

ALEXANDER MILLAR WORKING MAN



Artist: Alexander Millar
Exhibition: Working Man
At: Great North Museum
When: Saturday 26th March – Sunday 8th May 2011

Introduction

Alexander Millar and Washington Green are privileged to be holding an exhibition of original paintings at the Great North Museum: The Hancock, Newcastle Upon Tyne.

The exhibition, entitled, 'Working Man' will feature a selection of brand new original paintings as well as some of the most memorable originals of Millar's career.

Synopsis

Washington Green Fine Art, in conjunction with the Great North Museum brings a major arts exhibition to the North East. 'Working Man', by Alexander Millar aims to celebrate the people that have built the North East, the exhibition is to connect the people of Newcastle with the men and women that built the city, not only via industry, but the virtues, morals and spirit of the region.

'Working Man' brings the region's industrial history and stoic society to light, as seen through the eyes of one of the country's most significant contemporary artists Alexander Millar. Using the 'gadgie' character to portray the working man, Millar finds a philosophy, a warmth and a humour in the every day.

The 'gadgie' symbolises all that is great about the people of the North East, he is the steel worker, the ship worker, the miner of region, this exhibition celebrates the history, society and foundations of the region, giving opportunities for the young and old of the north east to be proud of their forefathers.

This exhibition is truly at the heart and soul of the city.

Celebrating the north east and its people

The way in which Antony Gormley's Angel of the North pays homage to the ship building heritage of the region, Alexander Millar's work looks at the people of manufacturing industries, their lives, the ups and downs, their humour, the almost sarcastic joie de vivre.

The honesty of these works are what makes a city take an artist to their hearts. Alexander Millar is truly an artist of the people, removing the barriers and perceived pretensions, making art accessible to the masses, for example depicting the unifying experience that is attending a football match, or taking joy from a simple bicycle ride.

Like L.S. Lowry before him, Millar finds his subject matter in the everyday; both shunning the glamour and mystique of the city, for something more real, more honest. Both L.S Lowry and Alexander Millar are masters of making the ordinary, extraordinary.



Community Arts

The way in which Millar depicts these characters of the region, the scenes of the city and the grind of industry makes his art particularly accessible to a vast swathe of people who would not normally consider themselves a fan of the arts.

The artist must also give back to the community from which he takes his inspiration. During the 'Working Man' exhibition Alexander Millar is committed to taking art to the masses, in an education and community programme working closely with community arts groups, schools and universities of the North East.

Limited Edition & Original Art

The exhibition will feature over 70 original paintings; a collection of never before seen works created exclusively for the exhibition as well as some of the greatest original paintings from previous collections.

The new original paintings will be available to view at the Great North Museum from Saturday 26th March 2011.

A brand new collection of limited edition work, based on some of the 'Working Man' original pieces will be launched in spring 2011.

Sales

This is a massive opportunity for Alexander Millar and the sales of his original and limited edition paintings.

Should you wish to discuss the opportunities associated with this further, please contact the Sales Support Team, on 0121 633 0645.

Marketing

A comprehensive marketing strategy will support the event. You will receive a monthly newsletter updating you on marketing initiatives and PR activities in relation to the Working Man exhibition.

In the meantime, please pay particular attention to the following:

Tuesday 30th November

Launch of a Metro train wrapped in Alexander Millar's work.

The Metro is a rail network within Tyne & Wear that covers the region Gateshead, Newcastle, North Tyneside, South Tyneside and Sunderland.

A train has been wrapped in Alexander Millar's gadgie characters and will travel throughout the region for one year, being seen by over 40 million people.

Photographs will be distributed.



Wednesday 8th December

Small section on Washington Green website will go live to promote the exhibition. Customers can be directed to www.washingtongreen.co.uk for more information.

The information on the website will be no more than you have been provided here.

Thursday 9th December

An email to announce the exhibition will be sent to you, for distribution to your Alexander Millar customers.

Saturday 11th December

'Working Man' by Alexander Millar will feature heavily in The Times newspaper arts supplement.

General Enquiries

All general enquiries should be directed to:

Laura McBeth

Senior Marketing Manager
Washington Green Fine Art
lmcbeth@washingtongreen.co.uk
07980 296745

Press Enquiries

Press enquiries or requests for imagery should be directed to:

Nicky Harrison

Director
White Hot Communications
nicky@whitehotcomms.co.uk
0191 280 8020

Laura McBeth

Senior Marketing Manager
Washington Green Fine Art
lmcbeth@washingtongreen.co.uk
07980 296745

WASHINGTON GREEN
fine art



Alexander
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