

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Creative Coverage group exhibitions in Edinburgh



Thames, oil on board, by Michael Sofroniou

Creative Coverage has reached an exclusive agreement with E.D.S Gallery in Edinburgh to host group exhibitions. The gallery is part of The Edinburgh Drawing School.

This exciting opportunity starts in April with the following Creative Coverage artists participating:

Anthony Barber, Michael Sofroniou, Sylvia Paul, Nagib Karsan, Jonathan Mitchell, Lynne Davies, Susan Sands, Viv Verey, John Atkinson and Justine Osborne.

"I really appreciate the high quality work that your members produce," says enthusiastic Fiona McCrindle, owner of the E.D.S Gallery in Great King Street. "It is great to work in collaboration with your organisation, which is helping me introduce art lovers in Scotland to the work of some fabulous painters from across the United Kingdom."

Creative Coverage member Margaret Evans adds: "It's obviously a small world up here. I thought I recognised the name Fiona McCrindle and indeed, she used to run the Morningside Gallery, so she may be familiar with my work if she has a good memory!"

This ongoing arrangement will see Creative Coverage group exhibitions at the gallery for one month at a time as well as sculpture. There will also be opportunities for some to become the featured artist of the month. The gallery charges 40 per cent sales commission.

Introductions

The Marylebone Gallery, London

After exploring www.creativecoverage.co.uk Michael Stavrides at The Marylebone Gallery expressed interest in the following members: Christopher Osborne, Mark McLaughlin, David Hyde, Theo Platt, Nicola Leader, Georgina Gibbons, Andrew Sinclair, Vicki Norman, Sandra Orme, Steven Lingham and Lin Williams.

Creative Coverage informed the artists and put them in touch with the gallery. Some of their work is already there. This is a well placed gallery conveniently located for Harley Street doctors.

White Sails, Cornwall

Last year Creative Coverage approached White Sails for Lin Williams. The gallery asked Lin to make contact in the new year. She did and they have now taken eight of her paintings.

Other introductions

Liz Watts, David Gould and Anne Butler have been introduced to Studio Nine Gallery, Bristol. Galleria Luti in Scotland has also approached Anne Butler through the Creative Coverage website. Sean Curley has been introduced to Arts Coritani in

Lincolnshire where there will be an exhibition of his work this summer. Sean, who also plays the guitar, will be performing, too. Glyn Davies has been introduced to Bloomsbury Store, Bath while Nicky Exell has been put in touch with Otterton Mill, Devon. Our Shropshire members have an exhibition opportunity at the St Julian Centre in Shrewsbury.

Encouraging renewals

Thank you to all those members that have already renewed their Creative Coverage memberships for 2014. Starting any new business is an incredibly daunting prospect and arguably a membership organisation such as Creative Coverage is even more nerve-racking because renewals are taking place throughout the course of each month and you stand or fall by customer satisfaction. While it is inevitable that any such organisation will shed a small percentage of its members due to a whole host of different reasons, so far, touch wood, there is a loyal core and for that we are extremely grateful. We are keen to receive greater levels of feedback in order to progress. Renewal notices with activity reports are sent out every month. Unfortunately, some emails automatically end up in junk folders so please check.

Tim and Caroline Saunders

Marketing support

Creative Coverage handles all aspects of its members marketing.

With this in mind there is a new marketing support section at www.creativecoverage.co.uk which aims to help members maximise on open studios and exhibitions they participate in without necessarily spending more money.

We suggest that there needs to be an effective marketing plan in place and we can help with this if required.

Often artists will choose to spend money on taking sizeable advertisements in open studios booklets and then hoping for the best. But if smaller advertisements are placed the money that would otherwise have been spent can be utilised in other ways in promoting your event.

For ideas read: <http://creativecoverage.co.uk/about-creative-coverage/additional-marketing-support-for-open-studios>

Launch of professional web design service

London artist Gerry Defries now has a new website that he can update himself.

It is the result of collaboration between Creative Coverage and David Morley Web Design.

For the last three years Creative Coverage co-founders Tim and Caroline Saunders have worked with David Morley on various web design projects including producing www.creativecoverage.co.uk.

Former head of art and graphics Caroline is also a trained graphic designer and she liaised with Gerry Defries to fully understand his website requirements. She then combined his vision with her understanding of design to produce visuals for Gerry to approve. These were then given to David Morley who tackled the challenges of translating this to the internet.

Once complete David produced easy to follow instructions for Gerry to manage the site himself. Tim provided telephone support. Gerry says: "The look of the site is professional, it works, is user friendly and I can actually work the damn thing! The instructions have clearly been well thought out and are almost idiot proof and very comprehensive. It has taken me some time to learn to operate but as with all things it has been worth the effort and I now feel almost in control (might live to regret that!) I am bound to say that the design is also simple, clear, concise and easy to navigate. Well done to all three of you."

This is the first website that Creative Coverage and David Morley have produced for an artist and it is unique to Gerry's requirements rather than simply

Competition winners



In January the winner of the Pegasus and Creative Coverage competition to win a

£25 voucher to spend on art materials at Pegasus Art was Rebecca Barnard. Pegasus Art has renewed its agreement to run this competition for the next 12 months. The February winner was Joan Lawson. Visit: www.pegasusart.co.uk/cc



Judy Tate from Corfe Castle, Dorset is the lucky winner of a £200 voucher to spend on giclée prints of her own art work with Salt Of The Earth (SOTE) in Dorset. John Rowland from SOTE

says the key factors that make giclée printing special and different to other printing methods are: the wide range of colours achievable; the long-life pigment inks; the archival quality fine art papers and canvas.

These all ensure your prints will last a lifetime without fading or discolouring, and hold their value for your buyers. This competition returns in our May newsletter.

Launch of professional web design service



The homepage of Gerry Defries' new website

being a standard template as with so many websites these days.

"We are all happy with the final result and we feel that we are now well placed to design unique websites for other artists," says Caroline Saunders.

For more information about this service please visit: <http://creativecoverage.co.uk/about-creative-coverage/web-design>

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