



## **Golden Belt Welcomes First Retail Tenant** LabourLove Gallery set to make its mark on the Triangle arts scene

*February 25, 2009, Durham, NC-* Scientific Properties is thrilled to announce the first retail tenant for the arts-focused, 155,000 SF, mixed-use Golden Belt development. A new art gallery called **LabourLove Gallery** will be opening in summer 2009. LabourLove Gallery (LLG) will sell original artwork and merchandise while also providing services for art rental, children's art lessons, and art selection (including in-home consultations and installations). LLG plans to launch its online retail store ([www.labourlove.com](http://www.labourlove.com)) at the same time its retail gallery space opens at Golden Belt. Everything in the gallery will also be available for sale online.

Owners Kelly Dew and John Pelphrey of Hillsborough founded LLG on the premise that fine art is intended for general consumption regardless of race, religion, level of education or economic status. Dew explains their mission, "We aim to create an environment that expands the public's perception of art retail by displaying original art from young, talented artists along with limited edition prints and products inspired by their original work." The prints and derivative works such as clothing, bags and home accessories will be produced in limited quantities and displayed along with the original art work in the gallery.

After establishing relationships with local elementary schools, Dew and Pelphrey also hope to engage the community in the success of the gallery by holding quarterly art openings for local elementary students. The public art openings will recognize the outstanding art achievements of the students and the proceeds from the sale of the children's work will be donated back to the participating school's art fund.

In anticipation of the gallery's opening, Pelphrey says, "We love the Golden Belt project. Kelly and I are excited to open LabourLove and begin dispelling the myth that understanding and appreciating art is reserved only for those with formal art training or elite social status."

The gallery has a five year lease on 1,771 square feet of light-infused, ground floor space in the campus' signature building just adjacent to the lobby to the east. LLG's lease complements other already occupied spaces including six office tenants, thirty-two residences, and over thirty studio artists.

### **About Golden Belt**

Former home to the Golden Belt Manufacturing Company, the 155,000 square foot, seven-acre LEED-registered campus in downtown Durham is listed on the National Register of Historic Places and includes 6 architecturally-significant buildings that will house 37 live/work residential lofts, 35 artist studios, a central gallery, a live music venue, outdoor festival space, boutique retail stores, cafes, restaurants, and office space. Golden Belt's opening signals a growing arts-related critical mass in Durham's downtown that will preserve and enhance the local arts scene.  
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For more information about Golden Belt, visit [www.goldenbeltarts.com](http://www.goldenbeltarts.com) or contact Marketing Director Allison Polish by e-mail at [allison.polish@scientificproperties.com](mailto:allison.polish@scientificproperties.com) or by phone at 919-967-7700 x155.