

# creative COVERAGE

Publicity for professional artists and craftspeople

[www.creativecoverage.co.uk](http://www.creativecoverage.co.uk)

## Our research saves you time and money

**C**REATIVE Coverage exists to help professional artists and craftspeople in every area of their careers. Now in our fourth year of trading it has become clear that you don't just need help with approaches to galleries, exhibitions and press coverage. You want to be able to find cost effective and reliable couriers, public liability insurance and help in making tourists and visitors aware of your exhibitions and open studio events. With this in mind we have partnered with carefully researched and selected



businesses to help save you both time and money. One such business we are working with is Hiscox, the Lloyd's of London insurer, which has been providing insurance for more than 100 years. Our new partnerships feature on our Help page here: <http://www.creativecoverage.co.uk/home-page/help>

## NEWS IN BRIEF

### Week long exhibition

From August 15 to August 19, 2016 there is another Creative Coverage Members Exhibition at Hinchingbrooke Country Park, Brampton Road, Huntingdon, Cambridge PE29 6DB, which features botanical and floral art. The exhibitors are: Vivienne Cawson RBSA, Paula Hamilton ARBSA and Tina Bone. Tina showed work here in our first exhibition last year and enjoyed a number of sales. It's always nice to be invited to return to a venue.

## Introducing our members to galleries

Over the last two months we have had the pleasure of making introductions for the following artists:

Claire Wiltsher, Diane Bedser, Tanya Hinton and Jenny Sutton RBSA to Jack Tierney Gallery in Aberdeen

Lesley Birch to Artichoke Gallery in Ticehurst, East Sussex

Sophie Howard, Claire Blois and Colin Merrin RWS to Canvas Gallery in Winchester, Hampshire. We also supplied some copy to Canvas Gallery for their website about Bob Dylan and John Myatt.

Nicola Axe to Elemental Sculpture Park in Cirencester, Gloucester.



*Meeting by Sophie Howard*



*Peaches and Blossom by Tina Bone, variety unknown, watercolour*

## Creative Coverage introductions generate sales

In the May newsletter we reported that our exhibition at the Highwayman's Gallery had generated two sales for Clare Blois. We have since learnt that Celia Bennett sold her poppyfield painting in this exhibition, too. "I attended the private view and it was great to meet the owner, Juliet Fisher and see how well attended it was," says Celia. "Thanks for all your efforts." Meanwhile, Bert Evans has sold his painting entitled Street Sunshine at Harbour Lights Gallery in Pembroke for £850. This follows our recent introduction for him to this gallery. "It's nice to see the rewards of what you are opening up for us artists," says Bert. "It was sold to a couple who previously only ever bought landscapes." Meanwhile, Ingrid Skoglund has sold four paintings in the Creative Coverage exhibition at Houghton Lodge.



*Poppy field by Celia Bennett*



*Street Sunshine by Bert Evans*

## Another introduction

"Your contact with the Waterfront gallery in Milford Haven produced a shared show in May for me," writes Bronwyn Williams-Ellis RCA. "Rather last minute so no new work, but looks like nice people to work with and gallery space with hanging areas that do not use a hanging system (critically important for my type of work). Very many thanks for your efforts."



*Arrival by B. Williams-Ellis*

## Good ideas can generate interest

Merseyside member Mark Moynihan, a successful portrait painter, asked for our help to break into the world of equestrian portraiture.

We came up with an idea of targetting well-known equestrian centres and offering a competition to win an equestrian portrait.

"I was telephoned by Simon Gaskin from Hickstead," reveals Mark. "He was very enthusiastic about the idea and said he would host the prize draw

on his website and feature the prize within a Hickstead e-newsletter with a reach of 50,000 subscribers. Obviously he is not unfamiliar with such an idea and fully understands that I am trying to break into a new market. I have just looked at his website which looks pretty impressive and have agreed to work with him. "I think it is a great opportunity....thanks Creative Coverage."

## Review of our Devon exhibition

We sold paintings, ceramics and sculpture during the Creative Coverage Open Exhibition at Kennaway House, Sidmouth, Devon in May. A good number of sales were generated at the official opening where Sidmouth's town crier introduced Tim and Caroline Saunders from Creative Coverage and Carol Burns, Arts and Crafts Editor at Devon Life magazine, who announced the prize winners.

