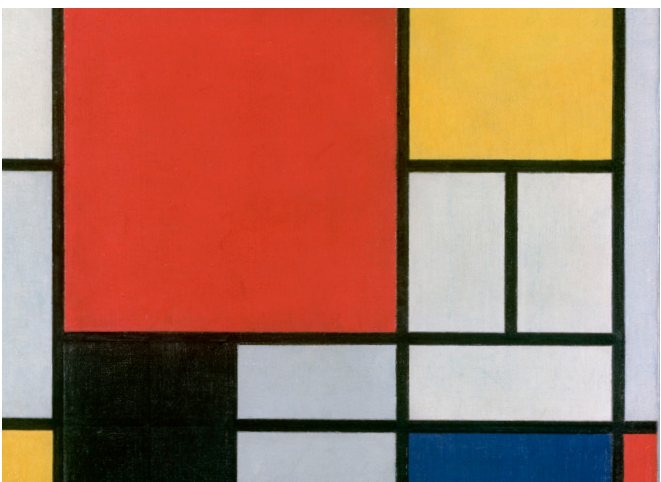
You can walk through a maze of colour, shapes and form to discover the creators of abstract art. Abstract art was created by artists that thought less about the subject matter and more about the shapes and colours in their paintings as a way to express their feelings without using figurative or representational content.



Our story begins in Sweden in 1906. Hilma af Klint, used to paint landscapes but started to create totally different works of art made up of only shapes and exciting colour. This form of art that would become known as pure abstraction.



Kandinsky was one of the first artists to paint abstract paintings. He sometimes painted pictures where some items in them that were recognisable – this is called semi-abstract art.



Piet Mondrian used a simple method of design which led him to produce his famous geometric abstract and is famous for using primary colours, 90° angles, and thick black lines.

5. INSIDE FRAMELESS

THE ENTRANCE AREA



The Frameless experience starts here. Look up to see the beautiful display hanging from the ceiling.



The reception area is the first part of your visit to Frameless. You will need to have your ticket scanned by our Frameless Front of House Team.



The ticket may be on your phone or on a piece of paper. You need a ticket to enter Frameless.

FRAMELESS FRONT OF HOUSE TEAM



The Frameless Front of House Team will be wearing uniforms like this:

They can help you with any questions you may have and direct you to the galleries in the basement.

They will also have ear defenders, fidget toys and dark glasses if you need them during your tour of the galleries.



Dark glasses



Ear Defenders



Fidget toys



Scribble pads, drawing book and crayons.

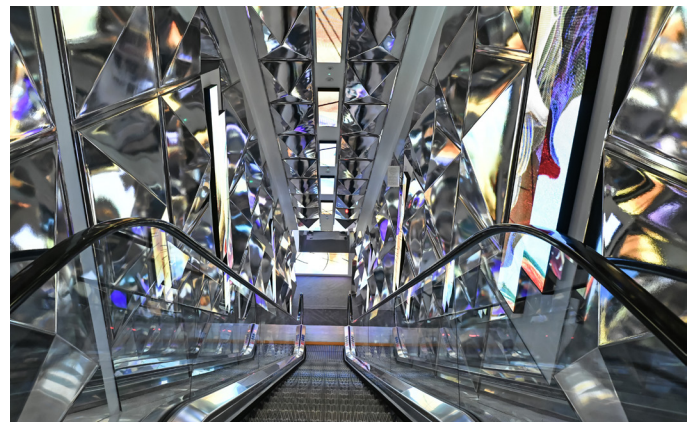
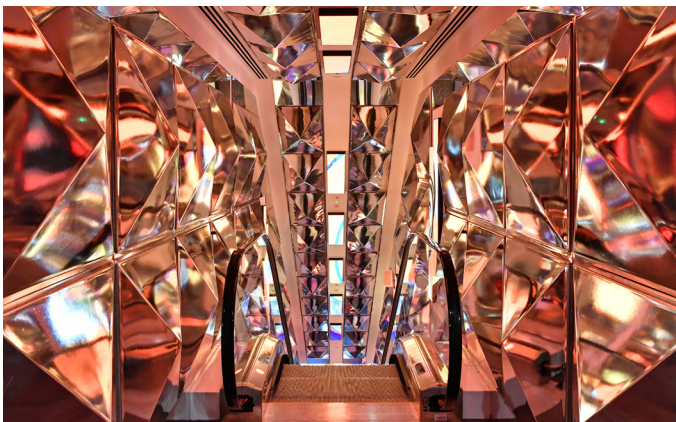
All 4 galleries, the gift shop, the Café bar and the toilets are downstairs at the gallery level. To get there you can use the escalators or the lifts.

