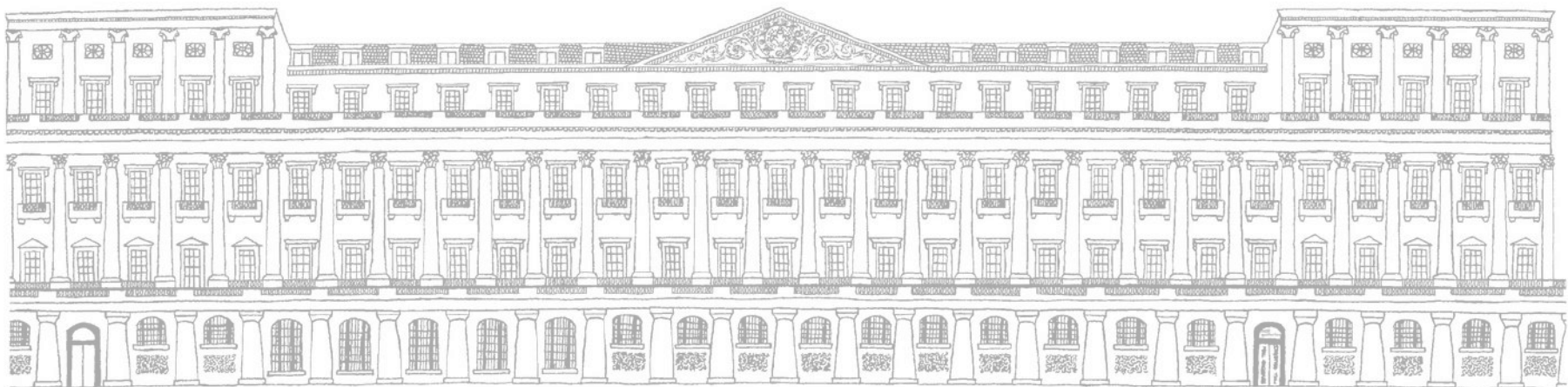


**mall  
galleries**

# **THE FEDERATION OF BRITISH ARTISTS IMPACT REPORT 2024**



As at 7th of May 2025

## **Chair of Trustees of the FBA**

Jane Ellison

## **Trustees**

Alastair Adams PPRP

Max Angus SWLA

Professor Dana Arnold

Jon Coppin

Mick Davies PPRBA

Eela Devani

David Glazebrook

Robin Hazlewood RI

Martin Howarth HH

Rosie Martyr (Co-Opted Trustee)

Luis Morris ROI

Richard Rees PPS

Carolyn Simpson RBA RSMA

Toby Ward NEAC

Monica Won

## **CEO of the FBA at Mall Galleries**

Clare O'Brien



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**FEDERATION OF BRITISH ARTISTS | MALL GALLERIES**

17 CARLTON HOUSE TERRACE, LONDON, SW1Y 5BD

REGISTERED CHARITY NUMBER 200048

SUPPORTING ARTISTS SINCE 1961



In 2024, we've seen a welcome rise in our support for and celebration of living artists, through our not-for-profit programme of exhibitions, events, prizes, and awards—with a particular focus on figurative art.

More people than ever are engaging with our exhibitions, both in the galleries and via our relaunched online platform, [www.mallgalleries.org.uk](http://www.mallgalleries.org.uk), updated in early 2024.

We are also proud to contribute to the creative economy by providing opportunities, training, and support for the cultural leaders of tomorrow.

We hope you enjoy reading our 2024 Impact Report, and that it offers a deeper understanding of the mission and work of the Federation of British Artists at Mall Galleries.

*–Clare O'Brien, CEO*

The background image shows a large, bright art gallery with a high ceiling and track lighting. In the foreground, a large group of people is gathered, some standing and some seated at tables. A man in a white cap and patterned vest is seated at a table, looking at a book or portfolio. A woman with blonde hair is seated next to him. In the background, several framed artworks are displayed on the walls. The overall atmosphere is that of a formal art event or exhibition.

# OUR MISSION

*To empower artists through a not-for-profit programme of exhibitions and events, prizes and awards, with a focus on figurative art*

# ABOUT US

## Leader in contemporary figurative art, led by artists, for all

Mall Galleries is the home of the Federation of British Artists (FBA), a visual arts charity founded in 1961.

