

# creative COVERAGE

Publicity for professional artists and craftspeople

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

## London introductions for members

It is with great pleasure that we can provide an update on our long-term relationship with Michael Stavrides at The Marylebone Gallery in London. We have been working with him since we established Creative Coverage in 2013 when he selected some of our artists and has subsequently just sold the last of their work. When Michael, once again, had empty walls he made contact with us for our recommendations.

As a result we can now proudly announce that we have introduced Sarah Pye, Michael Hill and Richard Guy. Three splendid artists. "This year has been my best year ever for sales," says Sarah, adding that one of her galleries is closing and she was just collecting her work when she received our messages. "It's funny how one door closes and another opens." Michael has taken nine of Sarah's paintings and there is already a potential buyer lined up for one of them. Sarah has been really busy producing paintings throughout the year. Creative

Coverage designed her website [www.sarharsart.co.uk](http://www.sarharsart.co.uk). Her hard work has seen us uploading more than 40 images to her website. Michael Hill is a long valued member who has been with us since those early days in 2013. In the past we have introduced him to another gallery and have generated press coverage. Richard Guy only joined us last year and is certainly lucky to receive this introduction in his first year.

We live in uncertain times and while some artists report good sales others are suffering. Generally sales are down year on year. And so The Marylebone Gallery, which is only small and has been trading since 1981, is a great success story. Unlike many galleries it is not stuffy. It is approachable. Michael told me how one customer turned up in a brand new soft top Ferrari the other day. We thank Michael for providing us with another opportunity to contribute to his business success.

Tim Saunders



*Summer Tapestry, 150 x 120cm by Sarah Pye SOLD*



In September the lucky winner of the Pegasus and Creative Coverage competition to win a £25 voucher to spend on art materials at Pegasus Art was Lin Williams.  
The October winner was Rob Leckey.  
Visit: [www.pegasusart.co.uk](http://www.pegasusart.co.uk)

## Premium PR package

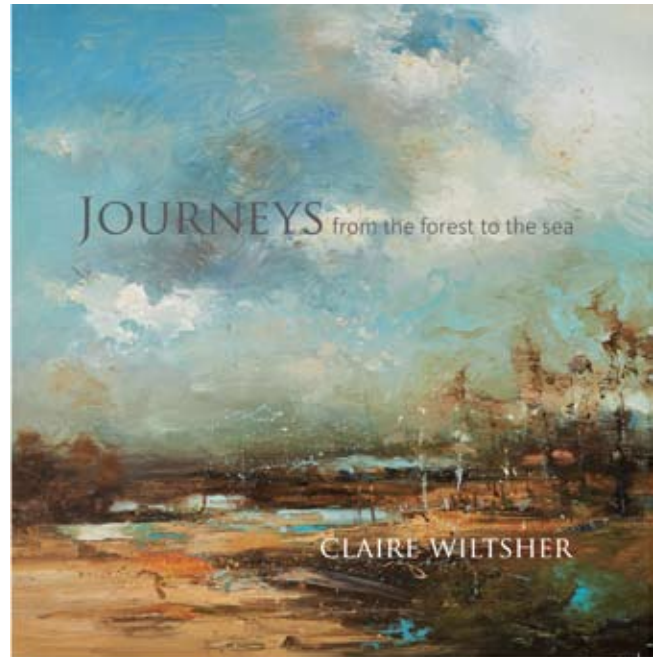
With so many artists out there, those wanting to succeed must make themselves stand out from the crowd. While the standard Creative Coverage service generates media coverage for members, those with more to say require a more frequent and tailored service. In a bid to meet these needs we provide a more comprehensive Premium PR package.

Our new service allows us to provide the luxury of a regular press release writing service, tailored to those requiring greater press coverage. Until now this has been the domain of big businesses with large budgets. We can explore ideas and come up with a clear strategy to encompass local, national and specialist media on a regular basis. Like all of our services it is extremely well priced and is proving popular.

Both glass artist Susan Purser Hope and painter Lucy Marks are premium members. Both have clear ideas about what they want to achieve and importantly a great deal to say! Over the next 12 months we are looking forward to raising their profiles in the media and making their small businesses a success. For Susan we have already submitted news of her appointment as chair of the Contemporary Glass Society to local, national, glass and craft media. It has already been published in North Norfolk News, Craft and Design and Enjoy Cromer More. For Lucy the first release we have just submitted is about her three paintings being selected for the ING Discerning Eye Exhibition in November.

"PR is our forte and we have a great track record of generating media coverage," says former business editor Tim Saunders, who writes regular features for newspapers and magazines. "Our members now have the opportunity to really push the boundaries by benefiting from greater press coverage, which can raise their profiles above the rest and in turn really boost interest in their work."

Some members have expressed interest in upgrading their membership to this new service, too.



## Our book sales success

**In 2015 Creative Coverage published Journeys from the forest to the sea by Claire Wiltsher priced at £9.50. As I write we have sold our third copy this week; it continues to be popular and from Claire's point of view helps introduce her work to a new audience. We have sold copies to customers as far away as America, Canada, Australia, South Africa and all over Europe as well as locally. In two years 500 copies have been sold.**

**"I think being under £10 makes a difference, and the layout with poems works well," says Claire. "I have also had women in the workshop wanting to discuss anxiety; mine is mentioned in the book. You both did a great job."**

Tim Saunders

## Another introduction Dorset landscapes

We labour long and hard to make introductions to galleries for our members. We introduced a number of our Scottish artists to Riccio Gallery in Dalkeith who then took part in a three-month summer exhibition, which finished in October. Many sold work including Michael Mullen and Clare Blois. "I have had some success with the Riccio show," reveals Michael. "I sold a big painting for £1,200 and I have also been commissioned to produce a piece by someone who saw my work at the show." Clare adds: "I did reasonably well at the Riccio Gallery and am giving Carlo more paintings for his winter show. He is also doing some framing for me."

**October 26 to November 25, 2017**

Creative Coverage Dorset exhibition featuring Dorset landscapes and seascapes featuring original paintings by Rob Adams (an elected member of the Wapping Group), Judy Tate, Sean Curley, Terry Whitworth and Dick Hewitson with unique glasswork by Vandacrafts, Top Floor Gallery, Lighthouse, Poole, Dorset - home of Bournemouth Symphony Orchestra.



View to Lyme Bay  
by Terry Whitworth

creative  
COVERAGE

49 Church Close, Locks Heath  
Southampton, Hampshire SO31 6LR  
Tel: +44 (0)1489 808621 [www.creativecoverage.co.uk](http://www.creativecoverage.co.uk)