THE ESCALATORS

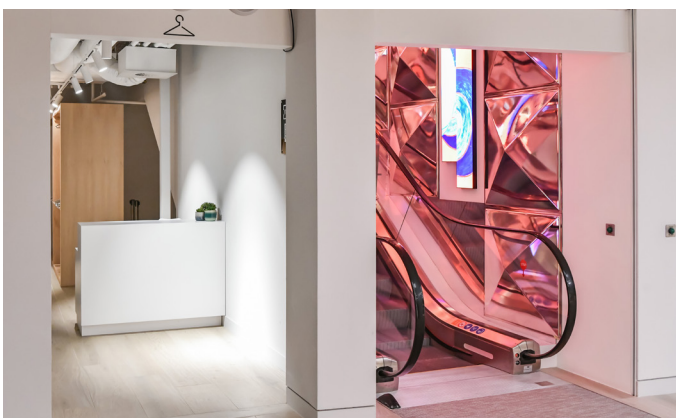
Go through the Creative Passage corridor and follow the multi-coloured walkway to the first of the beautiful escalators!



There are mirrors and colour changing lights on the escalators.



The escalator takes you to the gallery level, by the cloakroom and the gift shop.



THE LIFTS

There are 4 lifts which travel between the reception and the gallery floor. The lifts open in the gift shop on the gallery level.



THE GIFT SHOP

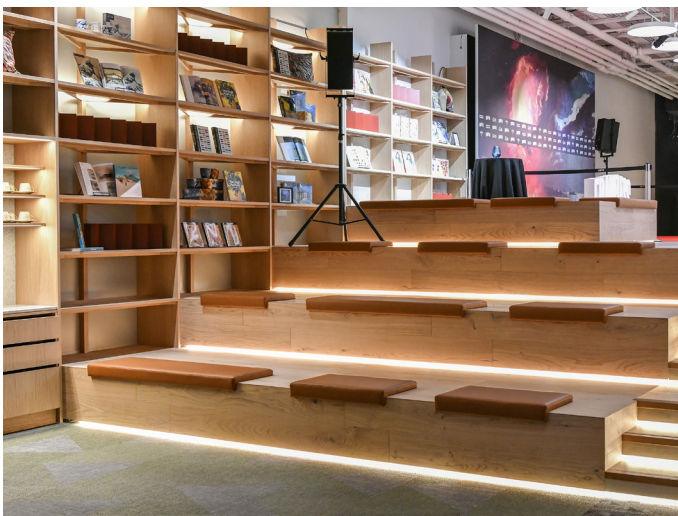


You can visit the gift shop before or after you visit the galleries. You may want something to remind you of the experience.

Here you can find many exciting gifts including a souvenir brochure, art books, art materials, mugs, hand-crafted jewellery, and many different items inspired by artists in the galleries.

THE CAFÉ BAR

Before or after your visit to the galleries, you may want some refreshments. You can get drinks, hot snacks and delicious sandwiches here.



There are lots of places to sit – you can even relax on these special bench seats.



You may prefer to sit in one of the cosy alcove seats which may be quieter.

Only food bought in the Café Bar can be eaten in Frameless. We are sorry but food and drink are not allowed in the galleries.

THE TOILETS

Look for these toilet signs in the communal areas of the gallery.



You can find the toilets down this passage. They are near the Café Bar.

On the left hand side of the passage you will find:
8 toilets, 2 Accessible toilets

On the right hand side of the passage you will find:
2 Accessible toilets



CHILL OUT AREA



If you find that you need some extra time out or just some quiet time, ask one of the Frameless Front of House Team to show you to a quiet area.

6. LEAVING FRAMELESS



When it is time to leave, just follow the way out signs.

These are on the wall leading to the gift shop and on the columns.

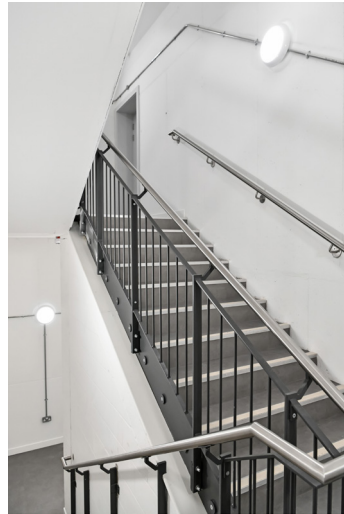


You can take the lift – which is the quickest way to leave. The lifts are in the gift shop, so you can have another look around if you want to.



... or you can walk up 6 flights of stairs. The staircase is at the back of the gift shop. Look for this sign on the door.

The lifts and staircase will take you back to the reception area, where you first came in...



... and leave by these big glass doors.

We hope that you enjoy your visit and come again soon.

FRAMELESS