The Federation is a collective of nine leading art societies, eight of which stage annual open exhibitions at Mall Galleries. The ninth is the Hesketh Hubbard Art Society, London's largest life drawing group.

Each of the societies has a unique character or specialism within the field of contemporary figurative art:

Royal Society of British Artists  
Royal Institute of Painters in Water Colours  
Royal Institute of Oil Painters  
New English Art Club  
Royal Society of Portrait Painters  
Pastel Society  
Hesketh Hubbard Art Society  
Royal Society of Marine Artists  
Society of Wildlife Artists

The Federation of British Artists is governed by a Board of Trustees, made up of artists from the societies and up to 6 independent trustees. In 2024 there were over 500 member artists within the Federation.

The FBA is fundamentally different from commercial art galleries and those supported by the government, as the charity is entirely self-funded and commits any surplus to furthering its charitable mission.

The FBA open exhibitions allow for lesser known, but talented artists of any background, to exhibit work alongside more established artists. Annually their exhibitions empower artists through sales, plus prizes and awards to reward and encourage talent.

The art society exhibitions form the core of the gallery's wider programme.



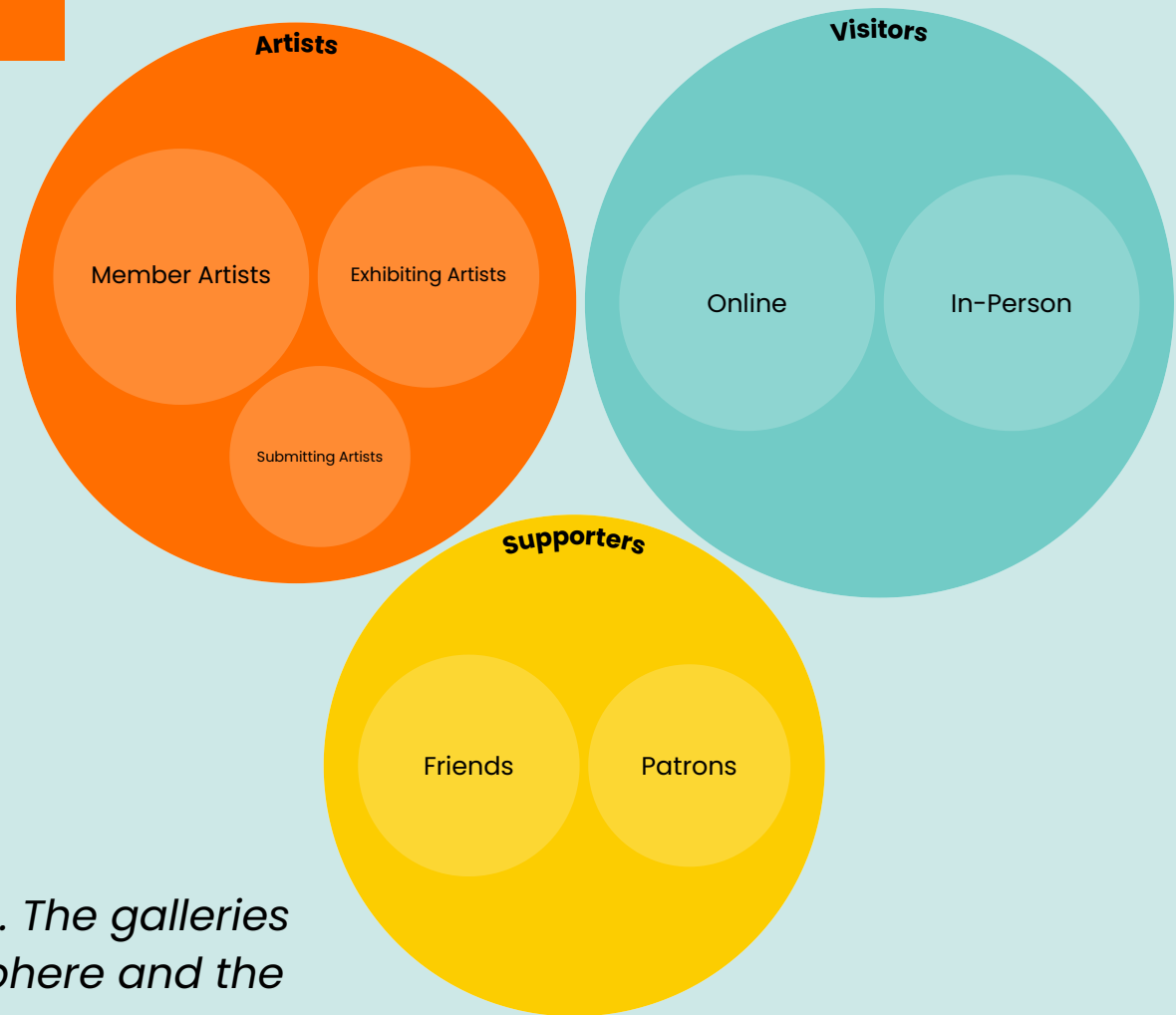
# WHO DO WE SERVE

The work of the FBA at Mall Galleries benefits a diverse range of audiences; from our global reach online, our network of over 1,500 Friends, to thousands of artists and visitors.

We also work to support the Creative Economy through helping artists to build sustainable careers, and fostering diversity and inclusivity in an artistic community.

*"I love all the exhibitions I have been to. The galleries have a very warm and friendly atmosphere and the work is always high quality. **I am a keen amateur artist and learn so much from visiting.**"*

-A visitor's response from our stakeholder survey 2024





# 2024 HIGHLIGHTS

## The Election of New Members into the FBA

Each year, new artists are elected as members to the societies within the FBA. 2024 saw the election of **forty new members**, the full list of elected artists can be viewed [here](#).

