

Your part in creating a world monument to Adam Smith...

Yes! It's high time Adam Smith was properly commemorated! Accordingly:

If these amounts do not look right to you, please know that we will appreciate your help in any amount for this important project.

- My Gift is £5,000 or more, to become a Charter Patron. Please inscribe my name on the statue plinth, include my name in the commemorative volume and invite me to the unveiling.
- My gift is £2,500 or more to become a Charter Supporter. Please include my name in the commemorative volume and send me an inscribed hardback edition of *The Wealth of Nations*.
- My gift is £500 or more, to become a Charter Member. Please provide me with either:
an Adam Smith necktie an Adam Smith medal
- My gift is of another amount: £ _____
- Please charge my credit card for this amount. (Visa, Mastercard or Switch)
Card Number _____ Expiry Date: _____
Signature: _____
- My cheque is enclosed, made payable to *Adam Smith Institute*

Tax Information

- UK Taxpayers: Please process my donation under 'Gift Aid', ensuring that for every £1 you donate we get an extra 28p from the Inland Revenue.

When completed, please send this form to:

Dr Eamonn Butler
Director, Adam Smith Institute
23 Great Smith Street
London, SW1P 3BL
Or use the reply envelope enclosed.


ADAM SMITH
INSTITUTE
statue@adamsmith.org

At last!

An opportunity to create a world monument to Adam Smith – in the land of his birth.

A unique opportunity has opened up. An opportunity to give the world a landmark monument to Adam Smith – the pioneering Scottish economist, philosopher, and author of *The Wealth of Nations*. A monument to stand at the very heart of Scotland's capital, where he lived, worked, and died.

Many visitors to Edinburgh are disappointed by Adam Smith's tomb. It is gloomy and hard to find, off the narrow Canongate. It stands in grim contrast to Karl Marx's imposing, well cared for, and much-visited monument in London.

It is time that Adam Smith was properly commemorated. So the Adam Smith Institute is proposing to erect a hugely impressive statue of the great sage in the city he made his home – the first statue of him, indeed, in his native Scotland.

Prime, striking site

The Institute has obtained Edinburgh City Council's go-ahead to begin work, and has been offered the most striking possible site for such a monument. *Continued...*

Right: This imposing twenty-foot stone and bronze statue of Adam Smith could be erected in the Royal Mile.



The chosen spot is in the Royal Mile, downhill from the Castle, just outside St Giles's Cathedral (where the Scottish Reformation started) and immediately opposite City Hall.

Appropriately, the statue will stand on the site of an ancient market. The old Mercat Cross is just a few steps away. It will be in line of sight of the recent statue of Smith's friend David Hume, and will look downhill to the Canongate (where Smith is buried), towards Leith, and out to sea.

Over five million tourists a year go to Edinburgh, and nearly all of them visit the Royal Mile. That is five million people a year who will find themselves coming face to face with the likeness of Adam Smith.

Imposing bronze statue

The statue will be a ten-foot bronze, showing Smith in his academic robes, with symbols representing industry, agriculture, and learning. It will stand on a massive stone plinth of equal height.

To create it, the Adam Smith Institute has commissioned the famous Scottish sculptor Sandy Stoddart, whose work includes monuments to David Hume (the philosopher), Robert Louis Stevenson (the author of *Kidnapped*), and John Witherspoon (the Edinburgh cleric who became one of the signers of America's Declaration of Independence).

High-level support

Already there have been messages of support from all sides. Lady Thatcher wrote:

"Smith's *Wealth of Nations* marked both the birth of modern economics from which the whole world has gained. I welcome the proposal to raise a statue to Adam Smith in Edinburgh, the capital of his homeland, and I wish the project every success."

On the other side of the political spectrum, former NATO Secretary-General Lord (George) Robertson wrote:

"Adam Smith – pioneering economist and moral philosopher – is one of Scotland's most important historical figures. It is wholly appropriate that he should be commemorated with a monument in Edinburgh, close to where he lived and died. I fully support this idea."

How you can help

We need your help to make this world memorial to Adam Smith happen.

Huge monumental bronze statues do not come cheap. Not just the sculptor, but architects, stonemasons and engineers must be engaged. Models have to be created and refined. Huge moulds must be made, bronze poured, and the heavy castings transported, assembled, and finished onsite. And from time to time the statue will need cleaning and maintenance.

We need your pledge



We have gone into the costings, in detail, with all the professionals involved, and have set a budget of £250,000 for the whole project.

To reach that target, and make the Adam Smith monument a reality, we need the help of many people.

A gift of £5,000 would make you one of our Charter Patrons. In return we will inscribe your name on the plinth of the statue - where it should remain visible for the next 1,000 years! We will also give you a certificated copy of the sculptor's first study for the figure - a work of art in its own right. Your name will be recorded in a commemorative volume at the National Library of Scotland and you will receive an

invitation to the unveiling of the statue in 2006 which we hope will be preceded over by a member of the royal family.

A gift of £2,500 would make you one of our Charter Supporters. We will record your name in the commemorative volume lodged in the National Library of Scotland and provide you with an inscribed hardcover edition of Smith's great work, *The Wealth of Nations*.

A gift of £500 makes you one of our Charter Members. In Return we will provide you with one of our very own Adam Smith Neckties or commemorative medals.

Above: mock-up of the statue at Festival time