Earlier in the day Caroline Saunders selected the prize winners: Jenny Shaw-Browne who won a £200 voucher from Michael Harding Oils, Fiona Scott-Wilson who won a £200 voucher from Pegasus Art Supplies, Martin Rumary and Simon Jewell who won Canson papers and Charles Summers, who won a bouquet of Rosemary's Brushes.

A good level of footfall was achieved throughout the exhibition with 60 visitors on the Friday, rising to 200 throughout the day on the Saturday, the official opening and then leveling out at around 70 a day for the rest of the event. This was achieved through our contacts and the targeted mailshot that we sent to selected Devon residents. Additionally our advertising and our press releases being published by Archant in their Sidmouth Herald and Exmouth Journal newspapers together with Devon Life magazine, helped. So did the 500 flyers we had printed that we personally distributed to targeted visitors along Sidmouth seafront during the exhibition. No stone was left unturned – we were featured on Classic FM and BBC Radio Devon – and generated some very exciting sales indeed.

It was pleasing to have visits from gallery owners. Sales included three Roger St. Barbe etchings of the local area (for which it was very useful to have a copy of an In Conversation article I wrote in The Artist magazine to hand), a Lynda Kettle pastel and a sculpture by Sophie Howard as well as a fun beach scene papercut by Fiona Scott-Wilson, two sculptures by Nicola Axe and various ceramics by Andrew Matheson and Suzie Hall. The Hatton Wood and Amyatt rooms provided

a great space with tall ceilings and excellent lighting, both natural and spotlighting. We are grateful to Lynda Kettle, her husband Stephen and her sister-in-law Linda who devoted much time to helping make it a great event. Both Lynda and Linda hung the majority of the exhibition, which looked fantastic. Following our exhibition Susan Thomson was invited to keep her work hanging at Kennaway House for an extended period but with higher sales commission. Exhibitors who sold work have now been paid and Creative Coverage has made a £100 donation to Simon Says, the child bereavement charity and one of our official charities.



*Our first customer, who bought 2 Roger St. Barbe etchings, sits and holds Henry Saunders (3mths) while mum Caroline writes the receipt. The customer visited on the opening day, read Caroline's article about Roger in The Artist and then returned the following day to buy his work.*

Caroline Saunders

### FEEDBACK

"Just wanted to thank you for the Kennaway exhibition, it is a really lovely space," says Nicola Axe, who sold two of her sculptures at the venue.

"Just wanted to congratulate you on organising such a brilliant exhibition at Kennaway House," says Terry Whitworth. "I had a good look around at most of the exhibits. Really good selection of different styles but all worked together really well."



The June winner was Matthew Alexander. Visit: [www.pegasusart.co.uk](http://www.pegasusart.co.uk)

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 Bert Evans.

## NEWS IN BRIEF

### In memoriam

In memory of Tony Smith, Caroline's uncle, Creative Coverage now also supports Kidney Research UK, which funds research to save lives. He quietly, without complaint underwent kidney dialysis three times a week for 13 years. A mathematician, he had a huge thirst for knowledge.

### Change of address



We are delighted to inform you that after a great many years of looking for the right property we are finally moving from our current address to quiet and peaceful 49 Church Close, Locks Heath, Southampton SO31 6LR. We plan to move on July 8. Please make a record of this new address for future correspondence.

It has been an extremely challenging process which has seen us exercising our negotiation skills to the hilt. Little Henry (6mths) was born as we embarked on our journey and then Caroline's uncle Tony unexpectedly passed away.

Our new home will not only be a great move for the Saunders family but we hope that our improved location with larger garden will eventually be beneficial to Creative Coverage. We intend to participate in open studio events in the near future, as well.

### Kent exhibition

A Creative Coverage Members Exhibition takes place at The Sassoon Gallery, Folkestone, Kent from November 27 to December 30, 2016. There is a £25 registration fee and some spaces remain. Email: [info@creativecoverage.co.uk](mailto:info@creativecoverage.co.uk)

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