



PURE SPRING ART FAIR
April 6th to April 12th
PowderMills Country House Hotel,
Battle, East Sussex
www.pureartsgroup.com

Contemporary Artists set for Battle

PURE Arts Group, the Rye-based arts marketing and promotion business, has cemented its growing reputation as one of the UK's leading Contemporary Art promoters by unveiling an impressive international roster of artists and printmakers appearing at The 2012 PURE Spring Art Fair.

Taking place between Friday April 6th and Thursday April 12th at the suitably picturesque PowderMills Country House Hotel, The PURE Spring Art Fair will be curated by highly respected painter, collage artist and printmaker Brenda Hartill.

Uniting leading international contemporary artists and printmakers, The PURE Spring Art Fair will focus strongly on the role of print in contemporary art.

Event organiser Lesley Samms enthused: "The PURE Spring Art Fair brings together, for the first time under one roof, some of the most exciting contemporary artists from this country and abroad. The PURE Spring Art Fair is not only for existing fans of contemporary art and original printmaking, it will be a superb opportunity for everyone and anyone to enjoy and purchase bespoke pieces of work."

Demonstrations will take place throughout the exhibition showing visitors various print processes, including dry point, copper-plate etching, mezzotint and collagraphy. Example plates will be inked and printed on site. Demo prints signed by the artist will be available to purchase on the day with all proceeds going to MERU, a charity that exists to improve life for children and young people with disabilities.

On Monday 9th April at 2pm, a talk led by Brenda Hartill on '*What is an Original Print*' will tackle the nature of an artist's original print and how to tell the difference between this and a reproduction.

The PURE Spring Art Fair will take place at the recently built, high specification exhibition hall and conference centre at the beautiful PowderMills Hotel.

This stunning, privately-owned C18 Country House Hotel lies in 150 acres of parklands, woods and lakes. The property overlooks the battlefield where William the Conqueror defeated King Harold and served as a hub of gunpowder production for Guy Fawkes failed attempted to blow up The House of Parliament.

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About PURE

- PURE is an arts marketing & promotion business who find modern solutions to traditional problems within our marketplace.
- We develop and establish new and innovative ways for artists to create, exhibit and sell their work.
- We create highly accessible events that engage and inspire new buyers and collectors.
- We provide artists at all levels with the opportunity to develop their practice and grow their careers.
- PURE provide emerging artists with the opportunity to be discovered by creating distinctive exhibition and event environments.
- We bring artists, buyers, art enthusiasts, collectors and business together – the environments are high quality, stimulating, relaxed, informative and approachable.
- PURE events are purposefully impermanent, taking place in interesting and unusual spaces such as churches, commercial & industrial buildings and distinctive luxury hotels, thus delivering our objective of bringing contemporary art to an ever wider audience.
- PURE are principally collaborators. We work closely with an annually selected group of artists, venue hosts, galleries and business to ensure we deliver new, innovative, highly successful and engaging exhibitions and events.
- We also run workshops, professional development surgeries, residencies and mentoring in conjunction with art professionals and business.