

*I am absolutely delighted to win 'Art Retailer 2011' the most prestigious award from the Fine Art Trade Guild our regulatory body.*

*I knew we had been short listed but never expected to win.*

*The Fine Art Trade Guild measured our customer service and professional knowledge, by sending professional independent mystery shoppers to the gallery; on several occasions.*

*This achievement is even more special, as I only opened the gallery in Little Chalfont only 5 years ago. Although I have been an art collector and had a passion for art for over 20 years. I would like to thank all our loyal customers for their support over the years.*

*Hopefully this will bring many more visitors to our lovely village and I look forward to meeting you in the gallery.*

In the past 5 years, Chalfont Art & Framing has established itself as one of the leading independent Art galleries in Buckinghamshire. Independent in that he is not tied to one publisher, so can offer a wider variety of art than several of his competitors.

Following a passion of Art & working around the industry for several years, Ian Morris the owner opened the gallery in Little Chalfont near Amersham. Ian is a qualified Fine Art Trade Guild picture framer, so is able to offer advice & guidance on conservation framing, restoration & the best way to hang & protect your art.

He has produced a downloadable guide, 21 Tips on Buying Art, to help his

# Award winning CHALFONT Art

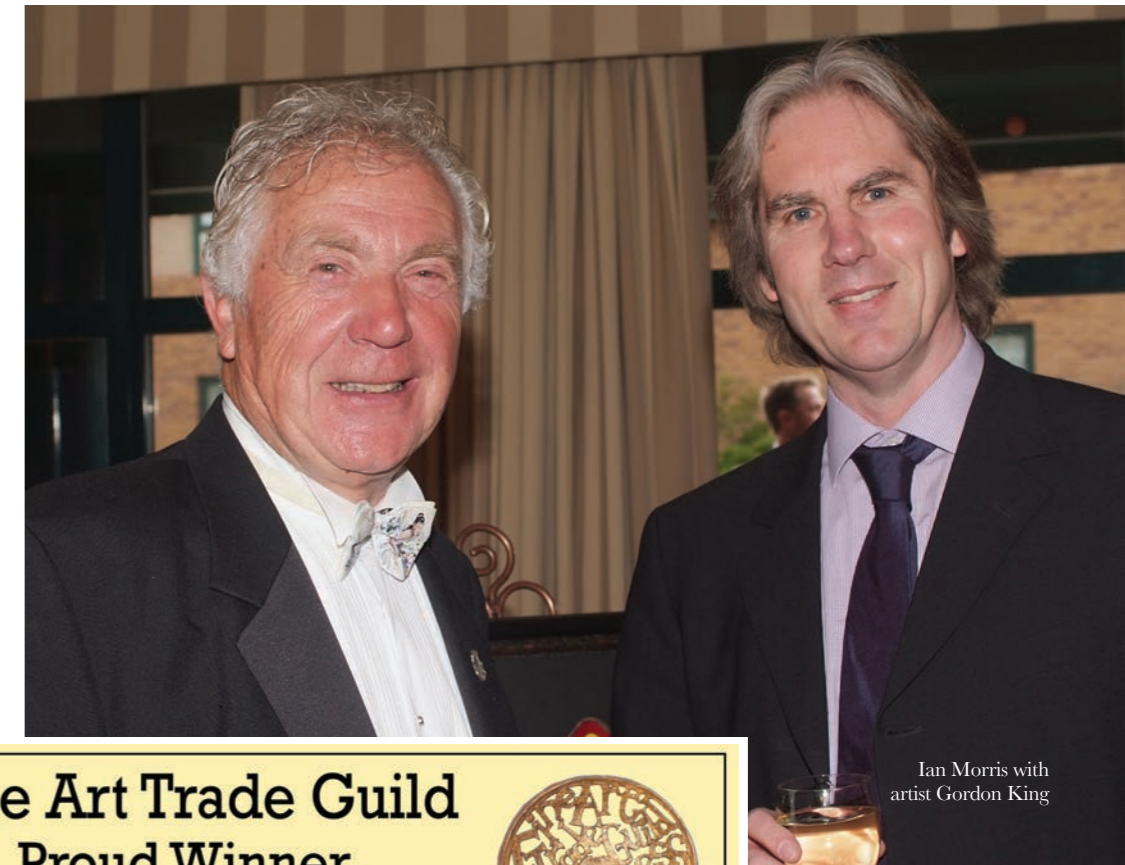
"THANKS FOR ALL YOUR EFFORTS IN SOURCING SOME WONDERFUL ART FOR OUR HOME. WE REALLY APPRECIATE THE EFFORT YOU MADE THANKS FOR ALL YOUR HELP." **ANGELA**

