

# Corporate Art Services

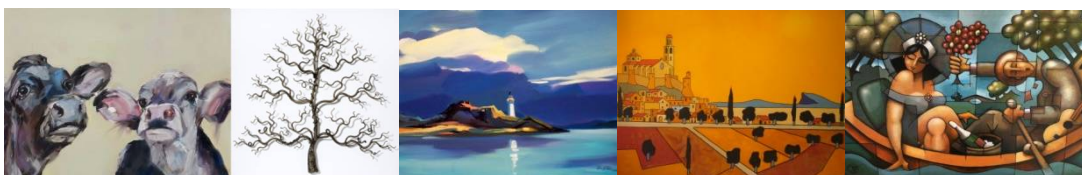
## 1. Corporate Collections

Brightening office walls, making a powerful first impression in reception, turning meeting rooms into stimulating spaces, investing in assets that may appreciate in value...there are many good reasons for buying art for your business. ginny gray gallery is pleased to offer its clients assistance in selecting and acquiring art that meets corporate requirements.

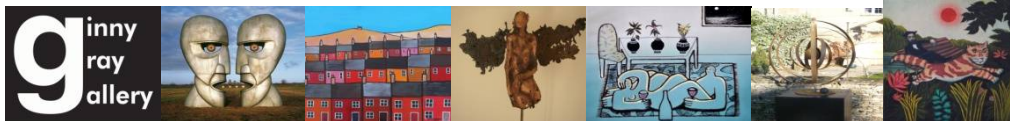
Well-chosen artworks can improve a working environment, motivate staff, impress clients and express corporate or brand values. What's more, a corporate collection can be established and grown steadily for a relatively modest budget.

Our gallery represents a wide roster of painters, original printmakers and sculptors. We specialise in established living artists, many of whom have burgeoning reputations and offer good investment prospects. And through our connections in the art world we can source work from numerous other artists at favourable prices – selecting only the work most appropriate for a client's brief.

As corporate art consultants we have particular expertise in aligning artworks/collections with brand values and corporate culture. One of our directors, Rob Gray, moved into the art business after 20 years as a business journalist and marketing writer/consultant. He has been the International Public Relations Association's editorial head for over a decade and remains a regular contributor to the Chartered Institute of Marketing's influential magazine *The Marketer*. His knowledge of branding and corporate positioning issues leaves him well placed to deliver art that is 'on brand and on message'.



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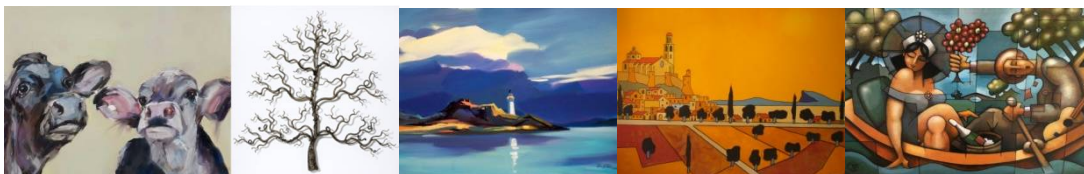
### 2. Brand Building, CSR and Arts Sponsorship

We have expertise in running visual arts events and in developing programmes that help our corporate clients meet brand marketing and/or CSR goals.

We have advised major companies on their strategy for supporting charities through visual arts-based initiatives. Through our own successful *Art Idol* regional competition we have acquired and honed skills in running art talent contests that unearth accomplished young artists and create a media buzz which can be tailored to support corporate or brand communication objectives.

Our experience of staging art exhibitions is extensive. In addition to the numerous solo and mixed shows we have held at ginny gray gallery we have also participated in major art fairs across the UK and organised 'pop up' events, such as our *For the Love of Vinyl* exhibition of the fine art prints of legendary album cover designer Storm Thorgerson held at a temporary second space in Buckingham – Yellow Kite Gallery. In other words, we are flexible, meticulous and versatile.

Please contact us for further information about our art-related brand building, CSR and sponsorship capabilities. We take great pleasure in putting together bespoke proposals that meet specific client briefs/needs in an innovative way so as to deliver highly effective results.



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