

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Waterstones sells more than books



Eileen Sey with her paintings at Waterstones in Winchester, Hampshire

High quality fine art shows have now started in a Winchester bookshop.

Waterstones in Winchester High Street has reached an exclusive agreement with Creative Coverage to host monthly art exhibitions, which started on July 17.

“Our customers crave more than just books,” explains Charlotte Keayes, Dual Site Manager at both Waterstones shops in Winchester. “I had been looking to show fine art in the High Street bookshop for sometime but did not know how to go about doing it. When I was talking to Tim Saunders about stocking Claire Wiltsher’s new book, *Journeys From the Forest to*

the Sea, published by Creative Coverage, it seemed like fate was taking its course. Because Creative Coverage represents selected professional artists I am confident that I can trust them to deliver a high level of service.”

Tim Saunders adds: “This is fantastic news and just the type of collaboration that we are keen to foster. We are looking forward to a long and fruitful working relationship. There needs to be many more enthusiastic people like Charlotte in the art world. She really is a beacon of light and I am grateful for her interest.”

This opportunity is currently only open to Hampshire based artists and the first joint exhibition featured the work of Eileen Sey and Vivien Verey. In September Paul Ryan and Deborah Hide will exhibit and they will be followed in October by Colin Merrin and Rachel Fenner.

NEWS IN BRIEF

Introductions

Creative Coverage has introduced Mike Service, John Scott Martin and Nagib Karsan to prestigious London art dealer Catharine Miller.

Kevin Day has been introduced to Imagine Gallery in Suffolk (where we have also introduced Annie Taylor) and Forge Gallery, Northumberland, which has agreed to stock Jonathan Wheeler’s prints, too. Julie Montgomery-Smith has been introduced to Bettles Gallery in Hampshire.

During our talks with bridal shops on behalf of Karen Tino, Sally Brady at Helena Fortley in Surrey really liked Karen’s *Illusion* wedding dress and has agreed to stock it.

Sales success

“Thanks to Creative Coverage I’ve sold five paintings at Clearmont Antiques and Modern Art,” reveals Jerry Alexander. Meanwhile, Vivvy Butler sold a painting at the Creative Coverage Summer Show at Michelham Priory.

Houghton Lodge

Susie Lidstone sold cushions, cards and secured a commission when she exhibited at our Houghton Lodge show. Kaye Parmenter sold a painting, too. “It’s a beautiful venue,” says Kaye. “There’s a fab hanging system there.” Suzie Hall also sold six ceramic pictures.

Collaboration

Creative Coverage is now collaborating with Blackwells Portsmouth to deliver fine art exhibitions.

Holiday winner

Stephanie Wilkinson won our holiday competition to Oyster Catchers in Kent.

Results of our New Forest Centre Exhibition

Nearly £6,000 of work was sold by 12 artists and makers at the Creative Coverage Exhibition at the New Forest Centre Gallery in Lyndhurst, which ended in July. Colin Merrin sold the most expensive painting priced at £3,000 while Nicky Exell sold 22 pieces of her unique glassware including eight lightcatchers. Suzie Hall sold five ceramic pieces.

“We have sold a lot of Nicky Exell’s work, which proved extremely popular,” says Centre Manager Hilary Marshall. “We also sold all of Suzie Hall’s ceramics. It was a great exhibition all round.”

Our open exhibition takes ground floor

When we launched the Creative Coverage Open Exhibition 2016 we really did not expect it to be so popular. And with that in mind we only booked the Hatton Wood room at Kennaway House (pictured) in Sidmouth, Devon. But strong demand has resulted in us hiring the entire ground floor by also booking the Amyatt Rooms.

The event, which runs from April 29 to May 6, 2016 is set to be a fantastic occasion. We currently have 22 artists and craftspeople exhibiting over 100 works of art. We have created an impressive mailing list. Email shots as well as hard copy invitations will be sent out prior to the event. Advertising will be placed and posters will be hung all in the best possible locations we can find. The official opening takes place at 11am on Saturday, April 30, 2016 where guests will be able to meet some of the artists over nibbles and drinks, provided by Creative Coverage.



The Creative Coverage Open Exhibition takes place at Kennaway House, Sidmouth, Devon from April 29 to May 6, 2016

Scottish exhibition is a great success

Over £1,000 worth of sales were reported in the first day of a Creative Coverage joint exhibition at Hopetoun House near Edinburgh with both artists selling work and securing commissions.

While Creative Coverage found this superb exhibition space, the hard work of photographer Sarah MacDonald and painter Priscilla Brightman, who were extremely proactive in organising the entire event, helped secure success.

The dynamic duo compiled and contacted their own mailing lists and as a result welcomed 80 guests to their opening event at the Carriage Room. Creative Coverage generated press coverage in the *Edinburgh Evening News*, *The Artist Magazine website* and the *Saudi Gazette* as well as the Creative Coverage website, its Facebook and Twitter pages. Guests included band leader Bill Wilkie, award-winning documentary film maker Elly Taylor and author Mary Turner Thomson. They were joined by writer and broadcaster Brian Morton, who contributed an essay on the sea to accompany the exhibition. "We have been absolutely delighted with the level of sales," says Sarah. "In spite of one of the worst Scottish summers in living memory we were really pleased with how many people attended the opening."

Sales at Hinchingsbrooke Country Park

The week-long Creative Coverage show at Hinchingsbrooke Country Park near Cambridge in August saw artists including Tina Bone take part in a Meet the Artist day. "I sold



Work is hung at Hinchingsbrooke

two unframed, unmounted paintings that were on show to illustrate the type of work I do and received a commission to paint a barn owl. I sold my calendars and hardback books and prints." Tina is now also supplying her range of cards for the centre to sell.



The work of Sarah MacDonald and Priscilla Brightman at Hopetoun House complete with distinctive Creative Coverage name labels

Claire Wiltsher's book sells out...

Claire Wiltsher's book, *Journeys from the forest to the sea* published by Creative Coverage sold out at Waterstones in Lymington within weeks of hitting the shelves. More copies have now been delivered here and to Waterstones Oxford and Brighton, too.

Art materials winners



Pegasus Art
suppliers of the finest art materials

In July the lucky winner of the Pegasus and Creative Coverage competition to win a £25 voucher to spend on art materials at Pegasus Art was Andrew Allanson. The August winner was Jill Barthorpe. Visit: www.pegasusart.co.uk/cc

creative
COVERAGE

53 Botley Road, Park Gate, Southampton, Hampshire SO31 1AZ
Tel: +44 (0)1489 564536 www.creativecoverage.co.uk