

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Regular gallery approaches pay off

Recently our approaches to galleries have unearthed some excellent opportunities for members. Kemble Gallery in Durham was looking for artists who had produced work of the city, which resulted in us introducing Jonathan Wheeler and Bert Evans. In fact not only did Bert have paintings of the cathedral city, one of his pictures even included Kemble Gallery in it (pictured below). So, if you want to exhibit in a particular gallery produce a painting featuring that gallery! Let us know about it and we'll make the approach for you.

Welsh galleries have embraced Creative Coverage and as a result Austen Pinkerton and David Gould together with Bronwyn Williams-Ellis and Simon Royer have been introduced to The Waterfront Gallery, Milford Haven. Last year we introduced Rebecca Barnard and Ken Maycock to this gallery, which has already enjoyed sales of their work. We have also introduced Bert Evans and Simon Royer to Harbour Lights Gallery in Pembrokeshire. David Gould, Bert Evans, Austen Pinkerton and Julia Harris have all been introduced to Mid Wales Art Centre. Any members with a Welsh connection should let us know.

Following our approach to Junction Gallery in Woodstock, Stephen Murfitt has been invited to exhibit in their Spring Exhibition from March 5 to April 28. We have introduced The Gallery Highwaymans in Suffolk to Clive Meredith, Susie Lidstone and Gerry Defries. Glassmakers Laura Hart, Vandacrafts and Nicky Exell have been invited to submit proposals for Simon Bruntnell's new glass museum opening in June 2016. We have arranged for Susan Thomson and Robert Mountjoy to have solo exhibitions at Tavistock Wharf in Devon. Meanwhile when the owner of Ytene Gallery in Hampshire was browsing www.creativecoverage.co.uk, she selected Stephen Murfitt and Lesley Birch to exhibit from March 24 to April 7.



Painting the future at Coastal Gallery

A growing number of discerning art buyers and interior designers visit Coastal Gallery for high quality contemporary art and design.

That is according to co-directors Bev Saunders and Stewart Mechem, who established the Hampshire business in 2012 and have experienced a steady rise in sales.

"We believe this is because we showcase interesting and unique contemporary art not just from local artists but from London and internationally," explains Bev.

It is a personal approach that sees the directors visiting the homes of art lovers to advise on artwork choices, framing and hanging, that sets this business apart from the competition.

"We also work with interior designers to source and commission artwork for domestic and corporate spaces," says co-director Stewart Mechem. "Undoubtedly, customer service is critical," says Stewart.

"We have become trusted by both artists and art lovers, and our friendly approach has resulted in much repeat business. The next 12 months promise to be very exciting," says Bev. "The highlight of our calendar will see us taking over ArtSway during Hampshire Open Studios (August 20 to August 29). We will use the wonderful space to exhibit and sell pieces by some of our leading contemporary artists and designers, including Martyn Brewster, Will Rochfort, Michael Turner, Jason Miller, Chris Whittaker, Stephen Powell, Jackie Giron, Claire Wiltsher, Trudi Lloyd-Williams and Jo Vane.

Many of these artists will be showing work specifically created for the exhibition, or presenting new work not seen before this event. Some artists will run workshops so that visitors can meet them and gain an insight into how the artists work. An event not to be missed." She adds: "We are also displaying a small collection of artwork by Coastal Gallery artists and designers in the Principal's Lodgings at Jesus College Oxford, a stunning Grade 1 Listed building - a link we will develop as I split my time between the Gallery and Jesus College, where my husband, Sir Nigel Shadbolt, is the new principal."

Coastal Gallery also stocks a range of luxury gifts including soaps made on the Exbury Estate by Caroline de Rothschild, candles and diffusers from The Spitalfield Candle Company, cashmere accessories by English Weather, and a collection of contemporary jewellery created exclusively for us by Milford-on-Sea based, Jo Vane.

Coastal Gallery is located at the top of Lymington Town opposite Waitrose at 4, Southampton Road, Lymington S041 9GG.

www.coastal-gallery.co.uk

Email: mail@coastal-gallery.co.uk Tel: 01590 680000.



Bev & Stewart from Coastal Gallery

NEWS IN BRIEF

A new recruit.....

We are overjoyed by the arrival of our new bundle of fun Henry John AlletsonSaunders, who was born on Wednesday, January 13.



Editor to open show

Carol Burns, Art and Interiors Editor, *Devon Life* has agreed to officially open the Creative Coverage Open Exhibition at Kennaway House, Sidmouth at 11am on Saturday, April 30. All Creative Coverage members are welcome and we look forward to meeting as many of you as possible.

Sales progress

Susie Lidstone's painting High Street (pictured) has sold during the Creative Coverage exhibition at The Rose Theatre "to a very nice lady who lives in Kingston". The exhibition runs until March 7.



