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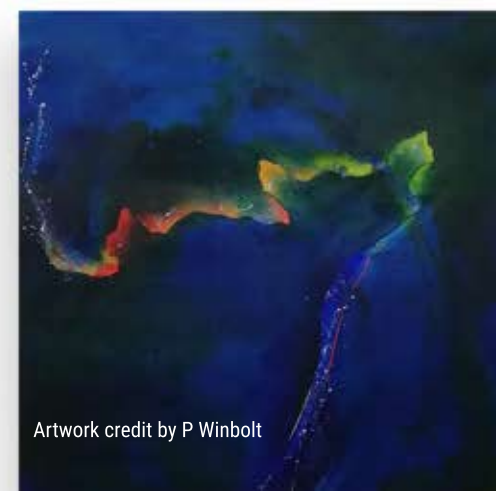
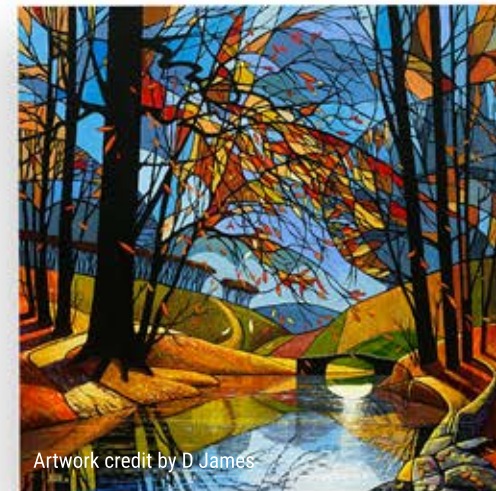
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Art Rental Brochure





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Wake up your office walls

Let's make your office a destination, so it's an enjoyable and stimulating place for staff to work

Founded in 2006, **GingerWhite** specialises in renting contemporary art to offices and businesses. Our friendly and professional team provides a complete service, from helping select suitable art for your business type and space, to delivery and installation.



Artwork credit by P Frith

Want some great art on your walls?

With our eye-catching collection of office art available to rent, it's time to turn some heads, reward your staff and impress your customers. We showcase fresh work from contemporary artists, offering a huge variety of styles and themes, sure to enhance every space and create the



Don't want to spend thousands buying artwork up-front?

With weekly rental prices from just £1.50 per piece of artwork, there's no need to spend a fortune buying art.



Want to regularly change artwork to keep things fresh?

Using our Rent & Rotate Art service, you can change the art displayed on your walls every, 6, 12 or 24 months. You can even let your staff have a say in choosing the art using our online voting tools.





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Why display art?

Impress your office visitors and clients.

Make a **positive statement** about you and your business.

Motivate your staff, with a refreshing & inspiring work environment.

Office art provides a positive **talking point**, to liven up the workplace.

Reward and help retain your staff and attract new talent with an enjoyable workplace.

"68% of employees place increasing importance on the look and feel of their workplaces"

The Modern Workplace Report, 2018

Art is good for the **soul** and adds **character** to your workplace.

Do your bit to **support** artists and promote new talent.

Go on, **be different**, stand out from the crowd!

"office art could raise productivity by up to 30%"

12-year experiment run by workplace psychologist Dr Craig Knight



Why use GingerWhite?

- ✓ We work with a huge **variety** of talented artists, so we can offer you a fantastic range of **uplifting themes and styles**.
- ✓ Good **value for money** - with GingerWhite's Rent & Rotate Art™ service, annual art rental costs are a fraction of the equivalent purchase price.
- ✓ **Rest assured** - we vet all office artwork, so you're confident it's high quality and not offensive or explicit in nature.
- ✓ **Maximum choice** - you choose art from our online gallery; or we can help recommend office artwork suitable for your business and space; or even let your staff have a say using our online art voting tool.
- ✓ **Rental specialists** - founded in 2006, we are the leading office art rental provider in the UK.
- ✓ We're **friendly**, approachable and down-to-earth people.
- ✓ **Hassle free** - we take care of everything from **selection** (made easy with our on-line tools), **delivery** (with our own professional team) and **installation** (quick & clean changeovers using our optional picture rail system).



Why rent art instead of buying?

