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Essex artist's designs on New York print

Company Name: Steven Taylor

A successful Essex artist will draw on UK Trade & Investment's expertise to launch his prints export business at the high profile Artexpo, New York, in March.

And he says the creative industries desperately need more business advice from agencies like UK Trade & Investment (UKTI), which he describes as 'straightforward' and 'very helpful'.



"Spring West Bergholt" 6ft x 3ft oil painting, now produced by the artist at full size in a limited edition lambda print

Stephen Taylor, of Colchester, combines traditional oil painting techniques with digital photo analysis to create contemporary visions of striking clarity and beauty. He spent four years painting an ordinary farm field, close to where Constable drew his inspiration. He painted it in different lights, day and night, and produced a dramatic series of panoramas which were first exhibited at Kings' College, Cambridge. He then returned and spent a further three years painting a single oak tree in the same field, in all seasons. This collection was first show in fashionable Shoreditch, London.

A selection of these works will be shown at Artexpo, New York, when he launches his new export prints business www.stephentaylorprints.com. The paintings will be available as limited edition prints for the first time. They include a series of twenty oak trees in giclee as well as six foot panorama lambda prints that reproduce paintings that took up to three years to make.

Martin Senior, International Trade Adviser at East of England International, which delivers UKTI services in the region, introduced Stephen to the [Passport to Export](#) scheme. This is a programme of advice and support aimed at helping new exporters succeed in international trade. Working with Martin, Stephen drew up an action plan to provide a structured approach to overseas marketing. This involved research in target markets, providing information about shipping, tariffs and insurance, acquiring lists of business contacts, market visits to the USA, and identification of specialist trade shows to attend.

Through UKTI, Stephen commissioned an [Overseas Market Introduction Service](#) (OMIS) report into the US market and this put him directly in touch with Trade Development Staff in the British Consulate in New York. They offered access to country and sector-specific business advice, as well as support during his visit to New York.

Stephen said:

"On the basis of the OMIS report I spent a week in New York, meeting the contacts they suggested, including one very successful artist who I had dinner with in SoHo, Manhattan. Although we are very different as artists, we understood each other as small business people. He was able to offer me some very valuable advice. The OMIS report also suggested a visit to Artexpo.

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After I had been around the exhibition I felt I knew a lot more about the market and decided I had to exhibit there myself."

Attendance at overseas trade shows is assisted by [UKTI grant schemes](#), and Stephen applied for one of these - the Solo Show Support Grant - to help present his product to more than 100,000 potential retail stockists in March 2007.

Martin Senior said:

"Working with Stephen has been a very interesting and rewarding experience. The help I have been able to give has been in guiding a successful artist through a process to make a fantastic product commercially available to a much wider public. The launch of the print website and exhibiting in New York will move Stephen to the next level with his new print range."

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