

Artistic ardour

Emerging UK artists will feature in a new pop-up gallery in Belgravia until the end of December

JP Contemporary Art is nomadic by design and facilitates pop-up galleries in exclusive and interesting locations. It also provides an art consultancy service that sources artwork to suit a specific project for clients, which include London's most prestigious property developers Candy & Candy.

The business was established in South Africa by Joanne Parker who moved there from the UK in 1996. In partnership with her close friend, a naval architect, Joanne designed and manufactured custom-made wooden furniture. Inspired by the unique creativity of Cape Town and long road trips to places like Botswana and Malawi, Joanne also developed an interest in up-and-coming designers, contemporary artists and various social enterprise projects, and she began sourcing and collecting art works.

'Firstly we try to sidestep from the more traditional and sometimes intimidating white cube space to view and buy art,' Joanne explains. 'We want to create an accessible, friendly place both for our artists to exhibit and for our clients to visit and get to know us.'

'We are normally in a location for a couple of months. We genuinely enjoy meeting the locals and proactively sourcing new artists locally who will then join us to find a new audience. Whilst we are always on the move, one of our aims is to look out for ways we can form working partnerships with local businesses or organisations, establishing roots so as to ensure some longevity.'

'Our most current partnership is with an innovative and inspiring social enterprise called Joy of Sound, whose founder is William Longden. Joy of Sound promotes social

inclusion through music and the creative arts. One of its members Hannah James has recently joined the gallery. Her talent, not only as a painter but also a dancer, has recently led to a film being made about her life. It will soon be shown at the London Disability Arts Festival.'

JP Contemporary Art is going to be at Elizabeth Street until the end of December. The exhibition comprises approximately 20 artists and each week new artworks will be introduced to the gallery thereby creating a regularly evolving exhibition. It will be a diverse collection too including landscapes, figurative and abstract paintings alongside stone and bronze sculpture.

Just in time for Christmas, dog portraits will be available to commission by the local, and extremely talented, artist Monica Donnelly who

studied fine art at The Slade.

A pop-up gallery opens in Belgravia until the end of December to exhibit and exciting and revolving collection of artworks by leading UK emerging artists. Alternatively, if you are looking for a unique idea to hold a drinks evening ahead of Christmas then we would be delighted to discuss the opportunity of providing an exclusive viewing with champagne and canapés for you.

Exhibition runs until 31st

Dec 2014. Mon closed, Tue-Fri 11am-7pm, weekends 11am-6pm. 57 Elizabeth Street, Belgravia SW1W 9PP. Contact Joanne Parker on 07929 632 277 or Joanne@JPARTconsultancy.com; jpartconsultancy.com. To find out more about Hannah James's film, visit joyofsound.net



The exhibition comprises 20 up-and-coming exciting contemporary artists



Left: David Taylor, Feathered Light Through a Russet Sky; and above, Victoria Kiff-Kermas Slate

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