customers find, display & care for their Art. By going to [www.where2buyart.co.uk](http://www.where2buyart.co.uk) you will be able to obtain this free guide.

During 2010 the gallery was accredited by the Arts Council England to offer the Own Art scheme. Customers can take an Original piece of work home with the Own Art scheme



Ian Morris, owner of Chalfont Art receives his prestigious award from Mike Collinson of Besso Insurance



Ian Morris with artist Gordon King



**Fine Art Trade Guild  
Proud Winner  
Art Retailer 2011**



originals, the split is now more 70/30 in favour of originals.

The gallery exhibits a varied selection of Art by a wide range of artists some local & some internationally recognised. They have also regularly held exhibitions of artists work allowing customers to view the latest art trends either with the in colour or artistic style of the moment. Against this, Ian always holds an excellent selection of traditional landscape & figurative art for the customer with a more traditional taste.

Interest free Loan Typical 0% finance. There are only 250 Art Galleries in England so accredited.

Since opening the gallery has gone from strength to strength, regularly changing its eye catching window display, which is often commented on. The gallery started in 2005 with mainly limited editions & a few

"I WOULD JUST LIKE TO THANK YOU FOR SOURCING MY PICTURES, WHICH I KNOW HAVE NOW BECOME AN INVESTMENT, THEY LOOK SUPERB. ALSO I RECENTLY SPOKE WITH PAUL AND HE IS VERY HAPPY WITH THE TODD WHITE 70TH ANNIVERSARY COLLECTOR'S PRINTS HE BOUGHT. AGAIN, THANK YOU VERY MUCH, AND I'M SURE I'LL SEE YOU IN THE VERY NEAR FUTURE." **DEAN**

One service Ian has developed with his customers is the 'home consultation service'. Ian will visit a customer's home or business & assist a customer to build a theme to enhance the overall appearance. He now has several business clients who have used this service for their

"I HAVE BEEN A CUSTOMER OF IAN'S FOR 3 YEARS. HE HAS ALWAYS BEEN EXTREMELY FRIENDLY & PROFESSIONAL IN OUR DEALINGS. HIS KNOWLEDGE AND PATIENCE ARE A GREAT HELP TO ME WHEN PURCHASING ART FROM HIM. I WOULD RECOMMEND HIM TO ANY OF MY FAMILY AND FRIENDS." **TONY**

business & have then been so pleased that they have also used the service for their home. The gallery has always supported various charities from local church flower festivals to Help the Heroes & joining others in trying to save the children's charity Shed@thepark.

"I WOULD LIKE TO THANK YOU FOR YOUR PATIENCE WHILST I SELECTED A PICTURE FOR MY HUSBAND'S BIRTHDAY RECENTLY. THE PICTURE WAS RECEIVED WITH GREAT DELIGHT, HUNG WITHIN THE HOUR AND WILL GIVE US BOTH GREAT PLEASURE IN THE FUTURE. ONCE AGAIN THANK YOU FOR AN EXCELLENT SERVICE, INCLUDING DELIVERY." **CHRISTINE**

In 2009 the gallery was awarded 'Community Business of the Year' by Chiltern District Council. When it comes to detail Ian is totally customer focused. He said I'm into long-term customer relationship building. I don't believe in the hard sell but

look to offer a relaxed gallery environment without pushy sales staff. Therefore allowing people the time to browse, ask questions to which we will offer advice allowing the customer to have the ability to make an informed choice on the art they wish to purchase.