

creative COVERAGE

Publicity for professional artists and craftspeople

www.creativecoverage.co.uk

Relationship with mutual benefits



Northern Lynx by Paul Matthews, who exhibits at Waterside Fine Art in Stratford, Warwickshire

Exhibiting with a good gallery is paramount especially if they respect the integrity of the artist. The work is more likely to sell if an artist has a good relationship with them.

"I've always had a strong relationship with my galleries," says a Creative Coverage member. "I've been with my London gallery for many years and we have a

gentleman's agreement whereby if a prospective buyer approaches me and they live in the same location as this gallery, I send them back there to make purchases. It has always worked well. For its part the gallery not only sells my paintings but over the years has supplied me with some exciting and lucrative commissions that have seen me travel the world."

David Balan from Waterside Fine Art in Stratford, Warwickshire agrees: "Galleries are a great friend to an artist and with this in mind in order to foster their survival and gain a long-term working relationship artists should re-direct approaches from buyers in the geographical locations of the galleries where they exhibit, back to those galleries. This stimulates a feeling of goodwill."

Like any business, running a gallery is a risk not least in terms of the high rents, business rates and power bills. This is taken into consideration with their sales commission. These days it is not just about being in a good high street location, some galleries like Bell Fine Art in Winchester are extremely proactive. Not only does it run the prestigious Store Street Gallery in London, owner Lawson Bell travels the globe exhibiting at expensive art fairs and introducing his artists to a much wider global audience.

Introducing our members to new outlets

It's been another exciting couple of months and 11 Creative Coverage artists have been introduced to Arthouse Gallery in East London whose customers include Rod Stewart.

All Creative Coverage members are now also eligible to exhibit at Waterside Fine Art in Stratford. Jeremy Sanders has been introduced to Chalk Gallery in Lewes.

Five artists (two ceramic makers and three painters including Susie Lidstone) have been introduced to Windmill Flowers, a flower shop in London. One of Susie Lidstone's paintings has already been sold by this retailer.

Meanwhile, Nicky Exell, Vandacrafts and Ann Wilson have all been introduced to Cambridge Contemporary Crafts. "Thanks for introducing us to Creative Coverage," says Rhiannon Thomas from the gallery.



Roses by Susie Lidstone

Artist in residence plus exhibitions

Creative Coverage is now working in collaboration with Sulgrave Manor, the home of George Washington's ancestors, in Northamptonshire.

This relationship has seen the introduction of an artist in residence scheme at the property. The first artist to take this position has been Alan Perriman from Surrey, who is producing work of the property over a three-month period.

In addition the first Creative Coverage Group Exhibition has taken place featuring the work of: Peter Thwaites, Frances Bildner, Claire Gill, Alan Perriman and Susan Thomson. The next one is this month.



Sulgrave Manor, Northamptonshire



Above left: Alan Perriman's Sulgrave Manor paintings. Right: Peter Thwaites' paintings



Media coverage generated for members

In July and August Creative Coverage generated over 40 pieces of media coverage including interviews on *BBC Radio Solent* for Paul Matthews and *BBC Radio Wiltshire* for Liz Watts. This has included local media coverage in *The Cornishman* for Mary Kaun-English, *The Herald* in Glasgow for Peter Thwaites and the *Daventry Express* for Alan Perriman and others participating in the Creative Coverage Group Exhibition at Sulgrave Manor. Other local coverage included Glen Scouller in *The Evening Times*. National coverage has been generated for the

Sulgrave Manor exhibition in *Country Life* magazine, which included the event in its *The Best Exhibitions To Visit This August*.

Other national coverage was generated for Kim Bramley who featured in the *Craft & Design* newsletter in July, Sylvia Paul who featured in *Giving News* and Tanya Lock in *Discover Art* magazine.



Above: Dusk, Irvine Valley by Glen Scouller

Dorset holiday winner



Stephen Murfitt, the ceramicist from Cambridge, was the winner of our seven day break at Hell Barn Cottages in Dorset. Harriett (3) and Heidi (1) Saunders carried out the draw. The video can be watched here: <http://youtu.be/1bKkxyvJ85w>

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 Ken Roberts. The August winner was Fiona Scott-Wilson. Visit: www.pegasusart.co.uk/cc

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