

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Our series of summer exhibitions

The last 12 months have been the busiest ever for Creative Coverage exhibitions as we strive to give members greater opportunities to exhibit their work.

July: Chichester

The John Rank Gallery, The Oxmarket, Chichester
Hired venue with stewarding supplied

A number of sales including original paintings, sculpture, miniature furniture, prints and cards were made at our Chichester exhibition. There was steady footfall throughout the duration of the exhibition, which saw Liz Watts sell her pastel picture Lying Low. The buyer quipped: "My friends never let me come here because I always buy something." When he returned he expressed interest in another of Lin's paintings and so we put them both in touch. Lizzie Harper sold her original painting of a Wallaby and Moira Purver sold her Day Dreaming sculpture. We invited John Booth, Deputy Lieutenant of West Sussex and Chair of Trustees at Pallant House Gallery, Chichester, who attended our Meet the Artist event and proceeded to buy Faces, a ceramic sculpture by Liz Watts. Meanwhile, Leo Dashwood sold his miniature ash burl and walnut table. There were a number of sales of prints and cards, too. The staff at The Oxmarket are so friendly and welcoming. Nothing is too much trouble. This is by far the best exhibition we have had in terms of the atmosphere, variety of work, how the actual exhibition looked and the sales generated. We are considering returning to this venue.

Here is a video of the exhibition: https://www.youtube.com/watch?v=w8bz5YLp_eY&feature=youtu.be



Liz Watts with John Booth, DL and Faces

August: Devon

Amyatt Rooms, Kennaway House, Sidmouth
Hired venue with no stewarding supplied



Creative Coverage member Lin Williams chat to visitors at the preview

Our week-long exhibition saw sales of two original paintings, one of Branscombe beach by Joanna Commings, which looked excellent above the fireplace during the exhibition. Joanna's work really did satisfy the brief for work that was local to Sidmouth. Lynda Kettle also sold one of her paintings following her demonstration. It was good to see a variety of works depicting local scenes including etchings by Roger St. Barbe. There were also

sales of prints and cards. We thank Susan Thomson, Lynda Kettle and her sister-in-law Linda for hanging and taking down the exhibition as well as Nicola Axe for stewarding.



Hallam Mills DL with Helga Prosser's Leap bronze sculpture

August: Our Hampshire exhibition

We opened our family home for 10 days. Our preview was attended by Hallam Mills, Deputy Lieutenant of Hampshire and the Mayor and Mayoress of Fareham. We sold Leap, a bronze sculpture by Helga Prosser to Hallam Mills, Deputy Lieutenant of Hampshire. Other sales included two pieces of glass by Vandacrafts, a raku pot, limited edition prints, cards and our ever-popular Journeys book by Claire Wiltsher. We were extremely pleased to meet Liz from Bell Fine Art, Winchester and Store Street Gallery, London, who visited and liked the work of Jill Barthorpe and Mike Service.

How we generate footfall

Caroline and I, together with our three young children put in a huge amount of time and effort into getting the right type of people to our exhibitions. We wrote to art collectors and we contacted our ever-growing mailing list. Our press releases were published in the West Sussex Gazette, Sidmouth Herald and the Hampshire Independent respectively as well as other titles. The local media continues to be hugely supportive, for which we are extremely grateful. On top of this, we personally distributed fliers to targetted areas for each of our exhibitions. We have discovered parts of West Sussex, Devon and Hampshire that we didn't know existed! Who else would work so hard on an artist's behalf? Here's a quick example of what we did: <https://youtu.be/bZ8hMZhrZZQ>

Lessons to learn

Exhibitors must be far more critical of the work they choose to exhibit. Going forward our exhibition criteria will be even more stringent. The quality of framing is also paramount in helping to secure sales. Only Creative Coverage literature should be exhibited in our exhibitions. This maintains a professional uncluttered approach. We always pass on commission enquiries.

Observation

Alcohol was unpopular at our private views. We held private views at each of our exhibitions and guests preferred non-alcoholic drinks, often with the excuse that they were driving.

Tim Saunders



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 Jane Vaux.
The August winner was Stuart Stanley.
Visit: www.pegasusart.co.uk

Our first painting sold online

Within 10 days of opening our first online gallery, we sold *The Outgoing Tide*, an unframed oil on panel by Caroline Bromley-Gardner for £850 to a customer in America. We are currently marketing 99 paintings by 25 artists and over 450 art lovers from across the globe are following us. The work is proving popular with thousands of people liking it. It's another good way of introducing your work to a new audience. We also want to sell limited edition prints, photography, printmaking, sculpture, glass and ceramics. Selling original art, as you all know, is a difficult process. However, the online world is playing an increasingly valuable role. It helps if the work is exclusive to us but it doesn't have to be. Selling work online is an incredibly time consuming process but now as part of your membership you can benefit from this without wasting your time. We're investing our time for you. Not just that but we stand a greater chance of selling than an individual artist on



The Outgoing Tide, Caroline Bromley-Gardner

their own due to the variety that we can offer across a variety of platforms. All you need to do is decide how much you want to receive for a piece of work and how much the postage will be to Australia (this is the furthest place to ship to we think) and then we take care of the rest. You should have received an email about this but if not do let us know and we can resend it.

We develop long-term relationships

Some years ago Creative Coverage introduced Susie Lidstone to Windmill Flowers in London and Susie has enjoyed sales with them ever since.

"I have just delivered more greetings cards and paintings as well as my new calendar for 2018," says Susie, who has just sold another painting through them. It's a wonderful on-going relationship with such a beautiful shop."

In an industry that is often guilty of being fickle, it is really heartening to hear about long-lasting introductions that we have brought about.



creative
COVERAGE

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