

## Green Chair Gallery – towards a global presence and carbon neutral environment

Suddenly finding ourselves at Christmas 2009 having launched a new online art gallery excellently designed by Cyberkix - and one that's not just worldwide but has a unique environmental angle, and a list of potential exhibitors knocking on our door - takes some explaining.

For some years Solihin & Sofiah Garrard have wanted to set up an art gallery but it's always been "one day". In the meantime we've held one off events at our house based around Sofiah's work and that of other artists and musicians; once we even hosted a play! But none of this was long lasting and had to fit around all consuming day jobs.

In the end circumstances changed and we decided to get on with it. And that's where the recession made our hearts sink...and then rise: why not do it online? Not just set up a *website* though - but a proper *gallery*.

The result, [Green Chair Gallery](#), is a 'real' gallery, though not just any gallery. You won't find in the high street - but you can find it in any place in the world. It's truly liberating.

And to do it we turned to Cyberkix who had already designed an excellent website for us, though 10 years ago. But we weren't disappointed. They most sympathetically turned our aspirations into a reality that is exciting and properly matches our concept.

So while we don't have a *home page* or a *shopping cart*, we do have a *Foyer* and a *Buying Department*, and while we don't have a physical presence we are everywhere. And although the physical art objects aren't in the same space as the viewer - in fact they don't leave the artist's studio - they are very real, have a physical existence and are all directly for sale through our use of PayPal.

And that's where we're promoting our environmental credentials. Surely in such a fragile world [Green Chair Gallery's](#) online status should be able to make a contribution? Well yes it can, focusing especially on energy saving and reducing transport costs. Here's what our environmental policy focuses on:

1. For **artists**, we don't expect them to:
  - transport their art works to us for consideration for an exhibition
  - bring them back to us at exhibition time
  - come back to collect unsold works after their exhibition is over

We only expect them to produce good quality photos that represent the artworks they have for display and for sale. An artwork therefore makes but one journey - from studio to purchaser. And if not all artworks in an exhibition are sold, not all artworks travel at all.

2. For **viewers/ purchasers**, we don't expect them to:
  - travel to opening nights or to the show itself
  - collect and transport works they buy
3. **Running the gallery** doesn't involve staff in daily travel, and premises costs are minimal. Needless to say we seek out as much of our office supplies as we can from recycled/ sustainable sources and dispose of used material in environmentally friendly ways.

[Green Chair Gallery](#) is liberating - especially when we know (from our growing circle of *Gallery friends*) we have a global presence. Indeed our first congratulatory email came from Australia! And our diary, already extending to the end of 2010, has artists from home and abroad.

Our partnership with Cyberkix has proved not just that effective designer-client relationships are critical to maximising results, but also that there's plenty of scope for stretching the online concept ever further.

So, go on: have a look at our latest exhibitions! [Green Chair Gallery](#) - because anything's possible