



Sally Vaughan & Janine Collins

**Art Advisors
& Artist Agents**

About Us



We founded Go Figurative Ltd in 2008 as a business championing the art of skilled figurative artists. Why figurative? We believed that following the crisis in the financial world, there would be a return to figuration in art with evidence of skill and substance.

Inspired by successes in the music industry of platforms like MySpace we side-stepped the conventional gallery route and launched an online platform **www.gofigurative.com** to offer artists the chance to promote their work, for free, without the usual barriers so evident in the art world.

Our aim is to demystify, disintermediate and democratize the process of buying and selling art. We have been transparent and accessible from the outset. We never seek to intimidate buyers but give them confidence to buy. We always treat artists with respect and pay them immediately upon a sale.

Over 1000 artists from around the world have created profiles on **www.gofigurative.com**. Since 2008, we have sold over 500 original works of

art to private buyers, collectors and companies with prices ranging from £100 to £135,000. Many of our buyers bought their first ever piece of art through us.

- **We reversed into the real world with events, exhibitions and launching a gallery**
- **We have built excellent relationships with artists and their galleries**
- **We have developed insight and knowledge of artists' careers and price sensitivity**
- **We have grown a significant client and partnership base**
- **We have harnessed strong relationships with valuers, art critics, educators, opinion formers**

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PODIA

About Us



By the end of 2014, we recognised our unique value to artists and buyers comes from the experience we gained prior to entering the art world. Between us, we have 30 years of media marketing and legal experience. It is the ability to promote, position and protect our artists and our corporate clients' collections that makes the difference.

So we created a spin-off agency, PODIA, with the aim of 'Elevating Artists'.

PODIA is uniquely placed to structure deals between artists, their galleries, and companies, their brands and partners, which involve the creation of new original artworks and the subsequent use of their intellectual properties. www.podia.agency

SAVOY ART

CONTEMPORARY ART COLLECTION: ARTISTS-IN-RESIDENCE AT THE SAVOY

In addition to the wealth of galleries throughout London, The Savoy boasts its own unique collection of commissioned artwork. Sally Vaughan, cofounder and managing director of bespoke art consultancy Go Figurative, explains how she embarked on a creative journey at the hotel with five leading artists.

DAVID DOWNES
Artist-in-residence David Downes was commissioned to create artwork for The Savoy's Front Hall. Inspired by a drawing in the hotel's collection, which shows the Thames in 1957, Downes was positioned on the roof during the Thames Diamond Jubilee Pageant, when a 1,000-strong flotilla sailed past. Downes's work has captured the panoramic views from The Savoy's

STUART MCALPINE MILLER
A Time for Reflection by renowned artist Stuart McAlpine Miller hangs in the Thames Foyer. Hailed as one of the most collectible artists of the moment, McAlpine Miller has garnered international praise for his distinctive style of painting. The Savoy has welcomed an array of stars from stage and screen since opening, and many

DOUGLAS GRAY
As an artist specialising in marine and contemporary cityscapes, Douglas Gray was chosen to create a painting for the River Room, an events room within the hotel with spectacular views of the River Thames and famous London landmarks. Douglas was commissioned for his use of light reflection on water, something that Monet famously captured when painting from a guest room at the hotel. Douglas captured the famous views over the river and the city of London in a painting titled *Cloudbreak, River Thames*. The painting is a permanent display in The Savoy's River Room.

JONTY HURWITZ
The fourth piece in the collection is a sculpture by Jonty Hurwitz. His commission was unveiled at the launch of Kasper's Seaford Bar and Grill, and now takes pride of place in the restaurant. This is a contemporary version of Kasper, a two-foot wooden sculpture of a block of created in 1927 by British designer Basil Lantieri to stave off bad luck. Hurwitz's distorted work is a scan of the original Kasper, which has been digitally fabricated. The 'anamorphic sculpture' is only revealed when positioned in front of a reflective cylinder mirror. A selection of framed prints, cards and notelets are available for purchase in Savoy Tea. The Savoy's bijou tea shop.

DAWN COULTER CRUTTENDEN
The latest work is for Melba at The Savoy, the new high-end patisserie at the very front of the hotel. The approach for artist Dawn Coulter Cruttenden was to create a piece that enabled staff to tell the story of Melba, what a Peach Melba is and why it's called a Peach Melba with the hotel. The Legend of Melba tells the story of how Auguste Escoffier, once head chef at The Savoy, created the Peach Melba for Australian opera singer, Dame Nellie Melba, after whom the dessert and the hotel's gourmet counter is named. As a triptych, the artwork comprises three pieces that will tell the story of The Savoy's association with Nellie Melba and the Peach Melba.

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PODIA

Co-Founders



“I am very lucky - my work combines my experience with my passion.”

Sally Vaughan

“I started out as a graduate trainee for BAe at the time when the company was building satellites and experimenting with satellite television. I moved across into the media and spent the early part of my career building brands for satellite TV networks and their channels including CNN, ESPN and the BBC. This was at the beginning of the satellite TV revolution which led to the multi-platform digital explosion and so started my interest in doing creative things differently.

My passion for art started before I can remember. I always loved drawing and wanted to go to art school. When that did finally happen I was struck by the amount of talent that didn't have a 'route to market'.

