

Keeping up appearances

How will you know if your artworks are 'bang on trend' or slightly behind the times? Just ask signarture's Sarah Leslie, she'll tell you.

By Elizabeth Joyes



A HOME'S INTERIOR can look bland and unloved without a few strategically placed prints to draw the eye, accent the décor or create the 'wow-factor' for a lasting impression.

We may not know what art is but we know what we like and most of us can fake a little knowledge in the world of fine art. It's always good fun to gaze thoughtfully at the walls of a gallery opening while tucking into complimentary wine and cheese, but when it comes to selecting a piece many punters are daunted by the hefty price tag.

Let's face it, there's not much on the market between the \$50 movie poster and the one off oil-on-canvas with a whopping four figure charge. It was this gap in the market that inspired Sarah Leslie to create signarture to supply limited edition, large scale canvases to design savvy punters.

"I design artworks to accent trends in interior design," Leslie explains. "The

current open plan layouts demand big pieces of art and with our innovative approach you can choose from a range of sizes that will suit your wall space without taking out a second mortgage."

Canvas artworks are today's popular choice over framed prints as they bring a contemporary gallery style to the home. "People have moved away from the art behind glass look," says Leslie. "They are now looking for art that is bang on trend and this is something that is very approachable for someone who feels they don't have a thorough understanding of art"

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Artworks are priced by size and you can acquire a 2.1m X 0.7m panoramic canvas to anchor your open living space for less than \$1,000. Each artwork is available in a range of seasonal colourways with a custom colour service available through interior designers.

Popular among professional property stylists who appreciate the impact art can have on a property's appearance, signarture artworks are

also a favourite of design savvy home owners and hospitality clients.

"I don't see myself as an artist," states Leslie. "I'm a designer. These are the kind of artworks that appeal to the design conscious customer who may not know much about fine art but is comfortable choosing a design piece they can relate to."

"The customer also wants to feel as though they've found something unique so we only produce a limited edition of all pieces."

Keeping up with trends in design is second nature to Leslie. Coming from a fashion background in London she knows only too well the importance of contemporary schemes and design and their fickle qualities. "I'm an avid consumer of design magazines and constantly monitor trends."

Ultra-modern signarture perspex art is Leslie's latest launch. It was developed, not only to compliment the trends for glossy surfaces and transparent furniture as popularised by Italian manufacturer Kartel with their iconic 'Louis Ghost' chair, but also to answer a market need for artwork that could be used for outdoor rooms. The stunning tropical collection has been showcased by landscape junkie Jamie Durie. ✨

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