

ISSUE  
8



## SPOTLIGHT

Summer, Spanish style  
by **UNOde50**

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## MORE THAN 'JUST A CARD'

National campaign encourages the smallest of purchases



**Listening in frustration to the owner of a much-loved local bookshop that was closing down, Sarah Hamilton (founder of the 'Just a Card' Campaign) felt compelled to act.**

The closure, like that of many small businesses, wasn't down to poor quality products or service. This was a treasured book shop, where you could get great books, gifts ideas, and where children could enjoy books in the play area.

Not content to just put these closures down to modern day shopping habits and the general obliteration of the high street, Sarah decided to take action and the 'Just a Card' campaign was born.

'Just a Card' was designed to highlight that whilst the majority of shoppers buy in to the concept of supporting local businesses, these won't survive unless

there is a conscious decision to take action – and if that action is purchasing something as small as 'Just a Card' it will make a difference.

As an independent business ourselves, we know exactly how much difference the purchase of 'Just a Card' makes to us. Fizz's co-owner Sandy Prater says...

*"Customers often apologise that they have only popped in to buy a card or other small item. But whether they buy a painting or a card, every single purchase is just as important to us and helps secure our future."*

Today the campaign has built a following of over 52k followers on Instagram spreading an upbeat message about the need to celebrate, support, value and buy from independents. And thanks to an all-star cast including Richard E Grant and Hayley Mills, Greta Saatchi and Twiggy, the 'Just a Card' message is being seen

on huge advertising boards throughout London's underground.



For more information and to show your support for this worthwhile campaign, follow #justacard on Instagram, and don't forget to follow @fizzgallery.

## Inside...

### It's all in the display

Fenella shares tips on displaying home accessories.

### UNOde50

Our best-selling jewellery range is in the spotlight.

### New arrivals

We showcase some lovely new finds.

# it's all in the display

FENELLA SHARES TIPS ON DISPLAYING ACCESSORIES



symmetrical display

grouping small objects



'look' whenever the mood takes you, putting some pieces away to be enjoyed another day, and displaying new accessories that will refresh the look and feel of your home.

## Have you ever bought yourself an accessory that you fell in love with then got home and wondered where or how to display it to its best advantage?

If your piece is a larger, more commanding one, then it could be shown off on a table or sideboard on its own. Alternatively a collection of smaller pieces could be grouped together alongside it.

Grouping accessories together, either on a tray or on a few coffee table books laid flat, is a great way to make a collection of small items look like one large piece. As shown in the image above, by putting one bird on the books and three alongside, you create a display at different heights and suddenly the four small birds have their own impact.

Some people prefer symmetry in their displays (as shown in the image above). Two striking lamps either end of a sideboard with a group of smaller pieces in

the centre will allow the lamps to be set off by the collection and vice versa.

Alternatively, consider using an asymmetrical display with one larger item on one end being off-set and balanced by a group of smaller pieces at the other end. By linking colours or shapes across the whole display you add visual cohesion. For example, a large vase of flowers at one end of a mantelpiece, can be complemented by a collection of smaller pieces at the other end, picking up the colours of the flowers.

I love this quote from Healing Barsanti Home co-founder Daniel Barsanti; "Be selective with accessories. Loving stuff is not the same as displaying stuff. Accessories are like a woman's jewellery. You would never wear all of it at once. Our rule of thumb is to edit your accessories so that you never have more than 20 percent out at a given time."

If you follow Daniel's advice, then you will always have the ability to change your

## Just arrived

**Lisa Ellul**

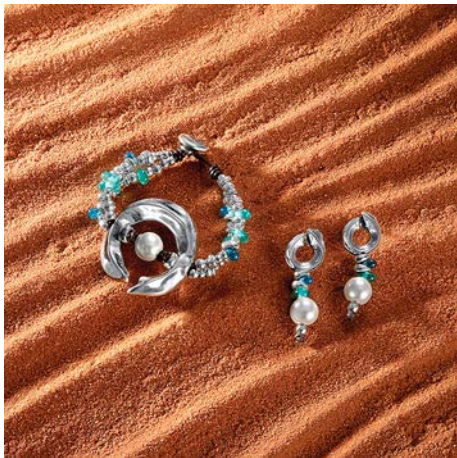
Small is beautiful with these exquisite new ceramic "paintings" cleverly highlighted with gold leaf for a touch of elegance. Each one is unique and never repeated. Ready to pop on the wall or sit on a shelf. Just arrived and already popular at just **£24**.





