

# Mrs Lowry & Son Feature Film Featuring Winsor & Newton products

## Production of the film

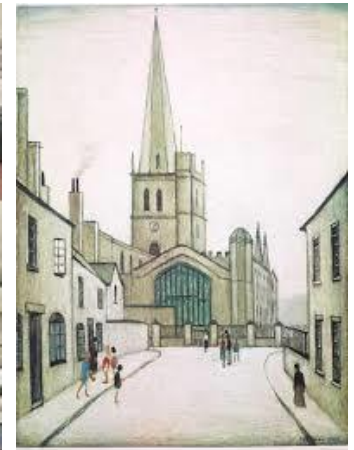
At the end of 2017/start of 2018, Charlotte and Stephanie Nebbia [worked with Genesis Pictures, the Production Company](#) who were filming Mrs Lowry & Son with Timothy Spall and Vanessa Redgrave.

As Lowry solely used Winsor & Newton products, it was an obvious fit to loan and showcase our archive material and these are the products that you will see him use in the film.



## A few examples of Lowry's art





[Click](#) on the image below to watch the trailer:



Vertigo Films have picked up the distribution rights in the UK and are releasing the film on 30 August nationwide with previews on 27 August in 200 cinemas. In front of the feature, there will be a pre-recorded sizzle with Timothy Spall and Claire Stuart (curator) reviewing artwork at the Lowry Gallery. It is very personal to his work and life and will even include a picture of his bedroom.

### Collaborating with Vertigo Films

Laura Triptree has been working with Vertigo to get access to content which we can share in the lead up to the release. The movie will appeal to our target audience as it reinforces our heritage, quality perception and credibility that Lowry solely used Winsor & Newton oils.

Vertigo are giving us the following content which we are sharing across our, our retail, UAL and media partner's comms channels in the lead up to and during the theatrical release:

- An exclusive clip from the movie of Lowry painting and using our archive products
- Tickets to the National previews (20 pairs) which we are using as a prize for competition.

These will be split across the following outlets:

- Winsor & Newton digital channels

- Retail digital channels (Cass Art tbc)
  - University of Arts London – targeted email to Fine art alumni past & present ~88k
  - The Artist & Leisure Painter – Painters Online & social media ~300k monthly
- Stills from the movie for wide distribution
  - Quotes from Tim Spall and Claire Stuart about Winsor & Newton which we'll incorporate in PR & blog content
  - Exclusive content taken from the Preview sizzle (Jacksons) critiquing Lowry's work at the gallery and featuring his palette which we will use as a basis for a bundle offer
  - Access to talent: Include Artist & Leisure Painter in their press junket with Tim Spall which will generate a feature across publications to co-inside with end of theatrical run and start of Home Entertainment release. Artist & Leisure Painter are also featuring an old interview from their archive with Lowry and a product give away for 5 winners based on the 5 paints that Lowry used.

We are also sampling products to 10 key media as well as gifting product to Tim Spall as he is an aspiring artist.