

Press Release

6th March 2012

The Hidden Art Shop is Found

March 2012 will see the launch of Hidden Art's new e-shop on CultureLabel.com.

The Hidden Art Shop www.hiddenartshop.com is a not-for-profit online marketplace that promotes and sells the work of UK designers and designer-makers. After funding cuts last year, the famous design organisation which channels great creativity into business success was originally set to close at the end of 2011.

However, we are now pleased to announce that through a new collaboration with CultureLabel.com, Hidden Art will continue to promote and sell the work of over 75 independent designers and designer-makers.

Hidden Art are delighted to be working with an organisation that not only shares its desire to provide customers with a diverse range of high quality artist-designed products, but also works to support and make a positive difference to the individuals behind each design.

CultureLabel will provide Hidden Art with a much wider audience than ever before, offering our design partners stronger brand visibility, extensive promotional opportunities and a further shop window the CultureLabel Facebook Store.

Hidden Art's new e-shop will continue to feature some of our best selling products from designers such as DesignK, Takae Mizutani and Thelemont Hupton, as well as a range of new products by designers such as J-Me, Lua Lua and RawXclusive.

Also, don't miss 'Olive Drop' by Dorset based designer-maker Ernie Bakker who creates re-workings of recognisable forms, as well as the highly original, award-winning food storage solutions such as the 'Lunch Pot' by Black + Blum.

-Ends-

For additional details on products on the Hidden Art E-Shop please contact Dieneke Ferguson; dieneke@hiddenart.co.uk For images see thumbnail sheet

For further details on CultureLabel.com - contact Alice Mayor; alice@culturelabel.com; 02077496857



Transforming Passion into Products

Hidden Art • Shoreditch Stables • Ground Floor Rear • 138 Kingsland Road • London E2 8DY
Tel: +44 (0)20 7729 3800/3301 • Fax: +44 (0)20 7729 3377
Email: info@hiddenart.co.uk • www.hiddenart.com

Hidden Art is the trading name of the not-for-profit support organisation Mazorca Projects Ltd.

Registered in England and Wales. Registered address as above. A company limited by guarantee number: 3699194

NOTES TO EDITORS

www.culturelabel.com

www.hiddenartshop.com

About Hidden Art

Hidden Art helps designer-makers and designers transform their passion into products. We have done this through promoting and supporting members to place their products both nationally and internationally through international trade fairs (such as Milan and 100% Design), the Hidden Art E-Shop www.hiddenartshop.com, global press coverage, Hidden Art pop-up shops, Hidden Art Awards and our annual Pre-Christmas Open Studios event.

Hidden Art has also run Hidden Art Select, an initiative which aims to successfully market a range of Retail and wholesale products on the Hidden Art E-Shop and other outlets. Started in 2007 Hidden Art Select has launched 22 products to date.

For further details see www.hiddenart.co.uk

Twitter: [Hidden_Art_Shop](#) Facebook [HiddenArtShop](#)

Hidden Art Supporters

Mazorca Projects Ltd has received funding as well as support in kind from the public and private sectors. This has included major London and international exhibitions such as 100% Design and the Milan Furniture Fair (Salone Satellite), the Arts Council, British Chamber of Commerce for Italy, Business Link, Cabinet, City Fringe Partnership, Clifford Chance, CMS Cameron Mc Kenna LLP (Solicitors), Courvoisier the Future 500, East London Business Alliance, Exemplas, European Regional Development Fund, European Social Fund, Esmee Fairbairn Foundation, Geffrye Museum, Institute of Materials, Leaside Regeneration, London Design Festival, London Development Agency, London Metropolitan University (Metropolitan Works and Polymer Centre), the London Boroughs of Hackney, Islington, Phoenix Fund (Small Business Service from the former DTI) Tower Hamlets and Newham, Rich Mix, Techgate, UBS Investment Bank, UK Trade and Investment and numerous individuals.

About CultureLabel.com

CultureLabel.com hand-curates unique gifts & art from over 500 leading galleries, museums, artists & designer-makers and gives on average over 90% of your purchase directly back to our arts partners.

Discover affordable artwork, artist-designed homeware, striking accessories & unusual gifts from iconic arts institutions such as *Tate, V&A, New Museum, Royal Academy of Arts, British Museum, ICA & Saatchi Gallery* - as well as acclaimed artists & designer-makers *Chloe Croft, Corrie Williamson, Rosita Bonita, Jimbobart & Melody Rose*.

CultureLabel's Art Store features limited editions, originals, photography, ceramics and contemporary craft from over 200 international galleries and 700 emerging & established artists. Art buyers can also spread payments over 10 months interest free (0%APR Representative) using Own Art Online, a loan scheme offered exclusively by CultureLabel in partnership with Arts Council England & Creative Scotland.

CultureLabel also works with various commercial brands & charities on developing new artist-designed product lines, offering access to emerging & acclaimed talent across the art & design sector, as well as an online platform for sales and promotion. Partnerships so far have included *Amnesty, Dublin Contemporary Art Fair, The Skinny Shop and Jotta's Editions Space*.