

# Art of PROMOTION

Glass artist Amy Sierp-Worth describes her latest creative venture as a “leap of faith”.

She has put her own arts practice on hold to help promote the work of colleagues through an online gallery.

“I think my assets are in marketing and selling and identifying quality artwork,” she says.

Amy, based in Stirling, says many artists struggle with the promotion of their work but it is something with which she has always been comfortable.

For more than 15 years she has divided her time between making art and working in galleries. As well as organising local arts events, she spent two years at Jenggala Keramik, a ceramic and glass factory and gallery in Bali.

Amy says the idea for Worth Gallery has been on the backburner since 2008 but gathered momentum as she tried to find some balance between creating her own work, juggling arts contracts and being mum to two young children.

“The web is a great promotional tool but the gallery is also a lifestyle choice for me,” she admits.

The online gallery, launched in January, features the work of 15 people (with more to come) including Tom Mirams, Marie Hart, Liz Williams and Nicole Ayliffe.

She says she has chosen artists who not only produce work of high quality but who are also committed to their profession.

The site caters for art sales, commissions, investments and the leasing of work for commercial spaces but primarily is intended as an introduction to new art.

Amy says there is still a personal aspect to buying art and she expects to work with potential buyers, taking pieces to them so they can experience it in their home or office.

“I’m keen to promote the artwork of my peers; it’s world-class artwork,” she says.

“I’ve always been immersed in art: I’ve studied it and seen a lot.

“For nearly 20 years I’ve been involved in putting together shows and I’ve seen what people do and don’t like.”

[www.worthgallery.com](http://www.worthgallery.com)



Amy Sierp-Worth has launched an online gallery to promote favourite artworks including sculpture by Liz Williams, painting by Marie Hart and glass by Grant Donaldson.