Freedom - no need to purchase art, only to then be stuck with the same tired artwork for years.

We all need a **change of scenery** every now & again to break the routine.

Renting office art gives you the **flexibility** to regularly switch the art on your office walls.

Renting office art is the most **Eco-Friendly way to decorate your office**. By renting art you take part in an environmentally sustainable rental economy, using items only when you need them and transferring them to others when you don't.

Cashflow friendly, with no up-front art purchase costs.

Art rental is **tax efficient** as payments are offset against business revenue and have no tax liability (compared with being a capital outlay when buying office artwork).

Easier to budget, with art rental payments spread over time.

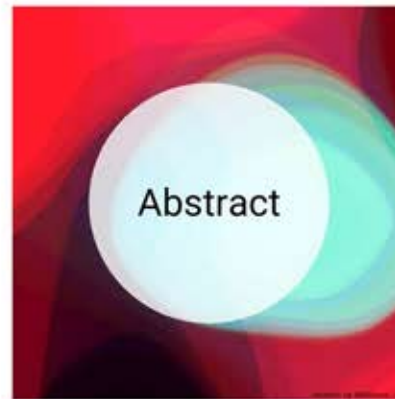
Renting **avoids** ongoing art depreciation costs.

**Hassle Free Maximum Choice Impress
Easy To Budget Motivate**

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Artwork

We offer a wide variety of artwork styles to choose from - to enhance your brand, compliment your décor and impress your visitors.



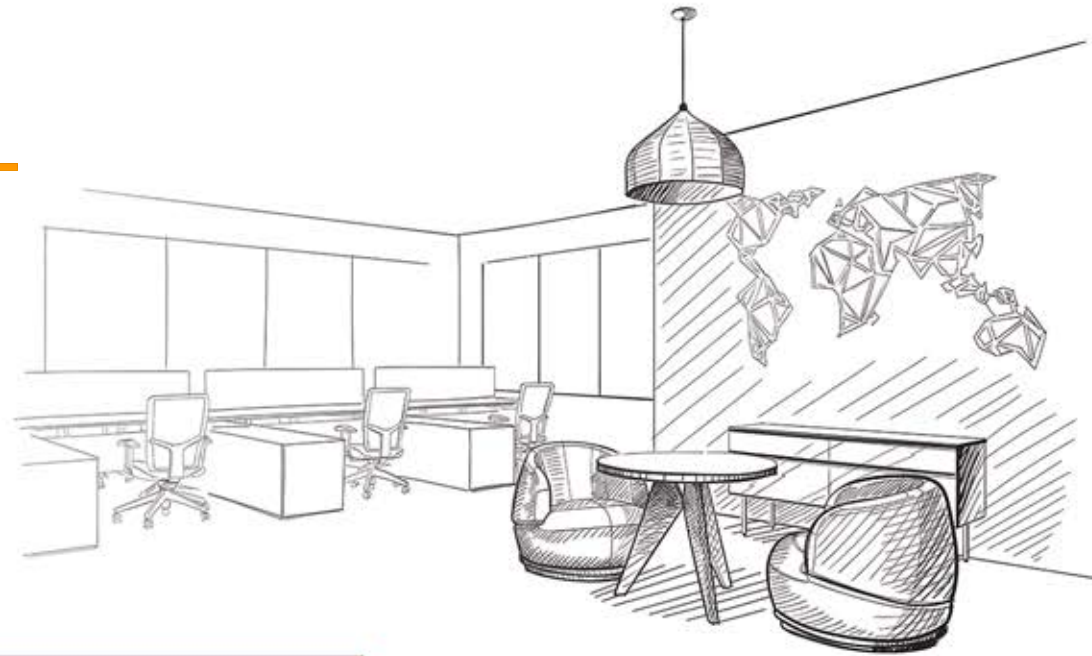
We have thousands of artwork pieces in our art rental collection for offices and businesses to choose from, including original paintings, limited editions, framed art prints and photography. To browse through our full office art collection, please contact us with your needs and we will set-up a free account for you on our rental portal site.

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Rental Prices

Our standard weekly rental prices are shown in the table below, varying by:

- ✓ how often you want to rotate new art - every 6, 12 or 24 months.
- ✓ artwork price categories - we have 5 price categories, depending on the type, size and value of artwork.



