



MIDAS PR IN THE FRAME FOR STEPHEN WILTSHIRE

Midas Public Relations' Arts Division has won the brief to publicise the work of popular artist Stephen Wiltshire, best-known for his detailed pen and ink cityscapes. Stephen has developed a loyal following for his lively, accurate sketches of cities, sometimes produced after only a brief observation, and his work is now held in a number of important collections around the world.

Midas will be introducing Stephen's art to a new, younger and wider audience, promoting his international commissions and working on a new licensing programme.

The Midas account team will be led by senior account director Penny Clifton, reporting to Zoltan Szipola, managing director of the Stephen Wiltshire Gallery in London's Pall Mall.

He commented:

"Stephen is already well-recognised as a world-class artist but we have chosen to partner with Midas to give a fresh perspective to Stephen, the man and his work.

This will lay the foundations for our planned gallery openings in the USA as well as a major product licensing campaign."

Stephen, who was diagnosed with autism as a child, was awarded an MBE for services to the art world in 2006, the same year he opened his London gallery.

Three other artists have joined Midas's expanding arts client list in recent weeks: Alessandro Botto, Andrea Batorfi, and Pierre Cordier, all of whom have forthcoming London exhibitions.

Midas now has four divisions handling publishing, consumer brands, arts and galleries, corporate and business PR. The agency originally made its name in the publishing world and is currently handling work for crime writer Peter James, Harlequin Mills & Boon and Bruce Parry, amongst others.

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