## New Trustees Appointed

In 2024, **four Independent Trustees were appointed by the Board** of the Federation of British Artists. We welcome Professor Dana Arnold, Jon Coppin & Monica Won and co-opted independent trustee Rosie Martyr.

## Art for All Fundraising Auction

Mall Galleries presented an online fundraising auction during Frieze Week 2024, featuring over 200 original artworks by members and exhibitors from the art societies within the FBA. **1,301 bids were placed and £28,769 was raised** with all proceeds supporting our mission.

We would like to thank the participating artists and the societies of the Federation of British Artists for their invaluable support.

# OUR IMPACT IN 2024

**24**  
**OVER £100K**  
**60,000+**  
**NEARLY £1M**  
**OVER 3,800**  
**OVER 120**

**EXHIBITIONS**  
**AWARDS & PRIZES**  
**VISITORS**  
**FBA ARTWORK SALES**  
**EXHIBITING ARTISTS**  
**EVENTS**

# EXHIBITION PROGRAMME

The FBA works to support the creative economy through a year-round programme of exhibitions. **In 2024 we held 24 exhibitions:**

## We held **8 FBA Society shows:**

- Royal Society of British Artists
- Royal Institute of Painters in Water Colours
- Royal Institute of Oil Painters
- New English Art Club
- Royal Society of Portrait Painters
- Pastel Society
- Royal Society of Marine Artists
- Society of Wildlife Artists

## Plus an **additional 16 Exhibitions:**

- Society of Graphic Fine Art
- Photography Exhibition by Yu Lap Tang
- Lyon and Turnbull (Spring)

- Lyon and Turnbull (Autumn)
- Oliver Enwonwu: A Continued Legacy
- Pink Lady® Food Photographer of the Year
- Society of Women Artists
- David Shepherd Wildlife Foundation | Wildlife Artist of the Year
- UAL Origins Creatives
- Minerva 2024
- Light and Land on The Mall
- Drawn from the Heart by Gary Hodges
- The Owen Rowley Prizewinners Retrospective (1988–2019)
- Women in Art Fair
- Art for Youth
- ING Discerning Eye

# EXHIBITIONS

The Federation of British Artists at Mall Galleries is a global platform for supporting and promoting living artists. In 2024, we hosted **8 annual exhibitions** from the societies of the Federation of British Artists.

Ahead of each exhibition we held an open call, providing international, established and emerging artists the opportunity to submit their work. In 2024, **11,739 artists submitted to our 8 open calls.**

In 2024 we **generated over £600,000 through sales of artwork** across the 8 Society Shows.

