

Fruitmarket popping up at Waverley Mall

The Fruitmarket Gallery is now popping up at Waverley Mall.

The Fruitmarket Gallery on Market Street is now closed for full refurbishment and extension and will re-open in 2020.

Instead Fruitmarket Gallery has taken space in Waverley Mall which is accessed through Williams and Johnson Coffee Co. just at the top of the Waverley Steps. The opening of Fruitmarket at Waverley Mall is another welcome addition to the mix of shopping there.

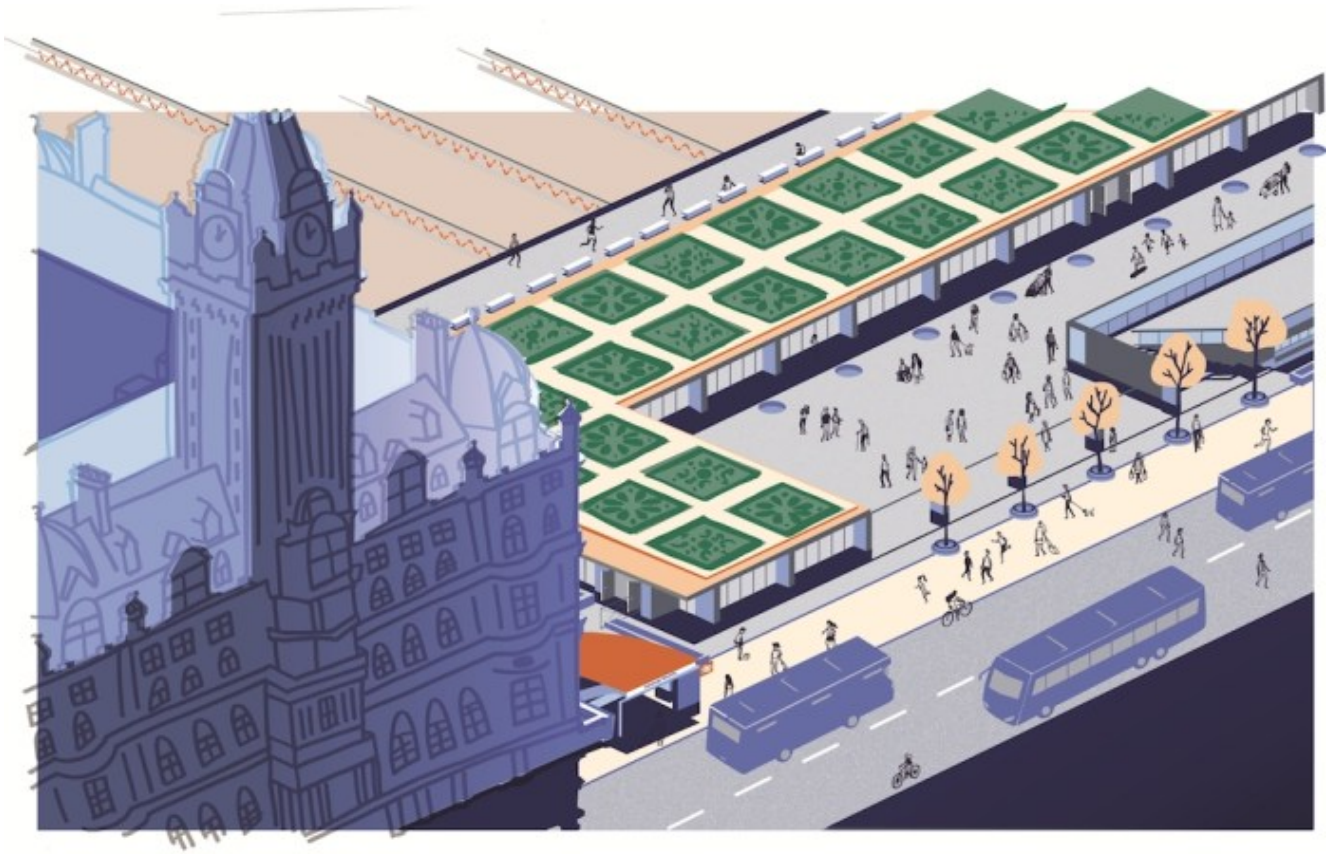
The Fruitmarket Gallery has exhibitions with the best Scottish and international artists and runs a wide variety of cultural and educational events throughout the year. Aiming to create a welcoming space for people to think with art in ways that are meaningful to them, the gallery believes that engaging with art in this way is enjoyable, leads to an improved quality of life, and revitalises our understanding of ourselves as individuals and as part of society.



Bookmarket by the Fruitmarket Gallery is an independent bookshop offering expertly selected niche titles, hard-to-find arts resource texts, artist's books, and specialist books on typography, art theory, design, architecture and fashion, as well as a great selection of design-led products and cards from all around the world.

This lovely gallery has been a key part of Scotland's cultural landscape for forty five years showcasing world class modern and contemporary art to audiences worldwide. It closed its doors after the festivals at the end of August to allow the refurbishment work to take place before officially opening their doors in Waverley Mall in September.

Fiona Bradley, Director of The Fruitmarket Gallery said: "We jumped at the opportunity to work with our neighbours Waverley Mall, embracing the chance to meet new audiences in this busy part of Edinburgh. It is great to be able to keep our much-loved independent bookshop open, and to have a space for our Engagement team to run events and workshops during our closure."



Rooftop At waverley Final Orange and Blue
Waverley Mall and Fruitmarket are very much looking forward to working together on this exciting opportunity.

During this partnership, the mall will also provide an office space for the staff team at Fruitmarket during the year of transition and there will be workshops, talks and performances plus some pop-up exhibitions.

The first of these will be the culmination of 6 weeks of workshops on zine making by Fresh Fruit – the Fruitmarket’s peer led group of young people aged 16-25. The results of this workshop will be on show at Bookmarket from Saturday 26 October 2019.

The brand new pop up from Fruitmarket at Waverley mall is one of the many latest and inspiring developments towards the overall vision to revitalise the existing space.

Daryll Bunce, Director of New Revenue Solutions, Moorgarth Group Ltd. says: “The addition of this Edinburgh institution,

The Fruitmarket Gallery to Waverley Mall is fantastic news for us as they provide a very current and relevant offering to our customers which ties in perfectly with the overall vision we are striving for. This journey started 12 months ago with the opening of Williams & Johnson – Leith's best coffee roaster in an amazing new store on the upper level of Waverley. This has become a real destination for great coffee in the city centre and following the success of this, we have established a brand new space for the Fruitmarket Gallery which continues to expand our offering and adds a whole new dimension to the mall."

