



UNIQUE COLLABORATION: Amy Sierp-Worth of Worth Galleries and Karen Thomas of Fisher Jeffries.

Picture: NAOMI JELICOE

Law firm rests case with Exhibit 1

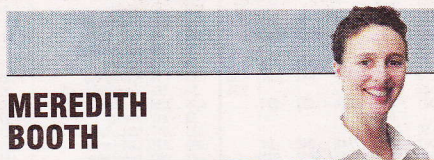
SOUTH Australian arts supporter and commercial law firm Fisher Jeffries likes introducing clients and employees to the talents of emerging local artists.

So the launch of a gallery in its foyer last week, through virtual art gallery curator Amy Sierp-Worth, was a natural collaboration.

Painters and glass, ceramics and furniture artists have exposure to a new audience over the next six weeks as the law firm considers making the gallery a more permanent fixture at its Gouger St offices.

"Clients like it and staff like it... it's offering clients something unique," partner Nicholas Linke said. "Our staff love having different art on the walls and it's just refreshing the space."

The law firm does pro-bono work for



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the arts community as part of its social and corporate responsibility charter.

"But it's not just about ticking the boxes," Mr Linke said. "We're committed to pro-bono work and helping arts organisations that obviously can't afford it."

He said the gallery allowed some "skin in the game" by promoting emerging artists such as glass artists Giles Bettison, Mandi King and indigenous collective Utopia Artists in the current exhibition.

Australian Business Arts Foundation SA director Jane MacFarlane said the collaboration was likely a first between a gallery and a corporate player.

"I can't think of another gallery that's doing this sort of thing in Adelaide," Ms MacFarlane said.

"Most galleries now know there's a lot more sales happening through their website. I know other galleries are having virtual exhibitions - the way that we're buying and selling art is shifting."

Ms Sierp-Worth, owner of Worth Galleries, said initial sales from the gallery opening were promising, given the subdued economic environment.

Her virtual art gallery - www.worthgallery.com - represents 19 emerging and established artists.