In 2024, **3,164 works by members and selected artists were exhibited**, and **1,309 artists were shown.**

Many societies are working towards an equal balance between members and selected artists, often achieving a 50/50 balance.

*"We are proud to say that **a record number of selected artists are exhibiting with us this year**, many of them for the first time."*

*-Adebanji Alade PROI, 2024*

Our annual Society exhibitions attracted **over 46,000 visitors in 2024.**



# DISTRIBUTION OF ARTISTS GLOBALLY

## EXHIBITING ARTISTS IN FBA EXHIBITIONS







# EXHIBITIONS

In 2024 we hosted **16 exhibitions** alongside our regular Society shows.

In each of these exhibitions we ensure a high standard of figurative art across the year-round programme. The exhibitions support Emerging and Established artists through programmes of mentoring & talks, alongside open calls.

The exhibitions also foster cross-sector engagement through sponsorships, evening event hire and all day hire.

The exhibitions work to expand our audience reach; and **attracted 23,729 visitors to the gallery in 2024.**

The external exhibitions attract new and niche audiences, encouraging networking opportunities and raising the gallery's profile within the creative sector.

Through this programme of exhibitions we **diversify and support artistic representation**; through shows such as UAL Origins Creatives, Oliver Enwonwu and Women in Art Fair.

The exhibitions **generate income to reinvest into the FBA and the charity's initiatives.**





"Thank you for the terrific support offered us, including hanging, promotion and much more. It's always a pleasure to work with Mall Galleries."  
- David Shepherd Wildlife Foundation

"Everyone at Mall Galleries, from technicians, to managers, to the visitor experience team, are dedicated and positive people to work with, providing excellent communication and support throughout."  
- UAL Origins Creatives









# PRIZES & AWARDS

**In 2024 over £100,000 worth of prizes & awards were awarded** to exhibiting artists, both members and selected.

With **over 100 prizes awarded** in 2024, we've spoken with some of the award winning artists to learn about the impact the award has had at an individual level, as well as what it has meant for their professional career development.



# TESTIMONIALS

**“Winning the award has impacted me and my practice enormously.** Like many artists, I am filled with self-doubt, and to have my work validated by art critics and the public is a huge boost to my confidence.

Creativity and ideas are fragile things that can easily be quashed, but **receiving an award gives us confidence to spend valuable time nourishing our ideas and curiosity.** Any praise and recognition has a powerful positive impact, but an award at a national exhibition takes it to another level.”

*-Rebecca de Mendonca | Awarded The Yoshimoto Prize by the Pastel Society 2024*





"I am absolutely delighted to hear the news! To exhibit alone was exciting enough but to win something has me **absolutely over the moon!**"

- Lauren Prosser | Winner Mall Galleries/FBA Award

"I am superficially, momentarily rather overwhelmed. I've always seen it as a sort of '**gold standard of excellence in portraiture**'. I think for the British tradition The Ondaatje Prize has been the one that I've really dearly wanted. I feel some sort of completion which I never ever thought I would."

-Andrew James RP NEAC | Awarded The Ondaatje Prize for Portraiture







"[The Private View] was incredible. It was exhilarating to be in the company of so many greats in the watercolour world, and especially lovely that Jon Snow was there.

It was such an honour to receive the Schmincke prize for my Pigment Bank, especially as a first time exhibitor.

