

## Contemporary artist opens fine art gallery in Winchester town centre

Tuesday 8 May, 2018

Simon Claridge, who is known globally for using diamond dust in his paintings of iconic women, has opened Claridge Fine Art on Southgate Street, Winchester.

Claridge Fine Art - a gallery championing contemporary and emerging artists - has opened in Winchester town centre under the guidance of British contemporary artist, Simon Claridge. Claridge, whose diamond dust paintings of the likes of Marilyn Monroe, Audrey Hepburn, and Brigitte Bardot have gathered an international collector base over the past ten years, counts Claudia Schiffer and Rachel Zoe among collectors of his work; now, Claridge hopes to win over Winchester!

Claridge's iconic artworks will be up for sale alongside a selection of works from six other artists, including figurative painter, Joe Simpson; fine art photographer, Mr Kuu, and letterform aficionado, Chloe Vaux.

Simon Claridge, owner of Claridge Fine Art, said:

"I've been lucky to meet lots of other artists, whose work wasn't being profiled, and I wanted to showcase different pieces of mine, and other works from other artists, at Claridge Fine Art."

As an artist, Claridge's work is currently being sold and distributed by Washington Green Fine Art Group, as well as being available in Castle Galleries across the UK. Opening Claridge Fine Art, however, has afforded him the opportunity to share his passion for contemporary art.

Says Claridge:

"I really enjoy having the art gallery, because I get to meet, and get to know, the people who buy the work, and who enjoy having the work. I also have the privilege of showing and representing the work of other artists who I admire."

Claridge is working with arts marketing agency, CRYSTLSD, who work solely with the creative sectors to develop marketing campaigns that matter to audiences. This includes a significant proportion of arts and culture clients; almost 40% of clients on the roster are in the arts and culture sector. CRYSTLSD was founded by Laura Rothwell, whom Claridge worked with at Washington Green Fine Art Group.

Laura Rothwell, founder & marketing director of CRYSTLSD, said:

"At CRYSTLSD, we tell stories that appeal to people, and Claridge Fine Art has an awesome story with Simon Claridge at the helm. Having known Simon for some ten years now, I've seen his career go 'international', with high profile collectors and partnerships around the world.

With Claridge Fine Art, Simon has curated a gallery of contemporary artists, sitting alongside his own work, that is a treat for art lovers, collectors, popular culture fans and anyone who wants to fill their home with creativity. We are looking forward to spreading the word!"

Says Claridge, of working with CRYSTLSD:

"[CRYSTLSD] does some really good work with other people in the industry, so I was excited to speak [with Laura] again. When we got back in touch, what she said really resonated with me, and I was really happy to continue working with her!"

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