

**THE SEVEN DIALS TRUST**  
**SUNDIAL SPONSORSHIP FORM**

Please complete the form and return with a cheque or proof of payment by BACS to:  
The Seven Dials Trust, 68 Dean Street London W1D 4QJ  
T: (020) 7437-5512 | F: (020) 7437-6612 E:info@sevendials.com | www.sevendials.com  
Registered Charity No. 297350 | Company Limited by Guarantee No. 2125701

**YOUR DETAILS**

Name/s \_\_\_\_\_

Address  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Date \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

**YOUR DONATION(S):**

I/We would like to become a Sundial Face sponsor

I/We enclose a cheque made payable to The Seven Dials Trust for **at least £10,000 (if you authorise us to claim Gift Aid on your donation) OR £12,500 without Gift Aid** or notification of BACS transfer:

**Details for BACS:**

**Seven Dials Trust | Sort code: 40-02-02 | Acct No: 01133667**

**GIFT AID DECLARATION (if applicable)**

Please treat my donation of .....as a Gift Aid donation. I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim an additional 25p of tax on every £1 that I give.

**Signed** .....**Date** .....

**WORDING FOR DEDICATION ON YOUR COLLOTYPE:** *Your words to be inscribed by the artist, Paul Draper, on the bottom margin together with the number and his signature*



**Paul Draper's remarkable drawing of 'Seven Dials c.1750' after the painting by Wm. Hodges. 33" x 25" (84 x 62 cm).**

Each sponsor receives a Limited Edition Collotype (500No.) drawn, numbered and signed by the artist Paul Draper, with a dedication of your choice, inscribed by the artist. The renowned chemist and photographer Alphonse Louis Poitevin (1819-1882) invented this dichromatic photo process in 1856 - superseded by cheaper lithography. There are no collotype printers left.

The Sundial Pillar at Seven Dials was erected by Thomas Neale MP (1641-1699), '*the Great Projector*'. Neale, a member of no less than 62 Parliamentary Committees, is one of the most extraordinary and least chronicled figures of late Stuart England. The Sundial Pillar was the centre-piece of his unique layout at Seven Dials in 1692/3. It was carved by Edward Pierce, the greatest mason of his generation. The Pillar was removed in 1773 (illegally) by the Street Commissioners on the grounds that it was the haunt of the London Mob. The Trust's reconstructed Sundial Pillar was unveiled in June 1989 by HM Queen Beatrix of the Netherlands as the finalé of the 1988/9 William & Mary Tercentenary celebrations. The Trust continues to promote environmental improvements via the '*Seven Dials Renaissance*' study, and helps to maintain and enhance this much loved quarter in our city centre.

Paul Draper's drawing is based on William Hodges' painting of 1775, made after Hodges returned from Captain Cook's second expedition to the South Seas during which Hodges documented and illustrated Europe's 'discovery' of the South Seas. Hodges drew under William Shipley (founder of the RSA) in the Strand, and then in Wilson's studio in the Piazza. In 1771 he was paid £40 14s by the St. Giles Parish Pavement Committee "for painting Lamp Irons and names of Streets" in Seven Dials.