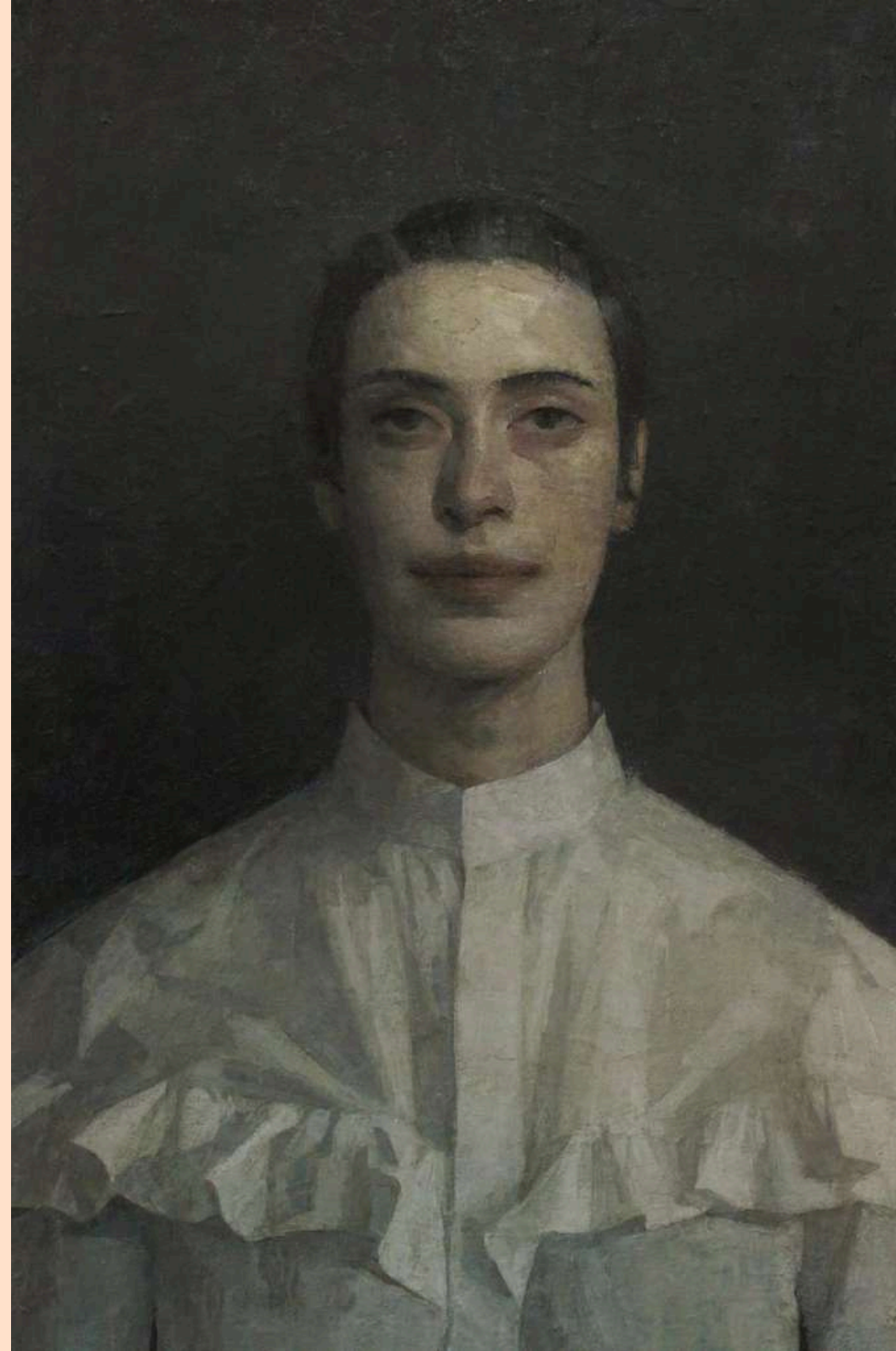
**This is the pinnacle of my creative career.**

My hope is that my piece will inspire others to take up paintmaking, enjoy using natural sources to make their own inks and paints as I have."

*-Carol Harvey | Awarded The Schmincke Prize*

**“Winning The William Lock Portrait Prize, like any award given to an artist, is a boost to one’s confidence and a reassurance that the work has power to touch people, be meaningful, and, in this case, has been recognised to have a timeless quality. Importantly, it also provides the financial security to continue working on the themes and projects that one is compelled to pursue.”**

*-Mark Shields | Awarded The William Lock Portrait Prize by the Royal Society of Portrait Painters 2024*





# OUR AUDIENCE

**Over 60,000  
Gallery Visitors**

**Over 1M  
Online Visits**

In 2024 we attracted **over 60,000 visitors to the galleries**, in addition to **1,032,264 online visits**. We also extended our opening hours into the evening to encourage a broader demographic of visitors, particularly enabling the working population to visit outside of regular working hours.

