

ACT PRESS RELEASE (Final)

PRESS & PROMOTIONAL LAUNCH

Tuesday, 19th September

11.00 - 12.00

Tourism Information Centre, Smithy Row, Nottingham NG1 2BY

ARTISTS JOE GANECH and MARCUS GILMORE

Beeston's Art-Culture-Tourism international organisation Founder/CEO, Marysia Zipser, invites you to attend the above event to promote the following:-

To celebrate the election of Joe Ganech and Marcus Gilmore as Cultural Lions for Nottingham's UNESCO European City of Culture Bid 2023.

To launch the sale of printed artworks of visual artist **Joe Ganech (of Brussels) and Graphic Designer/Commercial Illustrator Marcus Gilmore (of Beeston/Nottingham)** at Nottingham Tourism Information Centre (TIC). Both artists are represented in UK by ACT.

To launch the new official website of Joe Ganech which includes specifically his NOTTINGHAM COLLECTION of ... artworks, three of which are to be sold at the TIC - namely

- **Robin Hood - Prince of Nottingham.**
- **Lord Byron - She walks in beauty, like the night.**
- **Goose Fair at Night in Nottingham.**

All three are mounted and have signed authenticity documents at back within cellophane envelopes.

To launch the sale of two printed signed artworks by Marcus Gilmore, namely **Nottingham Poster, and Nottingham Lion**

Displayed on easels during the launch also will be the 30" x 30" printed canvas of Robin Hood - Prince of Nottingham signed by Joe Ganech. Printed and mounted by J E Wright of Nottingham. This canvas was last exhibited at P Spowage Art Gallery at OUT THERE Exhibition of International Artists, 21st-29th April, Byard Lane, Nottingham.

Joe Ganech will be remotely present via LIVE stream from Brussels/Nottingham to meet you all and answer any questions from you and other guests. Marcus Gilmore will be in attendance to answer any questions too.

In attendance will be The Lord Mayor of Nottingham Cllr Michael Edwards and The Sheriff of Nottingham, and hopefully, Tim Pollard, Nottingham's Official Robin Hood. Also present will be several of Nottingham's Art and Cultural organisation representatives, and resident artists from the P Spowage Art Gallery.

Background information about Joe Ganech and Marcus Gilmore can be taken from their websites

<http://joeganech.com/>

<http://www.marcusgilmoreart.com/>

THE MISSION of this exercise is to:-

- Increase visibility of Nottingham/Nottinghamshire's and Britain's Heritage and Arts.
- Explore revenue opportunities for Arts Council England and local authorities post Brexit.
- Increase tourism numbers that visit our heritage.
- Bring the city and county into worldwide recognition as an important tourism and arts & cultural capital, hence the Nottingham European City of Culture Bid 2023.
- Publicise and firmly recognise the importance of non-profit making group Art-Culture-Tourism as a leader in its international field.
- Appeal for funding with specific attention on ACTIONS & SUPPORT within realistic TIMELINES

For the near future (2018 -19) and beyond, if Tuesday goes as expected and subject to further funding, city councils throughout the UK will be approached separately by ACT to seek out resident artists and resident writers/poets and also reach out to established EU partnerships to collaborate with them.

Please see ACT's collaboration with resident Italian artist since 2014, Roberto Alborghetti. The Art-Culture-Tourism project archive is on their website recording the successful joint promotion of the internationally acclaimed GHOST BUS Project.

<http://www.artculturetourism.co.uk/robalborg.html>

From 1995 - 2003 Marysia Zipser was UK tourism ambassador for the country of Slovakia reporting to London's Republic of Slovakia Ambassador, Cultural and Business Attachees.

NOTES TO EDITORS

Joe Ganech - website: www.joeganech.com

Joe Ganech - Nottingham Collection: www.joeganech.com/nottingham

Marcus Gilmore's website: www.marcusgilmoreart.com

ACT website: www.artculturetourism.co.uk Marysia Zipser 07899 798487

ACT represented artists page: www.artculturetourism.co.uk/artist-representation

PCM creative media's SWA (social web assistance) service:

www.pcmcreative.com/monica-social-web-assistance

PRESS RELEASE (2) - JOE GANECH & ACT by PCM CREATIVE

These days a website is a must have. Not all websites are made equal.

Joe Ganech is prolific, almost compulsive creator of art. Take a look at his Society6 portfolio [<https://society6.com/ganech>]

PCM's Caron Lyon said "When I first explored Joe's digital footprint I was overwhelmed by the quality, quantity and variety of his work."

During the research, design and configuration of Art Culture Tourism's new website three areas of Marysia's focus became clear - Events, Cultural Exchanges and Artist Representation.

Caron continues "Events support community, build audience and raise awareness. These are never a means to an end in themselves. What's the product? Is it knowledge? Is it information? Is it sales? Is it momentum for a cause? A fund raiser? For Arts Culture Tourism it's all of these and they sit at the core, the collective representation of the creators of the 'product', Marysia supports artists and promotes art, culture and tourism in a drive to generate revenue for herself and the artists."

"Building the Art Culture Tourism website has provided Marysia with a foundation of credibility, with the infrastructure to gather and retain an audience beyond the fetters of Facebook and the fleeting immediacy of Twitter. It has reinforced her LinkedIn network and acts as a staging point for events such as April's double feature solo artist and international ensemble 'OUT THERE' exhibition at P.Spowage Gallery which took place over 3 weeks in Nottingham's city centre. It hosted the May 'Castelli Romani Tour' promotional materials and has become the digital home of the organisations online archive."

Joe's website was funded by the sales of his work from the OUT THERE exhibition and is built following the same principles. Knowledge, Information, Sales, Momentum

The site being launched on the 19th is an introduction to the work of Joe Ganech. Joe has curated several collections specifically for this launch, Cityscapes, Portraits, Sci-Fi, Angels & Mermaids and his much admired, inspired by the literature and heritage of Nottingham, 'The Nottingham Collection'.

Pieces from the Nottingham Collection are featured at the Nottingham Tourist Information Centre on Tuesday 19th September from 11 - 12 where Joe Ganech will be joining the event remotely on a video call arranged and produced by Caron Lyon from PCM creative media who worked with Joe, a Belgian based artist to build his site.

Local culture, heritage and tourism representatives are invited to join ACT Art-Culture-Tourism for the launch of Joe Ganech's site (built by digital audience specialist Caron Lyon) and features his Nottingham Collection alongside the work of local and ACT represented artist Marcus Gilmore.

NOTES TO EDITOR

Joe Ganech's website: www.joeganech.com

Joe Ganech's Nottingham Collection: www.joeganech.com/nottingham

Marcus Gilmore's website: www.marcusgilmoreart.com

ACT website: www.artculturetourism.co.uk

ACT represented artists page: www.artculturetourism.co.uk/artist-representation

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**Robin Hood - Prince of Nottingham by Joe Ganech
credit - Joe Ganech**

