



MACKINTOSH AT THE WILLOW

A CASE FOR SUPPORT
RESTORE | PRESERVE | SUSTAIN

“THE MACKINTOSH AT THE WILLOW PROJECT REPRESENTS A RARE OPPORTUNITY TO RESTORE ONE OF CHARLES RENNIE MACKINTOSH’S FINEST ACHIEVEMENTS AND THEREFORE ONE OF BRITAIN’S GREATEST ART NOUVEAU INTERIORS.”

The exciting reinstatement of this building will create jobs, tourism and educational opportunities in an area of Glasgow currently undergoing regeneration. Above all, it will create an attraction of international importance.”

John Mackie, Founding Director of Lyon & Turnbull Auctioneers



THE WILLOW TEA ROOMS IN 1905
One of two chandeliers from the Salon de Luxe.



MACKINTOSH AT THE WILLOW

CREATIVE GENIUS & ENLIGHTENED PATRONAGE

Our mission is to conserve and restore Charles Rennie Mackintosh’s remarkable Willow Tea Rooms building at 217 Sauchiehall Street, Glasgow, creating a sustainable future and preserving its historical and social legacy for Glasgow, for Scotland, for the world.

The Tea Rooms opened on the 29th of October 1903, the result of an extraordinary collaboration between the creative genius of Charles Rennie Mackintosh and the enlightened patronage of Miss Catherine Cranston.

Today, the Tea Rooms are acknowledged as one of the world’s most important and complete examples of Art Nouveau, but they were, in their heyday, simply an elegant place to ‘take tea’, to see and be seen, and to watch Glasgow go about its business.

Sadly, time has not been kind to this once vital building and its fabric, structure and design integrity have been severely compromised through years of neglect and decay. In 2014, facing a forced sale and almost certain destruction, The Willow Tea Rooms Trust was established to purchase the building with the stated aim of fully restoring it, and returning it to public use.

Opening a new and exciting chapter of its life, once restored, MACKINTOSH AT THE WILLOW will not simply provide a unique and welcoming meeting place for the people of Glasgow, but will operate as a genuine social enterprise, a centre for education and learning, a source of training and employment, a magnet for tourism and cultural exploration, and a celebration of Mackintosh’s architecture and design legacy in a world-class landmark site.

Since 2014, the Trust has established an impressive Board of Trustees and attracted the willing support of an Expert Advisory Panel. Extensive consultative work has already been undertaken with the most urgent remedial works in place to secure the outer envelope of the building, but we need your help to take the next steps and fulfill our mission.

This is a £10M project. We have already committed £4m and with the Round 2 Heritage Lottery Fund application in place for £3.8m, we now seek your support and assistance to raise £2.2m in match funding.



WILL YOU SUPPORT MACKINTOSH AT THE WILLOW?
CALL 09 44 141 332 7696 OR EMAIL [INFO@WILLOWTEAROOMSTRUST.ORG](mailto:info@willowtearoomstrust.org)



A MEETING OF MINDS

MR MACKINTOSH & MISS CRANSTON

If Mackintosh's gift was his outstanding design aesthetic and ability to manipulate space and light to create extraordinary spaces, then Miss Cranston's gift was her keen head for business and talent for turning 'taking tea' into a social artform.

The only tea house project over which Mackintosh was allowed to exercise full architectural and decorative control, his artistic direction ranged from remodeling the physical structure of the building to designing the cutlery and even the uniforms worn by the waitresses. Yet while it was certainly an opportunity to exercise a completely holistic design scheme, it was also a thoughtful consideration of the comfort and delight of the people who worked in the Tea Rooms as well as those who visited.

Miss Cranston's support of Mackintosh, her belief and confidence in his skills and vision, has given Glasgow an enviable piece of social history. But Catherine Cranston was not simply a generous patron, she was a formidable businesswoman, an early pioneer of social enterprise, a staunch advocate of women's rights, a committed philanthropist and an exponent of sustainable business practice, using the produce from her own dairy and gardens to supply the needs of each of her four tea houses in Glasgow.



OUR VISION & OUR OBJECTIVES

Following in Mr Mackintosh's and Miss Cranston's footsteps, we will restore the artistic integrity of the building as part of a robust and sustainable business, allowing MACKINTOSH AT THE WILLOW to rapidly become self-funding, operate as a genuine social enterprise and deliver a range of exciting and sustainable activities, far beyond its original function as a tea room.

WE WILL:

RESTORE one of Glasgow's most significant cultural landmarks, and one of the world's most significant examples of a complete Art Nouveau scheme, through an intelligent, sympathetic and academically robust programme of work.

PRESERVE the design integrity of the building and its interiors, not as a museum, but as a piece of living, breathing, tangible heritage allowing visitors to enjoy its spaces, exactly as their creators intended.

