



Artimis Creative Group

an eye for talent

Artimis Creative Group



Farewell to a Favourite Old Lady

After ten very successful years, Artimis Models and Promotions Ltd has been re-branded and re-launched as **Artimis Creative Group**.

With a new website and a new logo as part of our ten-year makeover, we have decided to send our favourite old lady (above) into a well-earned retirement. She has served **Artimis** loyally since the year 2000; from our humble beginnings in a Coventry kitchen, to the modern, successful enterprise it is today.

Artimis Creative Group will continue this tradition, ensuring even greater exposure to other "talents" that make up our dynamic and wonderfully diverse industry.

In this, our first quarterly newsletter, we will be sharing news and views from within the fashion and entertainment sectors, along with updates on the latest offers and the ever-changing regulatory environment.

With a successful decade nearly behind us – here's to the next one!!



We're Now on Facebook!

Our new Facebook fan page will keep you up to date with any casting or booking opportunity and other useful info for the Artimis Talents.

www.facebook.com/pages/ACG-Artimis-Creative-Group

We also have SKYPE – *Artimismodels2* - if video calls are your thing.

New Website

Our new website has been designed to showcase the very best we have to offer for all your promotional and entertainment needs. There are the revamped sections for **models, child models, promotions staff, and creative specialists such as hairstylists & photographers**. It also contains details of a new section called **The Casting Club** for **presenters, actors, TV Extras and dancers** and **AMM, Artimis Music Management**, specialising in the personal management of a range of musical talents. Full details of all the new sections can be found on the website:

www.artimis.co.uk

News from Artimis

2010 got off to a great start when we were featured in the January edition of **The Main Event Magazine**, which is mailed to 10,000 decision-makers within the industry – the people who organise entertainment events, concerts, conferences, shows and exhibitions - thus giving our brand a much greater exposure.

"More members like Artimis"

In late 2009, **Artimis Creative Group** became a full member of The Agents Association (Great Britain). Our bid was supported with an endorsement from Noel Gee Associates Ltd, a major player in the industry. In their submission they said;

"That as an association, we shall do well to have more members like Artimis, who are doing a fine job in understanding and getting the requirements of our industry, accurately in order."

Focus On - Photography

In this section, we focus on some of the people who lend their own unique range of talents that make up the **Artimis Creative Group**. We can supply a full list of recommended photographers, please contact the office for details.

In future editions we will be highlighting other talents that make up the **Artimis** team.

We spoke to Mick Payton (below) from the **Image Factory UK**, who gave us both an insight into his work and what continues to drive him after some twenty years.



“First of all, Image Factory UK is not a makeover place, we don’t slap half a ton of makeup on then charge you an extortionate amount for the privilege. The prices you see are what you pay, there are no hidden charges, no hard sell. We don’t do the ‘special offer’ con, and then hit you with ridiculous print prices. We give you as much time as is needed, to achieve the result we all want, but at a reasonable price”.

“One of the reasons that I love this business, is when you spot a new talent, help nurture and develop it along, and ultimately, see them successfully transfer to the catwalk or TV studio”.

For further details e-mail: news@artimis.co.uk

We are also delighted to highlight another photography agency, with whom we have had the pleasure of working with for the past year.

Tamworth based **J Pegg Photography**, began life 2 years ago, and now regularly attends Artimis casting days to help guide and advise new models coming into the industry.

They offer various packages including a “Spotlight Shoot”, which has proved really popular with actors / extras and fitting models, giving them a high quality head shot as well as a full length shot, all at a very reasonable cost. See below for examples of their work.



Depending on an individuals requirements, J Pegg Photography also offer various model packages, from starter to full profile portfolios.

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A Model’s View

“Since I joined Artimis two years ago, I have found them to be a friendly and professional agency in all matters. The on-going work is fun to participate in and varied. The remuneration is good and very reliable. I would have no hesitation in recommending them to anyone”.

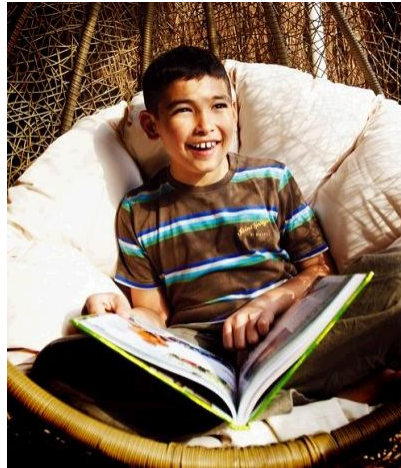
Andreas Spurr – Male Model

Jennifer Arundel Photography – Here's Looking at You, Kids...

Jennifer has been working in the photography industry for 5 years, assisting a big fashion and commercial photographer doing shoots all around the UK and abroad. For the last 3 years she has been busy testing models in the studio and out on location, creating stunning images that has helped improve their portfolio, as well as introducing new models into the industry.

Jennifer is currently working alongside us at Artimis to help introduce kids into the business. If you have a child who might be a good model and has a good temperament for work, then Jennifer is the photographer you can rely on.

Shots are taken in a Birmingham based studio, costs are £50 for a head shots and a full length shot. Retouching is included in the price and both finished shots are supplied on disc and via email. Prints (if required) are £10 each.



For more details e-mail: news@artimis.co.uk

Special Offers – Your chance to take up some great offers as recommended by Artimis Creative Group

Smart, Innovative & Totally Blonde Proof! – No, not hair straighteners that turn themselves off after being left on for too long!!