Example art rental prices

To rent 5 framed prints (category ONE), with new pieces rotated every **12 months**, the weekly rental price is **£9.50** (i.e. 5 x £1.90).

To rent 20 pieces of office art - say 10 framed prints (category ONE) and 10 originals (category TWO) - with new pieces every **24 months**, the weekly rental price is **£35** (i.e. 10 x £1.50 + 10 x £2.00).

Category of artwork	Rotating new art every		
	6 Months	12 Months	24 Months
Category ONE Small/Medium Art (Value up to £300)	£3.10 per week	£1.90 per week	£1.50 per week
Category TWO Medium/Large Art (Value £300 - £500)	£4.20 per week	£2.60 per week	£2.00 per week
Category THREE Medium/Large/Extra Large Art (Value £500 - £1000)	£5.00 per week	£3.10 per week	£2.40 per week
Category FOUR Large/Extra Large Art (Value £1000 - £2000)	£8.20 per week	£4.90 per week	£3.10 per week
Category FIVE Extra Large Art (Value £2000 - £5000)	£14.60 per week	£8.50 per week	£6.00 per week



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Picture Hanging Rail System (Optional Extra)

Rotations are quick and clean, with no need for lots of holes in your walls, using our professional picture hanging system (optional).

[More Info](#)

The price to supply and fit our innovative picture hanging system is £48 plus VAT per piece of artwork. This includes rails, all parts needed and fitting the system to your walls.

If and when the client chooses to terminate the art rental agreement, the picture hanging rail system will be left on the walls and remain the property of the client.



Free Installation

Our rental prices include installation of the art on your office walls using conventional picture hooks and pins.

Our own team of installers will carry out the initial artwork installation and subsequent rotations.

We don't outsource the fitting work so we are 100% confident that the artwork installation is done properly and to our clients satisfaction.



Complete Service

**We deliver and fit
the artwork for you**



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Multi-tenanted office block, Leman Street, E1, London

A sequence of punchy abstract designs installed in the reception area of a large multi-tenanted office block in central London, working for the building manager Jones Lang LaSalle.

