



## The Power of Art at Cromwell Hospital

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There's no shortage of well-meaning charity shows in the art world, but the one recently organised by collectors group Outset to raise money for CancerBACUP has been especially effective.

The exhibition of limited edition contemporary prints - provided by London's top three suppliers Pargon Press, Alan Cristea and Counter Editions - launched in the radiotherapy department of Cromwell Hospital, with Mary MacCartney making a moving speech in memory of her mother Linda.

As well as a deep-pocketed crowd spending over £22,000 on the first night, the impact of this initiative has been heightened by the unusual move of allowing the top-notch array of works by the likes of Damien Hirst, Gavin Turk, Julian Opie, Howard Hodgkin and Tracey Emin to remain on display in the department until April 8, thus providing patients waiting for treatment with a more stimulating alternative to the usual ancient copies of "Hello" Magazine. In fact, the hospital has been so impressed by the response to the show that the hospital has bought four screen prints by Sarah Morris for permanent display.

Exhibition continues until April 8; M-F 10-4

Radiotherapy Dept  
Cromwell Hospital  
Cromwell Road  
London SW5