And that these super talented painters, sculptures, printmakers and digital artists were not using the Internet.

So, together with Janine Collins, who is the legal brain and operational entrepreneur, we set about creating a business to enable artists to sell their work and to open up the market to all.

My years of experience in the media and practical training as an artist have enabled me to see it from both sides; I can champion artists whilst, at the same time, structure partnerships between artists and their galleries and companies and their brands and partners which leads to the creation of outstanding original artworks.”

“I am using my legal experience more than ever to protect our artists and clients”

Janine Collins

“I was fortunate enough to win a coveted assisted place to North London Collegiate School. My parents said I could be anything I liked as long as it was a doctor or a lawyer. So I chose the law and became a commercial litigator.

Secretly though I harboured a passion to run my own business. I eventually left the law to join The CLO Programme, a network for in house legal Counsel, which is where I began to understand the operational aspects of building a business and the importance of business communities.

I launched my own boutique legal consultancy, Client Intelligence, providing client care services to the legal profession until a chance conversation with my now business partner, Sally Vaughan, led to a bigger, more exciting idea that I could see had enormous potential.

From that conversation we have built a multi-faceted art agency and advisory business. I'm using my legal experience more than ever. What excites me most is that we never stand still; we are always taking things forward, whilst remaining true to our original founding principles of transparency, talent and integrity.”



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PODIA

Our Talent



McAlpine Miller
Painter



Jonty Hurwitz
Sculptor



Dawn Cruttenden
Illustrator



David Downes
Painter



Franke Vassell
Painter & Sculptor



And hundreds of other artists from around the world.....



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PODIA

Our Business Activities

Online

www.gofigurative.com, founded in 2008, is one of the first online platforms for artists and remains the only one dedicated to figurative art. Over 1000 artists globally have created profiles. We have a proven track record of identifying artists whose work increases in value.

Agency

PODIA was founded in 2014 to capitalise on our marketing and legal experience and artist and client list.

- www.podia.agency showcases our talent and the way we work.
- PODIA is an agency that structures deals between artists and their galleries, corporates and their brands for the creation of new original artworks and use of intellectual property.

Corporate consultancy

- We advise and source art for corporate clients that resonates with client companies' core values, ambitions and history.
- Clients benefit from an appreciating asset.

Private consultancy

- We source art for private clients to enhance their living environment.
- We curate art for our private clients and advise on building their art collections which can be enjoyed and appreciate in value.

Art Education consultancy

We structure partnerships between companies, art schools and artists to build enhanced art training programmes.



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Our Business Impact

Very few artists ever sell even one painting.

We have sold over 100 paintings by artists David Downes and Andrew McNeile Jones.

Very few artists ever sell a piece of art for more than £100

The average price of our top three selling artists has risen from £2,000 to £50,000 in just four years.

Corporate sales make a significant difference to the value of an artist's work and this is the area that we specialise in.

Our corporate clients recognise the investment value of art and record their art collections as an asset on the balance sheet. One client's original investment of £250,000 has been valued at £1,000,000 in just three years.

We are loyal to our artists and they are loyal to us. We work in partnership with their galleries in London and internationally.



What They Say About Us



We have acquired several works of art through Go Figurative, originally attracted by the range and high quality of the artists represented.

Sally has been outstanding in curating and hanging our growing collection at home and recommending artists for various settings. I completely trust her opinion, enjoy the art she has sourced for us and I am delighted that the art acquired has been an excellent investment too.

Mrs D Blair, private collector, London



Having been introduced to Sally and Janine almost 7 years ago I have had the great pleasure in working together on some very exciting projects and exhibitions. Their enthusiastic approach and close involvement with artists has helped to both encourage and develop the careers of many.

They have played an important role in my personal development during this time and I continue to look forward to a rewarding future working with them both.

Stuart McAlpine Miller, Artist



Following the reopening of The Savoy in 2010 and recognising there still remained opportunities to improve the quality of its art collection, I had the good fortune of being introduced to Sally Vaughan.

Sally quickly understood and embraced the brief, that being to build a contemporary art collection that would celebrate the wonderful history of The Savoy and sit comfortably within its walls.

Her vision, expertise and courage to pursue high risk commissions has to date resulted in a collection that our guests thoroughly enjoy and appreciate and, as importantly, is valued by The Savoy's ownership.

Mr Kieran F MacDonald, Managing Director, Savoy



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Our Clients & Partners

SAVOY



CASTLE
GALLERIES



BROADGATE
ESTATES

HEATHERLEY'S



THE
NATIONAL
GALLERY

Turner

GURRJOHNS
est.1914



fox williams

Butterfield

The Blair
Partnership

ROSEWOOD
A SENSE of PLACE™

CORAM JAMES



the
art
group

Heavenly®



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PODIA

What's Next...?

We are launching the REAL Art Fund.

We are raising capital for the fund to invest in art.

We will draw on our expertise to recommend art for the fund to purchase.

Together with our appointed fund managers and our highly regarded advisory panel, we are aiming to produce an attractive return on investment whilst enhancing the careers of artists.

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Online

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Corporate consultancy

Private consultancy

Art Education consultancy



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