In addition we ran a full programme of events throughout the year to encourage artistic engagement in many forms to suit the interests of our broad audience; from panel discussions during the Royal Society of Portrait Painters exhibition, to a pop up studio during the Pastel Society exhibition. In 2024 we held **over 100 FBA events**, plus **11 events** during the additional exhibitions, and **4 artist-led workshops for Friends of Mall Galleries**.



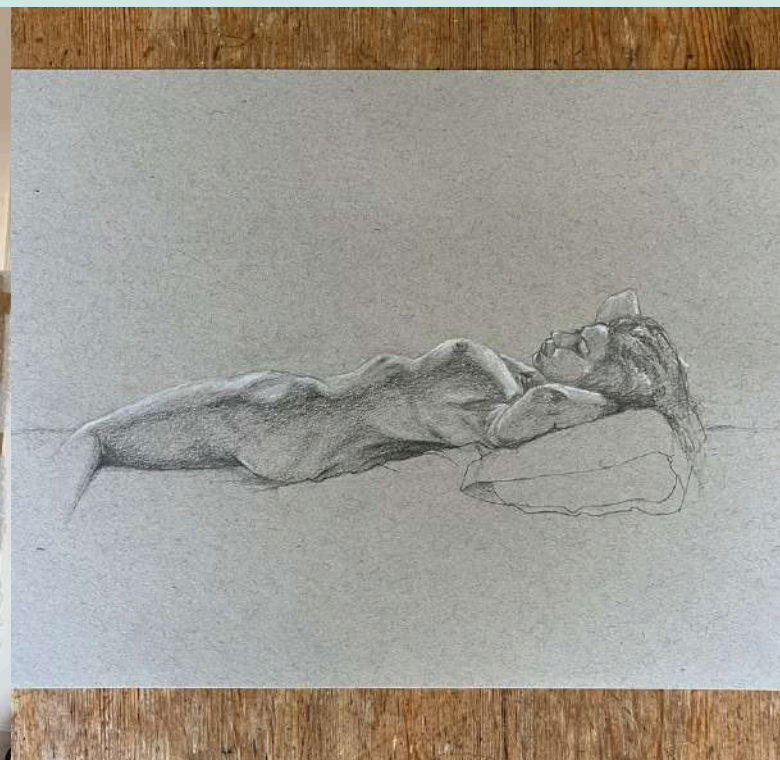
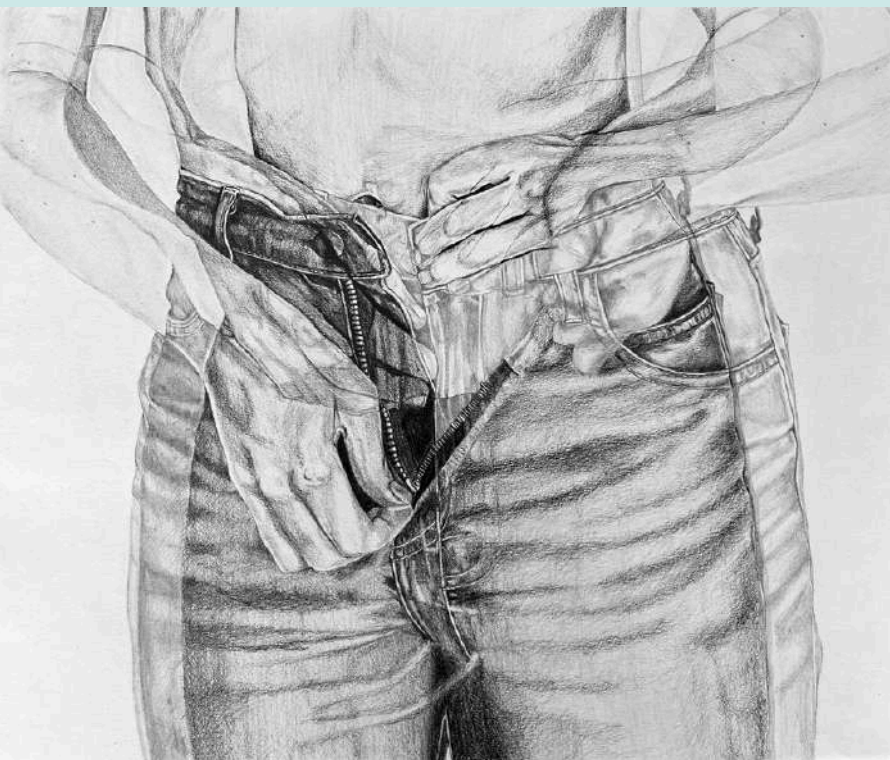