# spotlight

SUMMER, SPANISH STYLE BY UNO<sub>de50</sub>



**Put aside your beliefs about jewellery. Imagine something stylish, unique, free spirited, limitless, timeless. A non-conformism and rebellious break away from the establishment.**

## This is UNO<sub>de50</sub>

Born in Madrid in the late '90s, UNO<sub>de50</sub> is the creative brainchild of Jose Asulay. It came into existence in response to the need for a jewellery style that would break away from everything that already existed, with an ever-present bold spirit reflecting exclusivity through design and quality.

The brand started with the philosophy of crafting only 50 pieces per design, hence its name, to show its commitment to quality and exclusivity. As demand sky-rocketed the business was forced to evolve but the name stayed the same as a reminder that quality and exclusivity remain the priority.

We first met Jose and his small team in London. After an in-depth (and nail-biting) selection process we were lucky enough

to be chosen as one of a few UNO<sub>de50</sub> retail partners and the only one in the South West. Within a couple of months it became, and still is, our most popular jewellery range and we absolutely love it!

## Free UNO<sub>de50</sub> beach bags



The Summer collection is in the gallery now and includes a fantastic FREE BEACH BAG offer when you spend over £115\*.

\*whilst stocks last, one per customer.

*"We are all different. That is why each UNO<sub>de50</sub> piece is different. I want to express moods in my designs. With the metals whose curves reflect a countless number of emotions, their magnificence, their strengths. With the leather that represents the beginning of time and life, nature in the primitive state. The crystals symbolize the joy of living, positivity, fantasy and glamour. And the finished design comes from that mix."* Jose Asulay

Save the Date  
Exclusive  
UNO<sub>de50</sub>  
Event at FIZZ  
8<sup>th</sup> November

## FRAMING CORNER

### WHEN BIGGER IS BETTER

At just 30cm x 47cm this small painting is beautifully enhanced by what may seem a very large frame. So why does this large frame work so well? Sandy explains...

"We don't just look at the size of the painting, but at the composition and perspective. If the composition has visual depth, drawing the eye into the distance, a larger frame can be a great choice.

In this example the white inner frame pulls out the white in the little girl's dress whilst the soft tones of the outer frame complement the tones in her hair. The gold inlay is just enough to enhance the golden tones of the flowers. This frame combination focuses the eye in the foreground first, and then right to the far distance where the flowers meet the hedge.

This is a great example of using a large frame on a small painting to great effect".



# Ask The Expert

**Following on from our recent advice about the importance of mounts, Sandy answers the question:**

## **What size should the mount be?**

This is the most common question asked by framing customers and we could write a whole newsletter devoted to this topic alone!

However, in broad terms, the size of the picture influences the size of the mount. But so too does the width of the frame and the composition of the picture. One thing is certain, small picture does not mean small mount. Insisting your picture is framed with a skinny mount is probably the biggest mistake you can make.

Each piece should be judged on its own merits but in our experience a 70mm mount is suitable for a wide range of compositions, sizes, colours, subjects, and moods in a picture. It is wide enough to give the picture space to breathe in the frame, but not too wide that it disconnects the picture from the frame.

However, very small pictures can, if they are the right subject, composition and colour, look stunning with a very wide mount. In the example to the right, most people would find the middle one the most comfortable on the eye. The one on the left

being too skinny and feeling "pinched" in the frame. The one on the right, is for some people too wide, especially if wall space is a consideration. However, the strong composition allows this to work, making more of a statement.

*For advice on any aspect of mounting and framing come and talk to our experts.*



## **Dish up some Botanicals**

Embracing the current botanical trend this gorgeous leaf bowl will add a bit of glamour to any room. **£60**



# What's New...

## **Summer Inspiration**

Summer always gets the creative juices flowing if you are an artist. We have a selection of Summer inspired new arrivals in the gallery.



Sarah Ewing



Jean Picton



Heather Howe



Dale Bowen

*Relaxed informal atmosphere, browsers welcome*



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...be a little more  
**social**

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