

Real Faces of Ethical Art

FOR IMMEDIATE MEDIA RELEASE: November 1, 2018. A leading Brighton-based charity working with under-represented artists is on a mission to challenge views of local art by selling ethical prints that depict “the real” Brighton and Hove.

Created by some of the UK’s most engaging artists and sold from the [charity’s Online Gallery Shop](#), the works encapsulate the stories of real artists who actually live in or have connections to the area. Creative Future is championing limited-run prints of abstract paintings, vibrant photorealism and digital pop art exploring a range of themes.

From Wednesday 7 November, select pieces from the Online Shop will be available to view at the street level window of Brighton’s Community Base, including work by established artists Kim Noble, Yvonne J Foster (see profiles below) and Paul Bellingham among others.

Painter Kim Noble, who has Dissociative Identity Disorder, has exhibited throughout the world including Affordable Art Fair, Raw Art in Valencia, Goldsmiths, Saatchi Art Online and Tate Modern and has featured on Oprah, ITV and [VICE Video](#).



‘Excursion’ by Paul Bellingham

As well as contributing to excellent development opportunities, ethical buyers can rest assured Online Shop artists receive a generous 65% of the retail price of the print after sale. The charity works to a sustainable model and takes only its costs from each sale.

Generous purchases have been fueling a boom in the sale of ethical products for organisations such as Creative Future, something the charity’s Director Jane McMorrow is delighted about. “It’s wonderful the people of Brighton and Hove have a deep social conscience and are keen to support talented artists that may not have been dealt a fair hand. We’re so excited our Shop artists will have work on public view right in the thriving heart of metropolitan Brighton.”

'Ices with Ingrid' by Yvonne J Foster



According to the [Ethical Consumer Markets Report](#) ethical spending in the UK was still at £81.3 Billion in 2017 after years of growth. In a recent survey by a fintech charity, 40% of 2,025 UK consumers revealed they have stopped shopping at retailers they considered not to have an ethical stance. Over half of respondents (54%) wanted to see sustainably sourced products on offer, and 69% wanted clear evidence of contribution to local communities.

The Online Shop has become a key example of how charities can ride the wave of ethical consumerism while brokering real opportunities for under-represented artists and also writers. It aims to place artists in firm entrepreneurial control of their identities and futures wherever possible, rather than labelling or stigmatising them.

Creative Future's artists have difficulty accessing mainstream opportunities and are encouraged to express their experiences through art, whether they are ethnic minority, refugee, LGBTQ+ or over 65, disabled, abuse survivors, care-leavers, refugee, or sleeping rough. Such life experiences often inform their creative

processes ([read Steve Edge's blog on Creative Future and the 'Gift of Dyslexia'](#))

Many artists have emerged with confidence from Creative Future's 350+ workshops, programmes and courses, with 15% moving onto further education, volunteering or mentoring, 18% exhibiting or having been published and £34,000+ earned by artists via art sales, prizes, tutor and speaker fees since 2007. The charity believes investment in the excellent work of its artists has the power to bring about positive social change, while ensuring a voice for its artists and keeping work within the local arena.

- Ends -

Creative Future Artists

Kim Noble is a mother, artist, an author and has Dissociative Identity Disorder (formerly known as Multiple personality disorder). Kim has exhibited nationally and international and has been the subject of much media fascination as she paints from perspective of thirteen alters (or personalities). See Kim's work. or Watch Kim on [VICE Video](#).

Yvonne J Foster ('Ices with Ingrid', pictured above) is an artist, designer and storyteller who explores perfectionism in the form of bright colours, images and stylised graphics and deals with themes of escapism, optimism, longing and possibility, drawing on influences from the popular culture of the 20th Century. [See Yvonne's work](#) or [read about how Yvonne uses art to work through trauma](#).



See all Shop Artists Here

Notes:

Buying Limited Edition Prints from Creative Future

Buying prints from Creative Future is a unique opportunity to invest in an artist at a critical stage in their career development, while supporting that artist to create more work and continue exhibiting. Only a limited set of ten prints of each work are available to buy. Once those 10 prints have sold, that limited edition is no longer available and no more will be made. The exclusive nature of a limited edition print raises the print's value.

Creative Future Artists' work can be viewed from Wednesday 7 November until Wednesday 9 January at Community Base, 113 Queens Road, Brighton. Limited run prints are available for purchase in person for the duration of the exhibition and can be requested via Community Base's reception. A wider range of work is available via Creative Future's [Online Gallery](#) (order by 10 December to be received by Christmas).

Buying Ethically

Buying products from a charity such as Creative Future provides consumers with the choice to make a positive impact with each pound they spend. By supporting Creative Future's excellent art you are not only buying a great product but helping to create a more diverse future where artists might find reach their full potential. Happy mindful shopping!

Shop website: <https://shop.creativefuture.org.uk/>

Instagram: @creativefutureUK

Facebook/creativefuture

Twitter: creativefuture

Download full press pack and high res images here:

<https://www.creativefuture.org.uk/press>

For more information email marketing@creativefuture.org.uk