



## July News, Tips & Specials

Dear Patron,

Last month, my family and I, that's husband, Russell and son, Charlie spent a week up in Kalbarri, Western Australia; about 600kms north of Perth and therefore to warmer weather, especially at night. Now I'm feeling refreshed with more energy which is needed with all the new artists signing up every week and the changes in venues where their work is available to be purchase. So stay warm if you're in the Southern hemisphere and enjoy the summer if you're North!

### Tips n Hints

Every day I write a post to our business blog at [www.interactivearts.wordpress.com](http://www.interactivearts.wordpress.com) and from these many hints, suggestions, advise about my experiences running my business grow into articles which I publish on our [www.interactivearts.com.au/TipsnHints.php](http://www.interactivearts.com.au/TipsnHints.php) and at [http://ezinearticles.com/?expert=Fleur\\_Allen](http://ezinearticles.com/?expert=Fleur_Allen) . So I thought I would start sharing the most popular article with you each month. This month's most read article is "[Why does framing cost so much](#)". This is included in this newsletter, enjoy and feel free to give me feedback or comments.

### What's Happening

#### Exhibition (June - September) by Stacy Kershaw

A collection of 'abstract and impressionist paintings with a strong spiritual energy' is how artist, Stacy Kershaw describes her exhibition opening 28 June celebrating the new home of de Vine cellars, Inglewood. Stacy's emotive style fills this unconventional gallery space with colour and motion; a visual stimulus to match the quality tasting's of premium wines.

Exhibition can be viewed at de Vine cellars 911 Beaufort Street, Inglewood or online at [www.interactivearts.com.au/Stacy\\_Kershaw.php](http://www.interactivearts.com.au/Stacy_Kershaw.php)

We will have our first stall at the **City Farm Artisan's Market** this month, which we're really excited about so come on along and see us in the flesh as well as a selection of art, giftware including jewellery and cards.

Saturday 26 July 9am-1pm  
1 City Farm Place  
Lime Street, off of Royal Street, EAST PERTH  
RIGHT NEXT to the Claisebrook Train Station

To increase our business exposure and make what we do more accessible and fun, we are developing profiles at the leading social networks. The first completed one is our page at [Facebook](https://www.facebook.com/Shenton-Park-Australia/Interactive-Arts/16340076811) <http://www.facebook.com/pages/Shenton-Park-Australia/Interactive-Arts/16340076811> . Many of you would be familiar with our facebook group however we now have a page too!!! If you are a member of another network that you think would suit us please contact me [fleur@interactivearts.com.au](mailto:fleur@interactivearts.com.au) to investigate.

Also, recently launched is the Small business development corporation's **Women in Business Network**. Although I was unable to attend the launch due to my holiday, from their website and forum it sounds like it was very worthwhile. So if you're a woman in business or planning on getting in business why not sign up? It's free! Check it out <http://www.sbd.com.au/wib/>

### Our Venues

Currently we have artist's work available for sale at the following venues because we understand that often you want to view a piece before purchasing, by doing this we hope to bring as much art as possible into your daily lives:

Reform pilates studio, Suite 1, 434-446 Lord Street, Mt Lawley 9228 3338

Sugar bean, Broadway Fair Shopping Centre (next to the newsagency) Broadway, Nedlands

ANZ Floreat, The Boulevard Floreat. We had work hanging there for one week and they may take on more, so will keep you posted!

Art rental service soon to be launched. The aim for this service is to give businesses a tax and cost-effective way to have art on their walls or personal clients the luxury of 'trying before buying', because we understand you need to live with it so we want to get it 100% right. Stay tuned for details....

## Our Artists

Welcome to the Interactive Arts Creative Community artists Narelle Manser-Smith and Ann Land. Narelle has several original paintings displayed on our online gallery [www.interactivearts.com.au/index.php](http://www.interactivearts.com.au/index.php) and at Reform physiotherapy and pilates studio, but get to know her here at Interactive Arts: [www.interactivearts.com.au/Narelle\\_Manser-Smith.php](http://www.interactivearts.com.au/Narelle_Manser-Smith.php). And she has plans for an exhibition so stay tuned... we'll keep you informed!

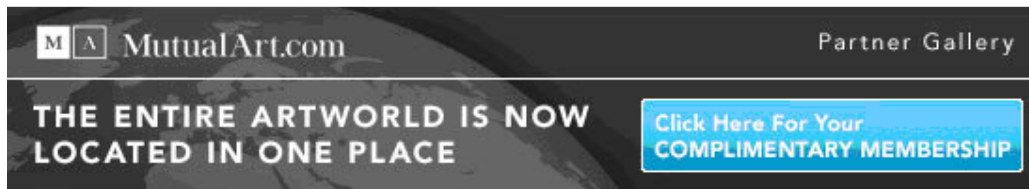
Ann Land is inspired by the Australian landscape specialising in land forms. We have a range of large scale and small scale works available. A sample are featured on her web page [www.interactivearts.com.au/Ann\\_Land.php](http://www.interactivearts.com.au/Ann_Land.php). Her large scale works are particularly suitable for a business or corporate environment or large living area in your home.

Both Narelle and Ann have paintings hanging at Sugar bean cafe, Broadway Fair Shopping Centre in Nedlands, if you'd like to take an up close and personal look at their expressive work. Say hi to owner, Carlo and let him know you love art and you love coffee.

## Special offers to members

All Interactive Arts members are eligible for free access to Mutual Art, available for a limited time at <http://www.mutualart.com/MutualArt/Register/registerContent.aspx?redeemInvitation=1&promo=INA339>

MutualArt is a revolutionary online information service launched in 2008, following two years of research and development. MutualArt is dedicated to empowering its Members - art enthusiasts, collectors and professionals - by providing more art information than has ever been available before, together with tools to customize that information, using its proprietary semantic web technologies.



MutualArt.com Partner Gallery

THE ENTIRE ARTWORLD IS NOW LOCATED IN ONE PLACE

Click Here For Your COMPLIMENTARY MEMBERSHIP

Finally, a quote to share that inspired me... *"The creation of something new is not accomplished by the intellect but by the play instinct acting from inner necessity. The creative mind plays with the objects it loves."* - C.G. Jung

Remember, Support local artists. Invest in Original Art.

Warm regards,

Fleur

... Inspire... Create... Explore

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