

creative COVERAGE

Publicity for professional artists and craftspeople

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Win a weekend away in Kent



L-R: *Whitstable Harbour* by Michael Richardson and *Oystercatchers in Seasalter*

Harriett (4) and Heidi (2) Saunders can't wait to pick the winner of our splendid holiday competition. One lucky winner will get a two-night stay at Oystercatchers, a delightful holiday home at Seasalter in Whitstable, Kent. Watch the video tour featuring Harriett and Heidi: <http://youtu.be/ydWvykF0SYI>

The surrounding landscape is thoroughly inspirational and should provide the winner with plenty of material for future projects. This part of the world is famed for oysters and looking through the telescope in the sitting room it is easy to spot oystercatchers with their distinctive orange beaks and black bodies.

For your chance to win a stay at Oystercatchers from Friday afternoon on September 25 to Sunday morning on September 27, 2015 email: info@creativecoverage.co.uk with the subject bar reading 'I need a holiday!'. Deadline for entries: July 10, 2015. This competition is only open to Creative Coverage members.

First Open Exhibition in Devon next year

The first Creative Coverage Open Exhibition takes place in The Hatton Wood Room at Kennaway House, Sidmouth, Devon from Friday, April 29 to Friday, May 6, 2016. "It is one of the best places I've exhibited in," says Neil Cox. Exhibiting artists include Colin Merrin RWS and Robert Mountjoy SWAc with sculptures by Sophie Howard and Nicola Axe. The Creative Coverage Prize will be awarded. "We have been pleased with the take up of this event with many members showing an interest," says Caroline Saunders. "We are keen to hear any suggestions about other venues that might be suitable for group shows."

NEWS IN BRIEF

Introductions

Following our trip to Devon Mary Gillett and John Scott-Martin have been introduced to Dolphin House Gallery in Colyton. We have also introduced Colin Merrin to The Wykeham Gallery, Stockbridge and Suzie Hall to Frivoli Gallery, London.

Sales success

Susie Lidstone reports that Windmill Flowers in London has sold another of her paintings and all of her cards. Creative Coverage made this introduction for Susie in 2014.

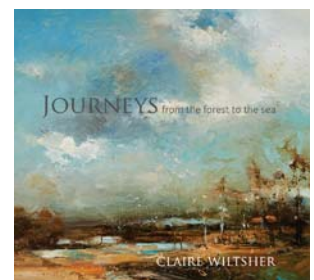
Meanwhile, Jill Barthorpe sold a painting at the Harley Open after receiving details from Creative Coverage.

Mixed exhibition

A Creative Coverage mixed exhibition takes place at Hinchingbrooke Country Park, Cambridge from August 12 to 16 featuring: Jill Barthorpe, Penny Timmis, Tina Bone, Sylvia Paul and D Y Hide.

Book sales

Over 50 copies of Claire Wiltsher's *Journeys from the forest to the sea* published by Creative Coverage were sold in the first week it became available. It is priced at £9.50 + £2.80 p+p from Creative Coverage, Amazon, Waterstones and Blackwells. Claire will be doing a book signing at Coastal Gallery, Lymington on July 3 and 4.



Press coverage generated so far in 2015

With almost 2,000 media contacts Creative Coverage is well placed to generate press coverage for its members. Below is a snapshot of what we've achieved so far this year.

Margaret Evans and Anne Butler have both featured in Scottish Field while Creative Coverage itself featured in etc magazine on two occasions in March and April. Both Michael Richardson and John Atkinson have been included in travel features written by Tim Saunders, which were published in the Western Morning News.

When Glyn Davies received honourable mentions for his photographs in the Monochrome Awards we submitted a press release, which secured coverage in the Daily Post newspaper as well as Wales Online.

Other coverage has been generated in Cornwall Life for Lizard Art, the Henley Standard for Howard Birchmore, the Gloucestershire Echo for Alexandra Churchill and

Louise Millin Inchley. Moira Purver received a full page editorial in the Bournemouth Echo Sevendays magazine. Another sizeable chunk of coverage was generated for Matthew Alexander in the Thanet Gazette about his exhibition in June.

Imagine Gallery featured in the Suffolk Free Press while The Wykeham Gallery received an article in the Hampshire Chronicle.



Top tips for making the most of exhibitions

The two most important criteria when taking part in any exhibition are: organisation and being proactive. The more organised and proactive an artist is, the more successful they seem to be, from our experience.

When an artist takes part in a Creative Coverage exhibition or indeed any other event, the ultimate goal, of course, is to generate sales. There are a number of things that can be done to help boost such chances and we want to help.

Some opportunities can involve that extra bit of effort from the artist's point of view in terms of delivering their work. But driving or engaging a courier is a fruitless exercise if the basics have not been successfully tackled. Including your name, picture title, medium and price on the back of every picture is absolutely imperative. Most venues will welcome the opportunity of displaying information about an artist, too and so producing a laminated A4 sheet with background information together with your photograph is an excellent way of telling visitors about yourself. Producing your own labels for your work is helpful to the venue and prospective customers who will want to know the title of a painting, medium used and price. What about cards and limited edition prints? Always ask and if you are delivering work take more than might be required, just in case there is more space. Always try and help the venues by sending a list of everything you wish to exhibit together with size, by email. If there is a cafe near the gallery why not produce some accordion fold cards so that diners can peruse over their lunch. Visitors might not always realise that your work is for sale unless you provide price lists.

It is interesting to note that when Jonathan Mitchell sold

his painting for £1,750 at Michelham Priory in our Mixed Spring Exhibition, he was also able to secure a commission when he met the buyer at the venue. This is an excellent example of being proactive.

The venues we collaborate with do a sterling job in providing a welcoming and appealing environment in which to sell paintings but they can only do so much. Feedback is gratefully received and helps venues further improve their offerings. It is very much for the artist to push the boundaries not only producing excellent work but to provide as much literature about themselves as possible. And don't forget to tell your friends and acquaintances about any exhibition you are taking part in. Posters, advertising, leaflets and flyers are great ways of drawing attention to your event. We can help with all of this as well as firing off press releases to the media but need plenty of prior warning.

We continue to travel the length and breadth of the country in pursuit of opportunities that we believe are worthwhile for our members.

Art materials winners



In May the lucky winner of the Pegasus and Creative Coverage competition to win a £25 voucher to spend on art materials at Pegasus Art was Viv Verey. The June winner was Paula Vize. Visit: www.pegasusart.co.uk/cc

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