

## Sam Jacob Studio appointed to design London's new Cartoon Museum



Sam Jacob Studio has been appointed to design the new home of Britain's Cartoon Museum, following a competitive pitch.

Founded by a group of cartoonists, collectors and enthusiasts in 2006, The Cartoon Museum preserves the best of British cartoons, caricatures, comics and animation. Currently located on Little Russel Street, the museum's Trustees have been seeking permanent premises that would allow it to develop to its full potential. They have now accepted a 25-year lease at 55 Wells Street, near Oxford Circus which will open to the public, with an ambitious programme of exhibitions and events, in early 2019.

Sam Jacob Studio will create a permanent and temporary exhibition spaces to give the Museum greater flexibility in displaying its collection of original cartoon and comic art from the 18th century to the present day. The Museum's visitor facilities will include a shop and an inspiring new learning centre along with back of house facilities and archive space.

**Oliver Preston, chair of the Cartoon Museum** said, "The Cartoon Museum is a museum of laughter, but with a serious mission to promote the very finest of Britain's heritage of cartoons, comics and caricature.

The new museum will build on the success of the past 12 years, enabling us to bring our amazing collection to life and share it with wider audiences. There will be something for everyone to enjoy; young and old.

“Sam Jacob Studio’s design brings a real sense of fun and vibrancy to the visitor experience. It has always been our aim to send people out of the museum happier than when they came in. Sam Jacob is really helping us to achieve this aim. We look forward to continuing to animate the cultural landscape of London.



**Sam Jacob of Sam Jacob Studio** said: “We are delighted to be working with the Cartoon Museum. Its a fantastic institution with an incredible collection and programme. Our approach turns the graphic world of cartoons into a three dimensional space full of humour and delight.”

Ends

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#### **Notes to Editors:**

**Sam Jacob Studio:** Sam Jacob Studio’ was established in 2014. Projects include designing a gallery for the V&A in Shenzhen, China; ‘The Stack’ – a small living space with attached library for the London Design Festival, in partnership with Mini and co-curators of the British Pavilion at the Venice Biennale (2014). The studio is led by Sam Jacob who is Professor of Architecture at UIC and Visiting Professor at Yale School of Architecture.

Sam Jacob was one of the founding trio of architects of FAT [Fashion, Architecture, Taste) once described as the UK’s ‘most playful’ architecture practice. FAT’s projects included A House for Essex with Grayson Perry, the BBC Studios in Cardiff and the Blue House in Hackney.

### **The Cartoon Museum**

In 2006 The Cartoon Art Trust opened London's first Cartoon Museum in Central London at Little Russell Street in Bloomsbury and since then has received over 360,000 visitors, and had 50,000 children through its learning programmes, a 300% growth in its collections, and has a library of 18,000 books and comics. The museum has now found a *permanent* home in Wells Street, just north of Oxford Street - with a 25-year lease, at a peppercorn rent, in a partnership with Great Portland Estates.