# ARTIST PROFESSIONAL DEVELOPMENT

Alongside our exhibitions, prizes and awards we also offer artists a number of professional development opportunities including bursaries, scholarships and residencies.

The opportunities include **year-long membership bursaries** from the Hesketh Hubbard Art Society, the **Crinan Residency**, and the **NEAC Artist Scholarships**.

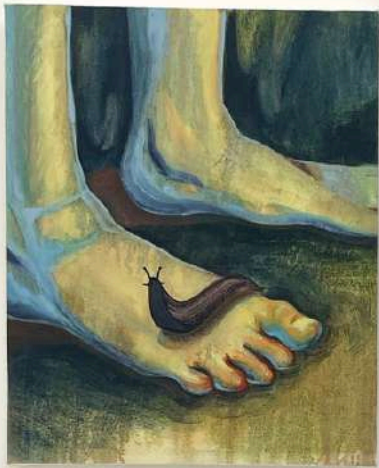




Since receiving the bursary and attending Friday's life drawing sessions, **my artistic practice has developed immensely. Even in just the first few weeks, I noticed a huge difference in my speed of capturing form and learnt a great deal from the fellow artists and longstanding members.** Everyone is very welcoming and excited to get drawing, the two hours fly by each week! I am incredibly grateful to have had access to such a diverse range of models and poses, this has brought my figurative drawing to a whole new level ahead of my upcoming Master's degree at Royal College of Art.

*-Amelia Cross | Recipient of the Hesketh Hubbard Bursary 2024*





"I had a wonderful time! **It's a beautiful part of the UK (and the world) and very inspirational** for any artist I imagine, but especially those whose practice incorporates elements of landscape, nature, fishing/boats or ancient history. Staying in the hotel which is full of artwork (mostly seascapes) and speaking to Frances and Ross also heightened the want to draw and paint. Both were very welcoming and hospitable, as were the hotel staff.

**It's a great opportunity for recent graduates, and also to share practice between a remote region and London.** There were a lot of spaces within the hotel to work and a studio space was also provided. I also really enjoyed using the Michael Harding watercolour set."

*-Lucy Springall | Selected for the 2024 Crinan Residency*

"As a self-taught, working-class artist, breaking into the art world has been a significant challenge. Thus, the opportunities provided by Mall Galleries have been transformative, offering me a platform to share my work with wider audiences and gain meaningful recognition.

Winning awards like The Hermione Hammond Drawing Award and the NEAC Artist Scholarship has been pivotal, enabling me to transition into working from a dedicated studio space. These milestones have not only bolstered my confidence but also expanded my professional network and have opened doors to further opportunities that continue to shape my career. **My experiences with the Mall Galleries have truly been instrumental in kickstarting my art career."**

*– Rizza Zahid | NEAC Scholar*





# ART CONSULTANCY

## Art Consultancy

As a charity dedicated to supporting emerging artists, we strategically curate portfolios of impactful artworks for private collections and commercial clients, whilst at the same time providing opportunities for artists in the early stages of their careers. In 2024 **we placed 35 works for 12 young artists.**

## Commission Service

The commissions wing of our consultancy department has secured **20 Portrait commissions**, and **11 Fine Art commissions** in 2024.



# SUSTAINABILITY

At Mall Galleries, we are committed to reducing our environmental impact and fostering sustainable practices. As part of this commitment, we have joined **Westminster City Council's Sustainable City Charter**, aligning ourselves with borough-wide goals to create a greener, more sustainable city.

One of the key challenges we face is the environmental impact of packaging used in art transportation. To address this, we are actively working to educate both couriers and artists on the benefits of reusing packaging materials and highlighting the more sustainable options which are now available. This is a crucial step toward reducing waste and promoting long-term change within our community.







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