SUSTAIN the building's future by significantly extending its use and facilities, recreating the Tea Rooms, but also developing a world-class centre for interpretive learning and a hub for tourism and information sharing.



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TWO BUILDINGS, ONE AMBITION

NUMBERS 215 & 217 SAUCHIEHALL STREET

In 2014, The Willow Tea Rooms Trust also purchased 215 Sauchiehall Street, the building adjacent to the original Mackintosh Tea Rooms at number 217, creating 14,165 square feet of valuable city centre space and the opportunity to support the restoration project with a series of state-of-the-art learning and exhibition spaces.



North elevation - front of building



South elevation - rear of building



Lower ground - kitchen, learning & education suite, toilets & accessible WCs



Ground floor - front & back tea rooms/restaurant, welcome reception, shop, exhibition



Gallery - tea rooms/restaurant



First floor - salon de luxe, ladies powder room, exhibition



Second floor - billiard room, conference facilities, AV theatre/exhibition



Third floor - offices, external terrace

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THE FIRST TEA ROOMS IN THE CITY.
 No. 2 QUEEN STREET (OPPOSITE POLYTECHNIC).
Superior Accommodation for Ladies at our Branch Tea Rooms,
 No. 46 QUEEN STREET (OPPOSITE NATIONAL BANK).
 At Both Establishments Ladies Shopping, and Gentlemen during Business Hours, may obtain
 "A CUP of 4s. MANDARIN TEA for 2d., with Cream and Sugar," Served Instantly.
 BREAD, BISCUITS, Etc., EXTRA.
STUART CRANSTON & CO.,
 Trained Tea Tasters, Glasgow.



■ ■ SALON DE LUXE

Mackintosh designed the Salon de Luxe as the ultimate expression of artistic elegance. Conceived as a rather exclusive ladies' room, tonally it marked a departure from the more geometric public salons on the ground floor with its curved lines, silver and purple colour scheme, mirrored glass walls and vaulted ceiling. Unlike anything seen in Glasgow before, visitors flocked to the new avant-garde space, happy to pay the extra penny for their cup of tea that clever Miss Cranston introduced as a way of recouping her substantial investment in the room's 'outrageous' décor!

■ ■ THE NEW EXHIBITION SPACE

The exhibition on first floor will explore the themes of:
 A Meeting of Minds: Mackintosh and Miss Cranston
 The Growing Empire
 Snapshot of a City: Glasgow in 1903
 Birth of the Tea Room

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A LIVING, BREATHING LEGACY

CLAIMING A PAST & BUILDING A FUTURE



FOR CULTURE, HERITAGE & TOURISM

Despite the value we place on Mackintosh's work today, his work was not widely appreciated during his own lifetime. Important buildings such as the The Glasgow School of Art, Martyr's School, Daily Record Building and Scotland Street School face uncertain futures, and his physical legacy is fragmented. Our project will be instrumental in redressing this situation.

MACKINTOSH AT THE WILLOW WILL...

- Deliver and curate an exemplary, authentic and academically robust restoration of the exterior and interior design of the original Mackintosh Tea Rooms (including furniture, panels and ornamentation) to provide the most complete and significant example of his work

- Encourage a diverse range of visitors to engage with and participate in the social and architectural heritage of the building through improved access, disabled facilities, family friendly spaces and a state-of-the-art education suite

- Attract local, national and international visitors by creating a hub from which to access the wider Mackintosh estate across its ten key sites in and around Glasgow

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FOR EDUCATION, OUTREACH & TRAINING

Miss Cranston's entrepreneurial spirit and business acumen as well as her enlightened views on the role of women, social enterprise and philanthropy, provide a fascinating reflection of Glasgow at the turn of the 19th and 20th centuries; while Mackintosh's creative intelligence continues to be a source of inspiration for artists, designers and craftspeople of all ages and nationalities.

MACKINTOSH AT THE WILLOW WILL...

Cater for learners of all ages and experiences with a range of exciting interpretations and engaging activities ranging from pop-up stenciling workshops to specialist talks and lectures while the education suite will target a minimum of 2,000 school pupils each year as well as providing training and learning opportunities for students and adult learners

Collaborate with Charles Rennie Mackintosh groups and societies, as well as other historical and artistic societies such as The Glasgow Art Club, The Glasgow School of Art, Glasgow City Heritage Trust, Historic Environment Scotland and Glasgow City Council to build, exchange and curate knowledge

Provide excellent training opportunities for young people, during the restoration phase and beyond, in disciplines such as building conservation and furniture restoration as well as hospitality and retail



FOR REGENERATION, COMMUNITY & EMPLOYMENT

It is our intention to establish a sinking fund to maintain MACKINTOSH AT THE WILLOW in perpetuity. But in order to succeed as a business, we must look at our wider responsibilities. We believe we have an important role to play in the regeneration of Glasgow; fostering strong community links in this area will be key to our success, as will being a fair and responsible employer, reflecting the social enterprise ideals of Miss Catherine Cranston.