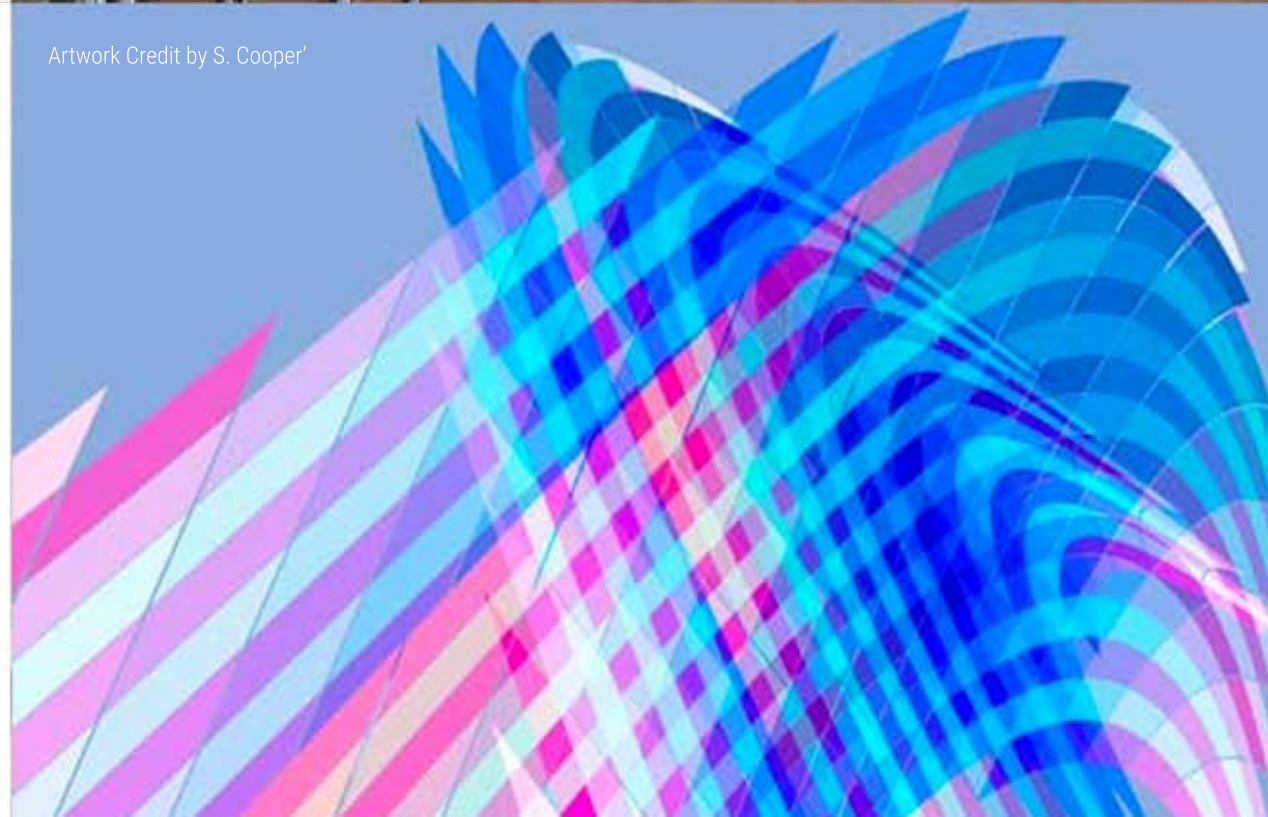


The c. 95,000 sq ft office building comprises seven upper floors and is located in the heart of Aldgate, to the east of the City of London, an areas which has experienced a dramatic transformation over the past five years attracting major tech and media companies looking for large floor spaces, as well as financial and professional services firms.

Our office art brief was to improve the look of the large ground floor reception area with vibrant uplifting artwork suitable for the tech and media company tenants. To assist with the 6-month rotation of the rented artwork, a picture hanging rail was also installed on the office walls.



Artwork Credit by S. Cooper'





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Global Investment Management Company, WC2, London

Installing over a 100 pieces of office artwork over 2 refurbished floors, totalling over 50,000 sq ft office space in a prestigious building overlooking Trafalgar Square in central London for a Global Investment Management company.



Artwork credit by P Frith

Large Scale Fit-Out.

We're experienced
handling installations
of >100 pieces of art.



Artwork credit by J Groenhart



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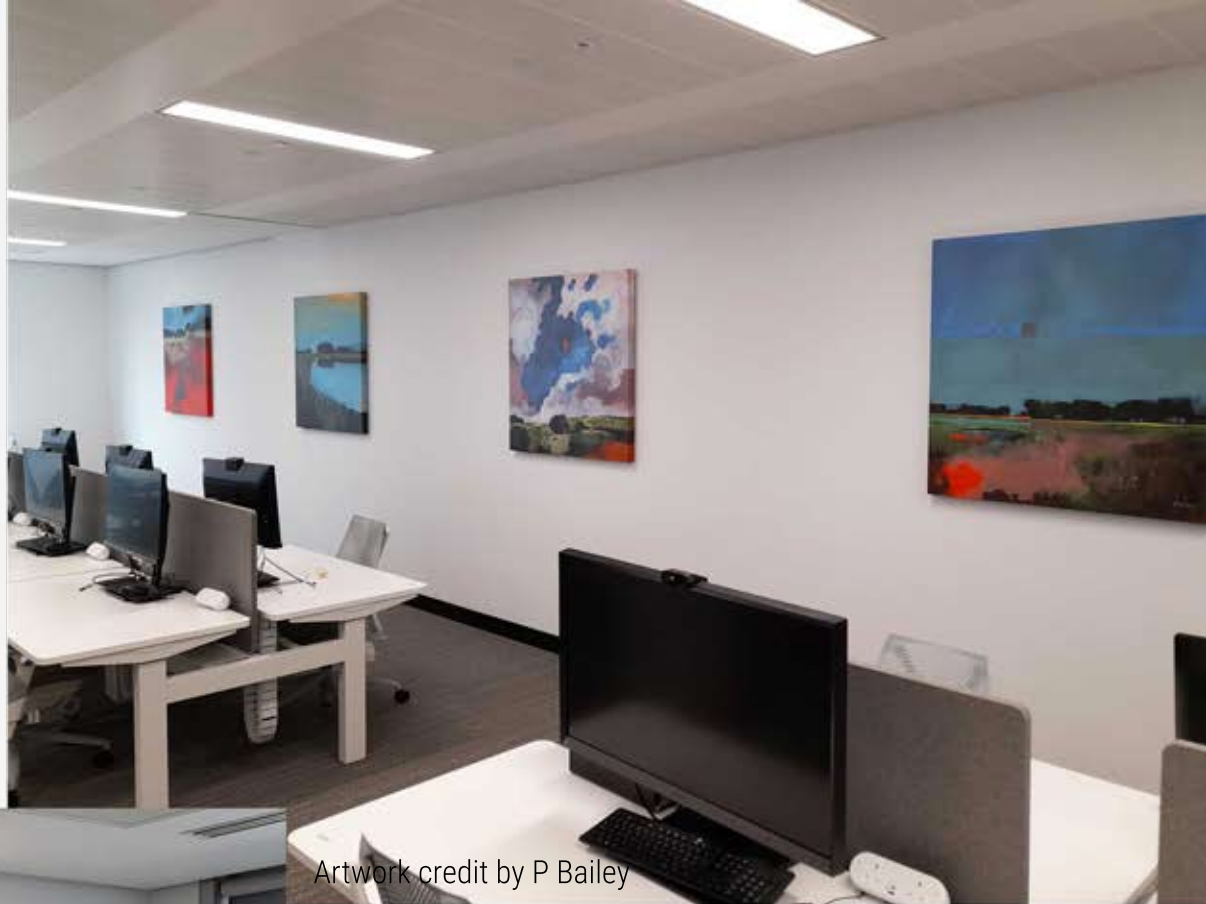
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Legal Firm, Contemporary Office Art, EC4, London

