

# creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

## Success and hard work go hand in hand

"I forget the number of times I recommend that members should send me their latest work once a year," says Tim Saunders, Creative Coverage co-founder. "And when they do, it really does help us in delivering those all important gallery introductions." A case in point is potter Andrew Matheson, who joined in 2014. He has embraced many aspects of the Creative Coverage service, commissioning us to design and host his website, taking part in our exhibitions while at the same time also seeking gallery introductions.

Following our Devon exhibition earlier this year we have seen first hand how his work is admired, and more importantly, purchased, by the buying public.

But it was only when Edinburgh born Andrew emailed images of his latest blue and grey work that we were able to introduce him to a Scottish gallery, which was one of his goals. After updating his website together with prices and dimensions we proceeded to introduce him to the Edinburgh Drawing School, a gallery that we work with from time to time. "I note that this gallery is in Great King Street; I used to live there as a child," recalls Andrew. Interest in his work didn't stop there either because Inchmore Gallery in Inverness has invited Andrew to exhibit in their Winter Show which starts in October while Flat Cat Gallery in Lauder on the Scottish Borders and Jack Tierney Gallery in Aberdeen have both expressed interest. So hopefully Andrew has a good supply of ceramics...

On another note, Eric Pentecost reports that not only did he sell one painting at the Creative Coverage exhibition at Salisbury Library earlier in the year, which covered his costs, he has recently gained a large commission as a result of that exhibition, making him "very pleased". This also happened at our Houghton Lodge exhibition for Susie Lidstone and at our Michelham Priory exhibition for Jonathan Mitchell. Success comes to those who persevere and wait patiently.



Double tree form by Andrew Matheson

## Sales generated through Creative Coverage

A good amount of sales are being recorded at our exhibitions. At the Creative Coverage exhibition at Hinchingsbrooke Country Park, Cambridge in August, Tina Bone "grossed over £300. I sold two box canvas prints and three mounted prints; the rest being greetings cards, calendars, jigsaw puzzles, notelets, mugs, books, coasters and wrapping paper. So not a bad few days. It is such a great venue and the staff are lovely." Vivienne Cawson RBSA adds: "Sales were a lot better than I expected so I would like to do it again if possible" and Paula Hamilton ARBSA also sold a painting and lots of greetings cards. Meanwhile, Lynda Kettle RBSA sold one of her large paintings at our exhibition at Houghton Lodge in Hampshire where Rowan Barnes-Murphy sold £500 worth of work. He also enjoyed over £1,000 worth of sales at Levens Hall in his second year as artist in residence following our introduction. Post-Brexit, Creative Coverage is finding that exhibition opportunities abound - we've just submitted an exhibition proposal to a London gallery. There's also interest from exhibition venues - we have introduced Valerie Alexander RBSA to Kerry Vale Vineyard in Shropshire to name but one. And Bert Evans has just sold his most expensive painting to date, Five Minutes to Showtime, £1,300 at Harbour Lights Gallery where we introduced him to earlier in the year. The painting is on our Twitter and Facebook pages.

## NEWS IN BRIEF

### September show

From September 16 to November 7, 2016 there is a Creative Coverage Selected Group Exhibition at Sherfield Gallery, Sherfield-on-Loddon, Hook, Hampshire featuring work by: Colin Merrin RWS, Lynda Kettle RBSA, Sara Barnes, Joanna Williams, Len Murrell, Iain White, Chris Hall, Clare Blois, Eileen Sey, Joanna Commings, DY Hide and sculpture by Moira Purver and Peter Hayes and ceramics by Suzie Hall.



Down the lane, Joanna Commings

### Farmers Weekly

It is encouraging to know that our regular approaches to a whole manner of businesses on behalf of our members does pay off. Only recently *Farmers Weekly*, that well-read agricultural publication, asked for our help in writing features about artists with farming backgrounds. A number of our members responded and the magazine informs us that they are currently busy writing these features.



# Opportunities keep coming

Over the last couple of months we have let our members know about various opportunities including a paid for artist in residence opportunity in Hampshire, an open call for a photographic exhibition in Manchester, an exhibition opportunity in Bristol and a free

to attend event in Brighton to find out about more creative opportunities. We are now collaborating with Utopia3, a brokerage company, and have selected some members' work to be offered to their clients.

## Selected members exhibition 2017



Photography  
by Sarah MacDonald

We are delighted to announce that we have been invited to return to the New Forest Centre in Lyndhurst to hold another exhibition. This time it will run for more than 2 months from January 14 to April 2, 2017. Those who exhibited in our last exhibition at this venue in 2015 will recall that it was a successful

event with the largest and most expensive painting priced at £3,250 by Colin Merrin selling quickly. Colin has since gone onto judge at the gallery and has been invited

to exhibit alongside Nicky Exell whose work also sold well there. This time we hope to raise the bar still further.

With this in mind we have selected members to exhibit work focussing on floral, botanical, nature and landscapes, that can be loosely linked to the New Forest. We will be organising a preview event with refreshments including wine and inviting selected local dignitaries, other notable individuals, the media as well as art galleries. There will be awards and prizes presented during the preview.

We are proud to announce that exhibitors include Scottish photographer Sarah MacDonald, Claire Wiltsher, DY Hide with her wildlife paintings and Martin Rumary with his bird paintings. This really is an event not to miss and we are very much looking forward to it.

## Settling into our new headquarters

Tim has always wanted to spend more time in the garden, writes Caroline Saunders. So that is where he can now be found... inside the new Creative Coverage garden office - if it was good enough for Roald Dahl then it is for us. It has already been painted a picturesque beach hut blue, which has helped to create an even more relaxing environment. All of this is important when juggling the variety of art marketing tasks that we do on a daily basis. The most stressful part of our move was in fact installing our new telephone



line. It took over a month to do this and so we were forced to rely upon mobile internet, which was fine when it worked but when it didn't was very frustrating. Now, however, we have a high-tech office with wi-fi and a landline telephone so we are now very much open for business again.

We will be interested to see how well insulated the new office is come the winter... but there is an electric heater.



**Pegasus Art**  
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The August winner was John Scott Martin. Visit: [www.pegasusart.co.uk](http://www.pegasusart.co.uk)

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 Claire Wiltsher.

## NEWS IN BRIEF

### Good press coverage

Two of our members: Austen Pinkerton and Julie Wray have had paintings shortlisted in the National Open Art Exhibition. Our press releases about this have both been published in the media including in the *Western Telegraph* and the *Observer*.

### November exhibition



Seven Creative Coverage members will exhibit at the Sassoon Gallery, 2 Grace Hill, Folkestone (above) from November 27 to December 30, 2016. They are: Wendy Yeo RWSW, Jeffery Courtney, Lesley Birch, JulieAnne Wray, Chris Wood, Jabier Erostarbe and Nicola Axe. The gallery, named after Lady Sassoon, has a long history of hosting art exhibitions as far back as 1937 when Folkestone Art Society started its run of annual exhibitions. When Aline Caroline de Rothschild married Sir Edward Sassoon, two of the richest Jewish families came together, the Rothschilds making their money from banking and the Sassoons from trading. Lady Sassoon and later her son Sir Philip, were great supporters of the arts, Sir Philip becoming chairman of the trustees of the National Gallery.



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