

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Generating commissions for members

A national pub chain with 985 pubs and hotels has sought the help of Creative Coverage to help it find unique artwork.

JD Wetherspoon was looking for something special at short notice for The Pilgrim's Progress in Bedford as part of a major refurbishment.

After informing our members, Bert Evans in Wales was quick off the mark and sketched out a series of designs. One was selected and



he soon received a commission to produce an 800 x 600mm piece with a jazz theme featuring American band leader Glenn Miller, who was billeted to Bedford in 1944. The painting has been entitled *Stompin' at the Savoy*. This is really fantastic news and we are delighted.



"I had to turn the work around in just three days," says Bert, "which meant burning a lot of midnight oil!"

We have since been asked to find artists for three more of the chain's projects. A list of more than 20 Creative Coverage members together with some recommendations has now been submitted and we are awaiting feedback.

Tim Saunders

Jonathan Mitchell secures commissions with our help

"I'm busy with another south of England commission at the moment (Highfield 1)," reveals Jonathan from Angus. "This is another ramification of the Creative Coverage exhibition at Michelham Priory last year. The Michelham Priory show yielded me one sale; a view in the Scottish Highlands. The customer, a local farmer and artist, has since commissioned three further paintings from me - all of which depict views of his Sussex farm. There is talk of a fourth commission to follow.



Highfield 1 by Jonathan Mitchell

NEWS IN BRIEF

Sidmouth show



Three apricots in a blue bowl
Robert Mountjoy SWAc

The long awaited Creative Coverage Open Exhibition at Kennaway House, Coburg Road, Sidmouth, Devon, runs until May 5.

Exhibition date

There is a Creative Coverage solo show featuring the work of Tom Lund-Lack at The Pennoyer Centre near Diss, Norfolk from May 31 to June 15.

Proposal accepted



Fishing by Dinham Bridge by
Valerie Alexander RBSA

At Creative Coverage we also submit proposals for exhibitions on behalf of our members. Last year we submitted a proposal to Gallery 3 in Shrewsbury on behalf of our Shropshire members. This proposal has now been accepted. As a result there will be a Creative Coverage exhibition featuring Claire Eastgate, Penny Timmis RBSA, Valerie Alexander RBSA, Bernie Moore RBSA and Rob Leckey ARBSA from May 16 to June 23, 2017.

Gallery introductions for our members



Detail of *Winter Water*, 100x50cm by Clare Blois

A selection of Creative Coverage artists from across the UK are exhibiting at The Gallery Highwaymans in Risby, Suffolk until June and sales of their work will help raise funds for the Royal Agricultural Benevolent Institution (RABI).

It features paintings by Clare Blois and textiles by Jacque Wakely from Scotland, Eric Pentecost and Charles Summers from Cornwall, Celia Bennett from Gloucester, Mark Weston from West Sussex, Jerry Alexander from Essex, Nick Andrew from Wiltshire, Fiona Scott-Wilson from Kent, Clive Meredith from Hampshire, Susie Lidstone from Surrey and Gerry Defries from London. Creative Coverage was subsequently able

to generate some excellent press coverage for this event in *Artseast* magazine and *Your Lifestyle* magazine in Suffolk. Two hundred guests attended the preview night and paintings were sold including two by Clare Blois. We visited the exhibition and like the venue very much and were pleased to see some red dots on some of our artists' work. Other introductions we have recently made have been for Claire Wiltsher to Corte Real Gallery in Portugal and Rob Leckey to Mid Wales Art Centre.

Bert Evans reports that he has now delivered three paintings to Harbour Lights Gallery in Porthgairn, following our introduction.

Interesting news gets published

It's always pleasing to see one of our press releases republished or used as the basis for a story in a newspaper, magazine or on the radio. Over the last few months there have been some notable successes. Exhibitors from our show at The Brewhouse in Somerset were interviewed on *BBC Radio Somerset* as a result of the press release we sent out. Alexandra Churchill had articles in the *Wilts & Glos Standard* and the *Worcester News*. Stephen Murfitt appeared in the *Ely News* and *East Life* magazine. Laura Hart's news about her glass moth was included in *Craft & Design*.

Nick Andrew was interviewed in *Outdoor Painter* magazine in America and on *BBC Radio Wiltshire* about his Stourhead exhibition

in April.

We were able to get one of Len Murrell's paintings on the front cover of *New Forester* magazine as well as our press release republished inside and in the *Surrey/Hants Courier Post*. "I had a call today from an ex-navy chap who served on HMS Opossum, he had seen the press release," says Len. "He is 92, we had a most interesting chat."

Following our press release for Liz Watts, a photographer visited her to take pictures of her sculptures for a piece in the *Wiltshire Times*.

Meanwhile Caroline continues to interview our members for *The Artist* magazine. Sylvia Paul featured in March and Roger St. Barbe was in the April edition.

NEWS IN BRIEF

Members exhibition

The Creative Coverage Members Exhibition will take place from July 24 to July 30, 2017 in the John Rank Gallery, The Oxmarket, Chichester, West Sussex. Space is filling fast with the following artists exhibiting multiple works: Wendy Yeo RWSW, Fred Kennett, Jane Vaux, Viv Verey, Sara Barnes, Sarah Pye and Vivvy Butler. Those wishing to exhibit should book now to avoid disappointment.

Twitter exhibition

Dear Tim & Caroline,
Do you remember sending an email around a while back about a Twitter Art Exhibition in New York? Well, we sent a postcard of a morel mushroom and have just heard that it sold on the opening night. They say they took \$7,000 on the opening night alone, so at \$30 a card that's about 230 postcards sold. The charity that will benefit in New York is Foster Pride's "Handmade" program in which young women in foster care learn to create and market a unique range of goods. So thank you for the introduction – it's just a small thing but it is such a lovely idea.

Christine & Peter Thwaites

Salisbury sales

While sales were made in the Creative Coverage exhibition at Gallery 4, Salisbury Library in March the general consensus was that there was inadequate footfall. The gallery has offered the exhibitors other ways of promoting their work at the venue in future. While we generate press coverage for such events it is also important that exhibitors market exhibitions themselves, too.



The April winner was Lin Williams. Visit: www.pegasusart.co.uk

In March the lucky winner of the Pegasus and Creative Coverage competition to win a £25 voucher to spend on art materials at Pegasus Art was Lynda Kettle.

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