This law firm moved into a Cat A refurbished office on Paternoster Row, near St. Pauls in London. With a minimal finish and big bright white walls, the space needed an injection of personality - here's what our client said,



Artwork credit by P Bailey



"Just a quick note of thanks to you and your team for the absolutely superb job you have done with the art for our new office. It is our first day today and everyone is absolutely loving the art and the atmosphere it creates."

Chris, Business Development & Marketing Director

More case studies available online

Since 2006, **GingerWhite** has worked with hundreds of fantastic companies in the UK supplying contemporary artwork for their offices. Further case studies are available to view on our website

[More Case Studies](#)

Artwork credit by K Sostako & J Odd



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Our customers stand out of the crowd

We rent art to large and small clients in a variety of sectors, including financial, property, leisure, health, media, IT & communications and local government.



“

“For someone who demands good service and puts it very high on my agenda it was extremely refreshing to deal with GingerWhite. The artwork exceeded all our expectations and every visitor to the office has commented on how stunning they are”.

Clare - Office Manager



“

“We have been working with GingerWhite for many years and have always been happy with both the quality of the artwork they supply, and their excellent level of customer service. I have always found GingerWhite to be friendly, professional, responsive and flexible”.

Emma - Facilities Manager



“

“Following a recent corporate decision to modernise and brighten the environment for both employees and visitors to our premises we contacted GingerWhite. The response to our enquiry and subsequent order has been treated in a most efficient and professional manner. We are delighted with the first-class service”.

Ian - Facilities Manager





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Your Brand - Your Office - Your Style



1

You choose office art

If you know what you like, we can set-up an account for you to have a browse through our extensive art rental collection. With your account, you can create your own wish-lists, share with colleagues and send us your shortlists. We will then review, send you a tailored art rental quote and finalise details with you.



2

We recommend art for your office

Some customers prefer us to suggest artwork ideas suitable for their business type and space. You can email us some photos and a description of your needs. Or we can arrange a site visit (free in central London). We can then create a tailored light-box for you to view and choose artwork from. The light-box can easily be shared with colleagues.



3

Let your staff vote on your office artwork

Or you can involve your staff in choosing office artwork, using our free online staff voting tool. We will set up this tool for you based on a shortlist of your favourite artwork ranges, then process the scores for you and let you know the outcome. Or sometimes our clients prefer a mix of the previous options.



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gingerwhite
rent & rotate art

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