



# Creative solutions

The 'fairy godparents' for artists tell LAURA CARTLEDGE how they help make business a work of art.

**C**reative Coverage wants to help artists create a business so that it works to leave them free to do what they do best.

The concept, run by Tim and Caroline Saunders, is fuelled by a passion for the arts and uses his background in the press with her knowledge of the subject to create a tailored promotional package.

"We set up with the idea of being a PR agency for artists, but we are now so much more than that," says Tim.

"When we began we thought we would be working with artists within a 100-mile radius, but within months we were representing artists in Scotland which was amazing.

"We both came up with this idea," he reveals. "We did market research, but we didn't expect there to be as much interest.

"It shocked us really, a wonderful shock."

The service – which ranges from designing

and hosting websites to holding exhibitions and making gallery introductions – has seen the couple dubbed as 'fairy godparents' for artists.

"Our member's renewal numbers are high which shows we are doing what we are meant to do," says Tim modestly.

Having only launched in 2013, Creative Coverage already represents a staggering 170 people and Tim believes the success is down to the 'very tailored' approach.

"Introductions to London galleries seem to be the be all and end all for most artists, but at the end of the day they are not going to be able to show everybody," he explains.

"So what I try and do is re-educate artists to take on other opportunities as well."

Practicing what it preaches, Creative Coverage also hosts its own exhibitions, including a group exhibition at the New Forest Centre, Lyndhurst, and Houghton Lodge and Gardens in Stockbridge.

It seems lucky that Tim and Caroline 'enjoy juggling'.

"The great thing is there is never a dull day," Tim laughs.

Being their own bosses, seeing an idea blossom into a business and working with 'talented people' are just three of the highlights, and it seems the Saunders' love of art runs in the family.

"The girls will sit behind me in the office and paint," says Tim, speaking about daughters Harriett, three, and Heidi, one.

"They respond really well and we've even had them recite their names at the dinner table."

This leads me to ask if the family risks ending up with a gallery of their own?

"That wouldn't be a problem – that would be amazing," he laughs.

"What we are hoping, eventually, is to have a big house which would give us the opportunity to do that."

## The exhibitions

Creative Coverage exhibition at the New Forest Centre, Lyndhurst April 3 to July 5

This exhibition will be opened by Richard Digance on April 7 and will boast work by 35 artists.

As well as showcasing their work, there will be a chance to win a £100 prize (sponsored by Birkett Ferguson Associates) which the public will vote on.

The show's title is Forest Connections and will include pieces by Hampshire artists Jenny Sutton and Danny Byrne, alongside Scot Helen Wilson, photographer Andy Farrer and Fiona Scott-Wilson from London.

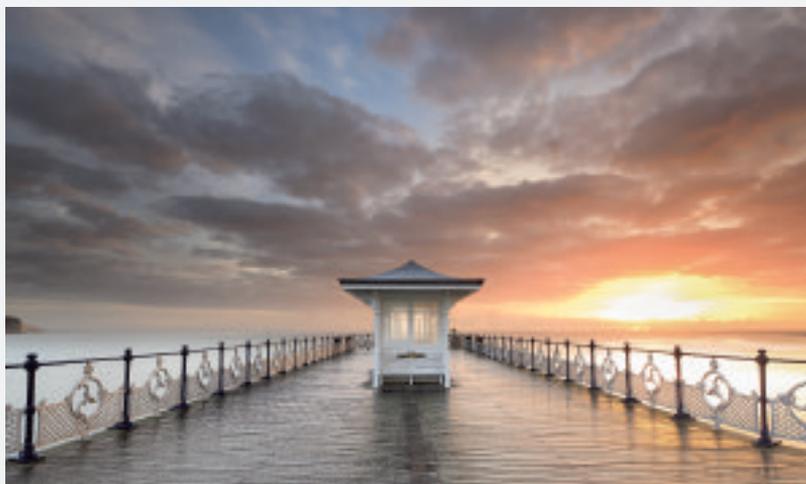
Jenny Sutton works mainly in oils and aims to 'capture the transient beauty in everyday things'.

Her subject matter ranges from vintage china, baskets and glass – always with fruit or flowers – to rural and coastal landscape, both in the UK and abroad.

While developing her own work, Jenny has also worked as a graphic designer and gallery owner.

Award-winning artist Danny Byrne is best known for his portraits which have been exhibited in all of the major London art exhibitions.

Based in the New Forest, Danny was formerly the cartoonist at the Bournemouth Echo newspaper – a role he held for 18 years.



*Slippery When Wet by Andy Farrer*



*Jenny Sutton St Anth Farmhouse*



*Many faces of Ian by Danny Byrne*



*Dawn on Chesil Beach Portland by Roy Mackintosh*



*Village gate near Dali Yunnan China by Alix Baker*



*Icebear by Paul Matthews*

Creative Coverage exhibition at Houghton Lodge and Gardens in Stockbridge Until September 2015

Alix Baker, Paul Matthews and Roy Mackintosh will all have work on display at Houghton Lodge.

Hampshire's Alix is regarded as one of the UK's leading military artists.

She is an expert on military uniforms through the centuries, with a particular interest in the effects of campaigns on dress.

Her work has been commissioned for

military units and museums, for collectors and for history books.

Alix describes her need to create as 'a physical craving' which is at its strongest when 'it is impossible to access time or art materials'. As a result she always carries a notebook with her.

For more information about Creative Coverage and the exhibitions, visit [www.creativecoverage.co.uk](http://www.creativecoverage.co.uk)