



Group portrait by Jack Churchyard

FOR IMMEDIATE RELEASE

BLOSSOMING RELATIONSHIPS AT ARTHOUSE MEATH

Avant garde social enterprise ARTHOUSE Meath, known for their highly original artwork and design led products created by adults living with severe epilepsy and other disabilities, are incredibly proud to announce the appointment of their latest Patron, Vic Brotherson, successful business woman, author of two best-selling books and owner of London flower boutique Scarlet & Violet.

Vic, who is often labelled a celebrity florist but much prefers to be known simply as a florist, describes the moment when she first discovered ARTHOUSE Meath.

“I had an immediate reaction to ARTHOUSE Meath when I first stumbled across their cards in a mass of nonsense at a trade show. The amazing social enterprise that Becky Sheraidah and her team have worked hard at creating has me in awe. The importance of people like Becky, who are prepared to give their working life constantly thinking about the welfare of others, is totally inspiring. I strongly feel that all businesses should have an association with a cause that they can help, it ought to be law!

The art that the ARTHOUSE Meath creates is charming, hilarious, aesthetically beautiful and covetable; exactly what art should be. I often spend an evening looking at the gallery pictures. The individual gifts that the artists have are so visible in the work; it makes my heart race that such pleasure can be derived from simple dramas and words. I am incredibly pleased that I can have an association with such talented and creative people”

Whilst profits from the work ARTHOUSE Meath sells goes directly back into the business for further development, the main aim for the enterprise is that the artists are recognised for their skills. The work sits along other designers in the retail market helping to change perceptions of what people living with disabilities can do.

ARTHOUSE Meath also sells designs to other retail organisations; most recently global ethical cosmetics brand LUSH and home grown high street surf brand Fat Face have both created their own products with bespoke ARTHOUSE Meath designs.

Becky Sheraidah, founder and Exec Director of ARTHOUSE Meath, says of the new appointment “Vic has already helped us in so many ways, not least in expressing her instant love for the artists and the work created. Vic’s passion and energy shines brightly and we so look forward to being around her more in the future.”

For further enquires contact: *Katie Abbott or Jenny Calvert via email*
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ABOUT ARTHOUSE MEATH

ARTHOUSE Meath presents the skills and talents of men and women living with complex epilepsy, learning and physical difficulties. Over 70 artists work alongside instructors who enable groups or individuals to create artworks which are developed into designer products for sale. All work derives from the skills each artist brings to the enterprise and every contribution holds true value. All artists require varying degrees of support. Therefore it is imperative ARTHOUSE Meath offers a safe working environment with The Meath Epilepsy Charity's expert support. With high quality artwork and products ARTHOUSE Meath aims to create a platform of positive change in attitude towards people who are often marginalised. 100% of sales revenue goes towards sustaining the enterprise, helping it to grow and evolve.

www.arthousemeath.com

ABOUT SCARLET & VIOLET

Established in 2006, Scarlet & Violet is a busy place full of flowers & scent, a lot of chatter, creativity and a whole load of leaves dropped on the floor. The boutique flower shop located in North West London is a charming and beautifully wild treasure trove. It's no secret that owner, Vic Brotherson, also author of two bestselling books on vintage flower arranging, was the floral mastermind behind Kate Moss wedding. Along with many other high profile clients, Scarlet & Violets creations have also been featured in Elle, Vogue and Harpers Bazaar.

<http://scarlet-violet.myshopify.com/>

ABOUT BECKY SHERAIDAH, FRSA

Becky Sheraidah, is a visionary social entrepreneur, an artist, a mother and a pretty cool lady all in one. Becky founded ARTHOUSE Meath over 10 years ago after approaching The Meath Epilepsy Charity with the concept. Since then, Becky and her team have worked hard to create a business model that promotes change and social inclusion via high quality art and design. Her vision for the future, starting right now, is that all individuals are respected for their talents without prejudice or preconception. In 2014, Becky became a member of the Royal Society of the Arts in recognition for the work she has achieved to date.

<http://www.arthousemeath.com/2014/07/09/1941/>



ARTHOUSE Meath artist Grace Oakley with founder Becky Sheraidah



Vic Brotherson

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