MACKINTOSH AT THE WILLOW WILL...

Contribute to the regeneration of Sauchiehall Street and the City of Glasgow by providing a permanent attraction for locals and tourists on this pedestrianised street with an estimated annual footfall of some 17million passers by

Build strong community relationships by working with a wide range of multicultural groups as well as our retail and business neighbours

Develop a genuine social enterprise by creating specific training, employment and volunteering opportunities for people who may face barriers to employment due to their age or inexperience

Employ up to 40 full-time positions across catering and events, retail, education and learning, and IT and administration

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WILL YOU SUPPORT US?

INVESTMENT & TIMESCALES

We have developed a range of exciting funding opportunities, ranging from naming a room to sponsoring an exhibition space. Please see insert for more details.

HLF DEVELOPMENT & DELIVERY PHASE COSTS

Development Costs £420,200
Delivery Capital £6,152,600
Total Costs £6,572,800

DEVELOPMENT & DELIVERY PHASE INCOME

Please see insert for more details.

TIMELINE

- 2014** Purchase of the Willow Tea Rooms building in June and the adjacent 215 Sauchiehall Street in November
- 2016** Repair and restoration of the external façade
- 2017** Main restoration and recreation of the interiors
- 2018** Project completion and opening in June to commemorate the 150th anniversary of Charles Rennie Mackintosh's birth (1868 – 1928)

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“THIS RESTORATION PROJECT IS OF WORLD-WIDE IMPORTANCE AND INTEREST AND ALLOWS FOR A WORLD VALUABLE ASSET TO BE PROTECTED AND PASSED TO FUTURE GENERATIONS.”

Bruno Del Priore FRIAS RIBA

“THE PROJECT WILL UNIQUELY PROVIDE THE EXPERIENCE OF A MACKINTOSH TEA ROOM IN ITS ORIGINAL BUILDING. ADDED TO THIS IS THE OPPORTUNITY TO USE THE ADJOINING BUILDING TO TELL THE RICH STORY OF MISS CRANSTON, THE TEMPERANCE MOVEMENT AND TEA ROOMS, AND GLASGOW'S RISE AS AN ECONOMIC POWERHOUSE AT THE TURN OF THE LAST CENTURY.”

Pamela Robertson, Emerita Professor of Mackintosh Studies & Senior Curator at the University of Glasgow; Past Chair of the CRM Society and the Glasgow Mackintosh Group; Governor of The Glasgow School of Art 2004-2010.

“MACKINTOSH MEANS SO MUCH TO THIS CITY, NOT ONLY ITS ARCHITECTURAL HERITAGE, BUT AS A MAJOR FOCAL POINT FOR INTERNATIONAL TRAVELLERS.”

Anne Ellis, Lecturer at University of Glasgow, Adult and Continuing Education; Property Manager, The Hill House in Helensburgh; Writer and Broadcaster

BOARD OF TRUSTEES

Celia Sinclair • Stewart Brown • Efric McNeil • Ian Dickson • James Macaulay
John Mackie • Colin McCallum • Maurice Taylor • David Cairns

EXPERT ADVISORY PANEL

Stewart Brown, B Arch (Hons), RIBA, ARIAS • Dr James Macaulay • John Mackie, Director Lyon & Turnbull
Professor Pamela Robertson • David Cairns, Windyhill • Bruno Del Priore, FRIAS RIBA • Anne Ellis, MA • David Jones, FSA (Scot)

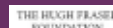
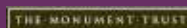
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“MACKINTOSH AT THE WILLOW WILL BE THE
ONLY AUTHENTIC MACKINTOSH INTERIOR
IN WHICH THE PUBLIC CAN ACCESS, ENJOY
AND ACTIVELY PARTICIPATE IN THE
BUILDING'S ORIGINAL USE.”

With our purchase of the building next door, we now have an outstanding opportunity to develop a world-class interpretive exhibition and visitor space with dedicated learning facilities to tell the story of Mr Mackintosh and Miss Cranston's 'meeting of minds' against the backdrop of late Victorian and Edwardian Glasgow. Will you join us and lend your support?"

Celia Sinclair, Founder of The Willow Tea Rooms Trust

THANKS TO OUR SUPPORTERS



THE WILLOW TEA ROOMS IN 1905

A much loved Glasgow landmark for over 100 years, both the building, and the creative, cultural and social inspiration behind it, are of critical international significance.