Exhibition date



Ice Cream Boys by John Atkinson

We have arranged for John Atkinson to have a solo show at The Pennoyer Centre, near Diss, Norfolk from March 21 to April 13, 2016. The previous solo show that we arranged for photographer Janice Alamanou quickly generated sales, helped by the media coverage we secured on BBC Radio Norfolk and in Diss Express.

What goes on behind the scenes?

Creative Coverage is a lifestyle business that allows us to work with some of the best professional artists and craftspeople in Britain and Europe while also bringing up our three young children. As I write this newsletter Henry (1 month) is fast asleep on my lap, so I am typing one fingered...

From our regular gallery approaches by email, telephone and in person to our approaches to some of the world's most famous companies and institutions, we do not rest and are forever thinking of new ways in which we can help our members. While we cannot guarantee success we are incredibly determined and as a result exciting and unexpected things do happen. Successfully juggling many different tasks is vital and thankfully we are well experienced in this as Caroline was head of art and graphics at a local secondary school and I was a business editor for a local newspaper. After answering emails and phone calls, a typical day will see us uploading information to members websites, refreshing and updating profile pages on

www.creativecoverage.co.uk. Then there is the designing and hosting websites, writing press releases and researching galleries and exhibition venues. During this research we often discover open exhibition opportunities that we then share with members. On top of this we are continually developing our own databases covering various industries. We design advertisements for our own exhibitions and place them in appropriate media. Then we produce posters for our various collaborations. We will liaise on matters ranging from Caroline's latest feature for *The Artist* magazine through to checking proofs for a book that Creative Coverage is publishing. This is all slotted in around dropping off and collecting Harriett from school and looking after Heidi and Henry. The latter has been challenging following Henry's arrival by emergency caesarean, which has meant that Caroline couldn't drive or lift anything heavier than Henry for six weeks. We welcome any ideas from members, it can really help to bounce ideas off each other.

Tim Saunders

The power of press coverage

"I can't think of a spin on it, best left I think," said Justine Osborne. That was how Justine felt when I asked her about how a secret auction had gone, which featured one of her celebrated dog sketches. Her work had received the second highest bid after a piece by Sir Peter Blake. Quite an achievement, I thought. We needed to shout about it and Creative Coverage helped Justine to do exactly that. Subsequently, Justine approved a press release we wrote and we fired it off to the media. A few days later it was published in its entirety in the *Wilts & Gloucester Standard* on February 13. It should also find its way into the monthly magazines in due course. Justine has more than covered her Creative Coverage membership fee with the coverage generated from this one story alone and who knows what might come

from it. Paul Matthews has already received a commission as a result of press coverage we have generated for him. Towards the end of last year we wrote a release about his latest pet portraits. Immediately the editor of *Dorset Magazine* responded by saying that this would be included in their next issue. At the start of 2016 a journalist and photographer from the *Dorset Echo* newspaper spent the best part of a morning with Paul so that they could produce a feature for their *sevendays* publication, all as a result of our press release. Another happy customer.

It's always great to hear news from members because not only can we try to use it to generate publicity but it can also help in our understanding of who you are, which in turn can help in our gallery approaches because they become that bit more personal.

Tim Saunders



February winner was Jonathan Wheeler. Visit: www.pegasusart.co.uk

In January the lucky winner of the Pegasus and Creative Coverage competition to win a £25 voucher to spend on art materials at Pegasus Art was Jan Gay. The

NEWS IN BRIEF

We are in the process of printing a 16 page book for Liz Watts entitled *Lines in Porcelain*.

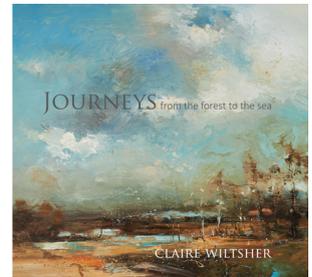


The artwork of Liz Watts & poems by Dawn Gorman

Printed matter

Business cards, Easter cards, notelets and calendars are all good ways of spreading the word about your work. They can also provide artists with additional revenues streams. We can provide a no obligation quote for most printing requirements.

Global reach



Recently we have sold copies of *Journeys from the forest to the sea* by Claire Wiltsher published by Creative Coverage to customers in Canada and Portugal. So it's a great way of introducing Claire's work to an international audience.

Rural work...

We are pleased to see that the opportunities we are discovering are of interest to so many members. Usually the easiest way for us to let members know about these is by round robin email. Sometimes these do slip through the net and so members should check their spam folders. The latest opportunity is from a gallery looking for work with a rural theme for a forthcoming exhibition. We have already received interest from a number of artists but welcome more emails with examples of suitable work to info@creativecoverage.co.uk that we can forward to the gallery.

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