

THE LADYBIRD BOOKS COLLECTION

Collection Ladybird Books are known and loved throughout the world and, for millions of people, they bring back the cosy and colourful days of childhood. They evoke memories of learning to read, discovering the magic of books and of growing up.

The Ladybird Books art collection (700 boxes of art) forms part of the University of Reading's Archive of British Publishing and Printing, which was officially designated as being of national and international importance in 2010.

Ladybird Books was included as one of four nationally important collections to benefit from the very first round of the Designation Development Fund for libraries and archives. The libraries and archives holding these unique collections received approx. £40,000 each from the Museums, Libraries and Archives Council (MLA) to improve care, access and understanding of these vital collections via innovative new projects

Assets The Ladybird Books collection incorporates over 16,000 pieces, including the original illustrations from hundreds of books.

Archive The collection is stored at Reading University

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)

