

creative COVERAGE

Publicity for professional artists and craftspeople

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Three pastels sold in our online gallery



Energy 14

Tom Lund-Lack is a happy man. Caroline and Tim at Creative Coverage are really delighted too, after an American buyer purchased three of Tom's unframed pastel horse racing pictures - from his Energy series - in our online gallery priced at £595 each.

"A sale is always good but three sales in one go is pretty remarkable," says Tim. "A testament to Tom's artistic abilities. We try hard to write engaging copy and use appropriate keywords so that the right buyer can be found. We also share the art we market for sale on social media."

However, as is often the way, there was a little hiccup. "After calming down from all the excitement I have got Energy 15 (pictured) and 18 to hand," says Tom. "There is an issue with Energy 14 (pictured) which I discovered when I went through my pastel drawings. These were stored in a browser in the studio I recently vacated owing to a leaking roof and to my horror there is some water damage to this piece which I was not aware of until now. This however is not insurmountable (although he can't have 14). I am quite happy to create a couple of new pieces for the client to choose from. They will be similar (maybe even better) but not the same, this would



Energy 15

be impossible given the way I create them."

He adds: "I have now spoken to horse racing lover Brian and he is very happy to have a substitute. He was looking at some others, too."

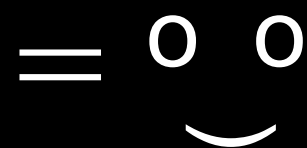
Tom then produced two new pieces and emailed them to the buyer who selected one of them. We are now marketing the other in our online gallery.

Tom wasn't phased by posting his work to America, either. "I put the work inside a bit of plastic piping that cannot be bent in the post and I then put this inside a cardboard tube." It cost Tom around £75 to post his work with DHL, with the carrier collecting it on a Friday and delivering it the following Monday.

Our happy customer gave us a five star rating for communication, delivery and packaging and listing accuracy pushing our overall rating up from three to four stars. It's great to be part of Tom's success. We are now marketing over 250 works of art in our online gallery, which has more than 2,250 followers worldwide and over 14,900 loves.

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great web design
reliable hosting
easy maintenance



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Another exciting website commission

For sometime, award winning ceramic animal sculptor Elaine Peto was looking to have a website designed. But she was unsure of how to go about the whole process and did not know who to trust.

We showed her how to purchase her domain name and produced a design that met her requirements and budget.

Now www.elainepeto.co.uk is the online home of all Elaine's ceramics and allows her to effectively market herself on the web. She can also update the site as and when she has produced new work. "Thank you for all your hard work," says Elaine. Almost simultaneously, Tim was asked to write about Elaine for a UK and an Australian magazine.



Our mixed winter exhibition in the Cotswolds



The Creative Coverage Mixed Winter Exhibition at Chipping Norton Theatre Gallery

The hanging of our mixed exhibition took place at Chipping Norton Theatre Gallery back in November. The show ran to the middle of January and was very well received.

It featured the paintings of Oxford artists Jane Vaux, William North, Andrea Bates and Maureen Gillespie

who were joined by glass artist Sue Purser Hope (Chair of the Contemporary Glass Society), Chrissie Havers, Patricia Regnart, Caroline Liddington, Frances St Clair Miller, Michael Jevon and Jools Woodhouse.

The next Creative Coverage exhibition is at RHS Rosemoor, Devon, in April.