Databunker offer a data backup and retrieval service that ensures your cherished portfolio of digital images is safeguarded against crashing laptops and corrupted or lost memory sticks.

Last year we nearly lost all our data when our server crashed – the company would have been ruined but for **Databunker**.

If you are registered as a model with **Artimis**, this service will cost you the princely sum of £10 per month. Other packages are also available for our clients general data management needs.

For details, contact jasmine@artimis.co.uk.

Corporate Gym Membership

We are pleased to announce the securing of a corporate membership package at **The Village Hotel** in Solihull. It may be possible to extend this to other venues within the chain.

E-Mail: news@artimis.co.uk

Pebbles-Online

A new client, who used our models for the launch of their online service on March 10th. They are an internet shop selling beautiful decorative tiling products for all your indoor and outdoor tiling needs.

A 10% discount package to all our models and suppliers is available with any first on-line order. Please call **Artimis** to obtain discount code before ordering.

Smile – It Could Be Your Fortune!

Mark Flood from **SNO Teeth Whitening** writes - each year we spend hundreds, thousands and in some cases, tens of thousands of pounds on clothes, cosmetics, hair care products and beauty treatments. Although designed to make us look more attractive, feel sexier and ultimately be more successful; the majority of these products and treatments, have no impact on that characteristic we value most highly; *a healthy, attractive smile*.



Slowly but surely however, people are recognising the importance of a confident smile and are looking for a fast, affordable and professional way to achieve this.

To meet this growing demand, **SNO Teeth Whitening** was set up initially to serve the West Midlands area. Since then, we have explored markets further a-field, including London, Manchester and Leeds, and we look forward to making further announcements regarding this in the not too distant future.

For further details e-mail: news@artimis.co.uk.

Employment Regulations 2003 – An Update

Following a consultation conducted by the Department for Business Innovation & Skills (BIS), the government's response issued in Thursday 12th November 2009, proposes that a number of amendments to the current legislation become law on 1st October 2010.

The proposed amendments include an outright ban on up-front fees for photographic and fashion models, background artists, extras and walk-ons. (Actors, production staff and other entertainers are excluded from this ban).

For further information on these changes go to the following link:

<http://snurl.com/bis2010>

Birmingham Mail 5k Fun Run in aid of Macmillan Cancer Support



Richard C. Jackson (pictured above) is a Professional Toastmaster from Birmingham and his cheery demeanour and dulcet tones are a well-known fixture on the after dinner and charity circuit throughout the Midlands.

Ten years ago, Richard's brother Alan succumbed to cancer, and during that time the family were supported by those wonderful people from **Macmillan Cancer Support**. In memory of his brother and others, who have suffered the same dreadful ordeal, Richard will be taking part in the annual 5k fun run to be held on May 02nd bank holiday weekend. For details go to:

www.macmillan.org.uk/birminghamfunrun

Richard is hoping to raise at least £100 with his efforts; however, I'm sure that with our reader's help, he can easily exceed that amount.

To make your pledges to Richard for this very worthy cause please contact him at:-

www.birminghamtoastmaster.co.uk

My tenner is already pledged – what about yours?

Agents Association - BUPA Discount

As a member of the **Agents Association**, we can offer access to a 25% discount for BupaCare for those taking out a personal or private membership to the scheme. In these uncertain times, being able to take advantage of BUPA Membership - and possibly avoiding a long wait for treatment – offers not only piece of mind, but help in avoiding the profound financial effects of any long term illness.

For full details of this exclusive offer please contact: helen@artimis.co.uk.

Ere, Isn't That What's-Their-Names?



WOLVERINE



PIRATES OF THE CARIBBEAN



XENA WARRIOR PRINCESS

Ever had the feeling your event would benefit from a major injection of glamour from Hollywood, only to find that your budget gets you no further than Cricklewood?

Would a visit by Wolverine from X-Men 3 or the sword swinging Xena – the horse apparently, can also do Desert Orchid - provide a welcome publicity boost as well as a talking point?

Well thanks to Jo Marriott and Sean George, this could easily become reality. Together with Captain Jack Sparrow and Elizabeth Swann, fresh from their exploits in the Caribbean, they are all available for hire to give your event that movie star presence.

Jo has already been voted best Xena lookalike by the **Official Xena Magazine**. Although the characters from Pirates can be booked separately, they are usually best seen together. Sean and Jo are also able to offer a short sword fight sketch with these characters to add to the atmosphere.

For further details e-mail: news@artimis.co.uk

Editors Quote:

"I always felt that there were easier ways of working up a thirst than sword fighting, I think I'll stick to the five yard dash for the bar."

And Don't Mess With This Pair!



These pics are of characters from the British comic 2000AD, they are Judges from the realm of Judge Dredd, a character made famous by the Stallone movie. Jo plays Judge Hershey and Sean plays Judge Lopez. They are the "official" characters of the comic and have full backing and authorisation from the publishers.

Many thanks to **Ceramic & Stone** for sponsoring Hayley Doswell in The Miss English Rose and Miss British Isles Competition in late 2009.

Pictured below are Hayley with Darren Priestley, owner of Ceramic & Stone.



And Finally...

A very big thank you must go to our webmaster Conan Ablewhite for the fantastic re-design job on our new website.

For further details e-mail: sales@ablewhitesolutions.co.uk

