

NEWSLETTER

SPRING / SUMMER
2009

SOUTH WEST ART

ART MATERIALS & GALLERY

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KEEPING AHEAD OF THE GAME

With bleak economic news greeting us each day it is hard to ignore that even the largest of retail stores are struggling in the current climate.

We realise that it is more important than ever that we go the extra mile for our customers, not just by keeping prices as low as possible, but also by keeping up to date with the latest products and local art scene.

Most importantly we aim to provide you with the best possible customer service.

With this in mind this newsletter has all the regular information, but we have also included detailed information on new products, and some great tips and techniques which can be used with new or existing products to help you make the most of your time, effort, materials and skills.

As times get tougher we also believe that trust is equally as important as price. All our products are priced honestly, at the supplier's recommended retail price, and all discounts are taken from this price point, or

lower when we have managed to negotiate a better deal.

We promise that you will find no tricks or cleverly worded offers, just good prices, great quality products, and entirely honest discounts.

We will continue to strive to support the local art community and help to develop the art scene in the area.

In this way we can give back to the people that we rely on. We would like to thank you for your continued support and custom.

GALLERY NEWS

Neil Cox will be issuing some new limited edition prints of his most popular wildlife watercolour subjects. These will be available in April. We also have a good selection of his unframed ex-exhibition originals and a new range of latest originals will be in the gallery soon.

Stephen Brown also has released some new limited edition prints of his summer scenes in Devon - these and others in his range of signed, limited edition prints are all available at the time of printing, both framed and unframed.

We are pleased to report that Rob Crisp will be bringing in some new original oil paintings in the coming weeks, and Favell Bevan-Arti is currently working on some new beach scenes in her most beloved medium of pastels.

New artists will be providing work in the coming weeks and we will keep you posted!

PICTURE FRAMING SPRING SALE

The sale at the beginning of the year was so popular that we have brought forward the promotion that we were going to run in the summer:

10% OFF ALL FRAMING ORDERS TAKEN UP TO THE END OF MAY 2009.

All SWA Loyalty Card Holders will get a further 10% giving you up to 20% off.

HOT TIP!

Use "Zest It" Painting Medium with your Oil Pastels to create a unique texture and way of working the colour around. Katherine Swann, a local artist and tutor, has discovered this method and has been using it with her Life Drawing classes - many of her students who previously hated using oil pastels have seen a completely different side of them now!

"Zest It" Painting Medium is primarily used as an alternative to traditional solvent based mediums used with oil colours, and is one of a range of products made entirely from natural, non-toxic materials, which, as the name suggests, have a pleasant citrus odour.

For details of the Life Classes run by Katherine Swann please contact us or see our website.



TRY SOMETHING DIFFERENT...

Art Spectrum Colourfix Pastel Primers - this unique and effective primer creates a surface that has proved incredibly popular with all types of pastel artists. It adheres to any surface (even glass!) so you can re-use pieces of mountboard or canvas board by priming them to use for pastel painting.

If you haven't tried it yet we have small pieces of primed board that will give you the opportunity to try this out for yourself without having to splash out on a whole tub ... see for yourself what you can produce on this unique surface!



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NEW PRODUCTS NOW IN STORE

The **Thames Radial Studio Easel**, made by Winsor & Newton, is a rigid, adjustable easel, ideal for studio and college use. Strongly constructed from seasoned beechwood, it can accommodate canvases up to 182cm in height and can be tilted for the ideal working position. The canvas rests on a shelf with space for brushes whilst a sliding top block locks the upper edge. Unlike most studio size easels, when not in use this one folds for ease of storage. As with all our easels, we buy these in bulk so that we can reduce the prices.



Due to popular demand we now stock the Hahnemühle **Velour Pastel Pads**. This surface not only reproduces the colours faithfully, but has a unique texture. Available in pads of either white or assorted colours, both in three different sizes. These pads guarantee perfect paint adhesion and optimum development of pigments.

For those looking for a small, very lightweight, table easel we now have the Winsor & Newton **Aire Metal Table Easel**. Made from anodised aluminium, this portable tripod easel is designed for use with small canvases or pads, and can be folded up for ease of carrying and storage. Costing less than £20 these are an ideal accessory for you to take to your art classes or painting groups.



The Artcoe **Table Edge Drawing Board** provides a lightweight and practical alternative to a standard MDF drawing board. With fold down legs at the back, which can also be used as a carry handle, and a table edge grip at the front you can keep it in just the right position for your particular needs.

A "green" addition to our range of storage products are the **Earthbound Portfolios** ranging from sizes A1 to A4. These are economical alternatives to expensive display products, and being made entirely of recycled and recyclable materials are an environmentally friendly alternative to the cheaper plastic ranges.



These are just a few of the new products we now hold as standard stock. There are many more - we just don't have room to tell you about them all!

ART WORKSHOPS & SHORT COURSES

Cathy Osbond, a very popular local artist and tutor, has set up some short courses and workshops locally. So far these have been a great success and have been booked out - so if you're interested don't miss out - be sure to book early! Subjects and themes covered include: Portrait Drawing, Figure Drawing, Sketching Techniques, at £8 per workshops, and the short courses at £20 for 4 sessions include Acrylics/Oils, and Drawing with Mixed Media.

For further information, or to book, do contact Cathy Osbond directly on 01395 516284, or you can find details of dates and times etc. on our website.

COMING SOON

Over the Easter period we will be making more improvements to the shop. This will include extending existing ranges of paints, such as the Winsor & Newton Artist's Oils, Galeria Acrylics, and the ranges of mediums, oils and varnishes which can be used with a number of mediums.

We will also be introducing some new ranges. From **Daler Rowney** the full range of their **Artist's Oil Colour** will be launched on a **special offer price**. Also, to complement the ranges of pastels we already stock we will be adding Daler Rowney's **Hard and Oil Pastels**. From **Derwent** we will be adding the full range of individual pencils in the **Coloursoft** and **Tinted Charcoal** ranges.

We always try to introduce new products which add to, and complement, our existing ranges. But, with space the premium that it is for us, we don't always have anywhere to put them! This refurbishment should solve this problem for the foreseeable future.

The Derwent **Coloursoft Pencils** - brought out to replace the **Charisma** color range when it was discontinued by Berol. These are strong pigmented pencils with a soft texture ideal for blending.



The Derwent **Tinted Charcoal** - the only one of its sort. A range of charcoal pencils in 24 natural colour tints.



KENNAWAY HOUSE - could this be the start of the Sidmouth Art Revolution?!

With the builders hoping to be finished late spring/early summer, we have been in discussions with those in charge of how Kennaway House (previously known as Church House) can be used by the art community in Sidmouth.

There are many ideas being discussed and considerable interest being displayed from key members of the art community. This could really kick start the local art scene to show its full potential at last.

The building offers some amazing architecture, and a fantastic location and the renovations have brought it up to a beautiful standard, making it ideal for exhibitions, courses, workshops, painting groups, and new artists' show cases. That is just after the first meeting!

If you are interested in being involved, do let us know. In the meantime, **WATCH THIS SPACE!!**

Details of local courses, tutors, product information and special offers can be found on our website. We can also deliver to your home. Please email your requirements and we can take a card payment over the phone:

www.southwestartmaterials.co.uk