



Local couple declares an end to the economic crisis!

LabourLove Gallery to open May 15th with blind ambition.

The art scene in Durham may never be the same...

LabourLove Gallery (LLG) will open its doors on May 15 at Golden Belt in downtown Durham. Conventional wisdom says art is a tough sell, even in good times. So why would a young couple with a two year old risk their economic future on an art gallery in downtown Durham's east side? Answer: they aren't your typical entrepreneurs, and LLG is like nothing the Triangle has seen before.

Husband/wife team **John Pelphey** and **Kelly Dew** have spent the better part of their 12 years together conceptualizing of an art gallery that isn't solely dependent on selling original artwork.

They developed five essential criteria that had to be fulfilled to create a new kind of gallery. 1) It had to be artist friendly, which meant finding multiple ways for young artists to gain exposure while earning money from their work. 2) It had to have a relaxed atmosphere that welcomes everyone. 3) It had to have affordable product offerings for small budgets while maintaining a sense of luxury and high style. 4) It had to make an impact on the local and regional art scene. 5) It had to be fun.

The result is an art retail experience that gives the public options for interacting with the artwork. LLG will sell original artwork, limited edition prints in multiple sizes at affordable prices, clothing, home decor (think pillows and furniture) and lifestyle accessories using licensed images from the original

artwork hanging on the walls. In addition to the artwork and merchandise, LLG will also provide services for art rental, art selection (including in-home consultations and installations) and children's art lessons. Their online retail store, www.labourlove.com, will launch at the same time and carry everything on sale in the gallery.

On May 15, LLG will open the doors of its sleek 1,800 square foot space to the public. The grand opening, in conjunction with additional Third Friday festivities, promises to be a lively celebration of the arts. The first fifty guests will receive a free, limited-edition Giclée art print and for \$30, patrons can create eco-friendly, custom t-shirts featuring works by the opening artists. The renowned Only Burger and Sabor taco trucks and the lauded Daisy Cakes desserts will delight the hungry and home brew master Jason Salemmé will treat the crowds to a sampling of his award-winning Scottish Ale and Stout beers. To complete the evening, the "hot pickin', sweet singin', good lookin' bluegrass band"—the Cadillac Stepbacks—will fill the Golden Belt courtyard with tight vocal harmonies, fast instrumentals, and their own blend of energy. The LLG grand opening event is from 6 – 9pm at 807 East Main Street in downtown Durham.

The first show will feature local artists **Luke Miller Buchanan**, **Kevin McGoff**, and **Kelly Dew**.

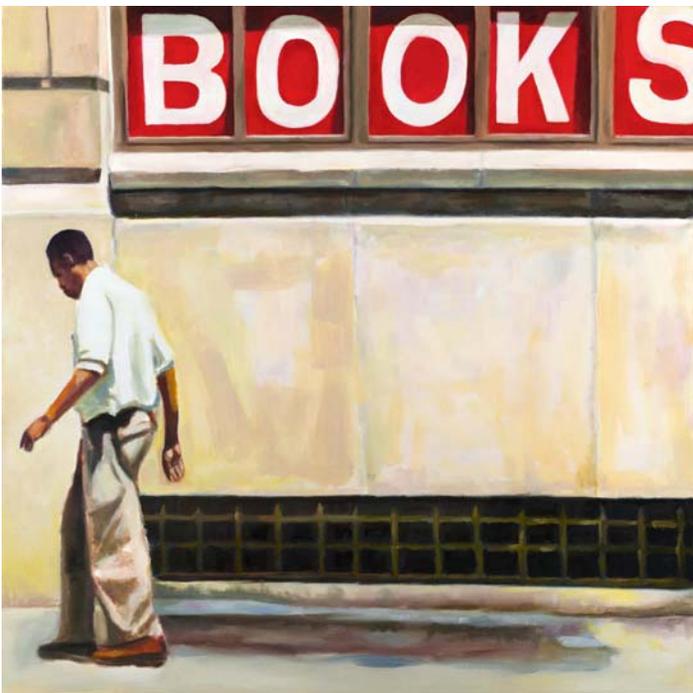
Luke Miller Buchanan is a graduate of NCSU who lives in



Kelly Dew



Luke Miller Buchanan



Kevin McGoff

Raleigh, and has already built a solid reputation in the area. His work focuses on the man-made world with images of architectural spaces that were once vibrant places now left neglected. He seeks to tell the lost stories of personal interactions with the buildings while bringing awareness to their current state in hope for a brighter future. One of the featured pieces on display will be of Golden Belt before its renovation.

Kevin McGoff recently relocated his family to the Triangle from Brooklyn, NY. He is a graduate of the State University of New York at New Paltz. Kevin captures personal moments and inner-city movement with attention to the often overlooked events in our busy lives. LLG will be the first gallery show for Kevin since moving to North Carolina.

Kelly Dew is one of the owners of LLG. She graduated from the School of the Art Institute of Chicago where she was a merit scholar. Kelly's work will be a permanent fixture in the gallery with new paintings in a wide variety of styles for each show. For the May 15 exhibition, she will feature work created while pregnant with her two year old son, Porter. The mixed media paintings are meant to be fun and enjoyable for all ages and backgrounds.

LabourLove Gallery is committed to pushing the boundaries of art retail to further the creative spirit in the artists it represents, the lives of its customers, and the city it calls home.

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. 807 E. Main Street, Durham, NC 27701

For more information about Golden Belt, visit www.goldenbeltarts.com or contact Marketing Director Allison Polish by e-mail at allison.polish@scientificproperties.com or by phone at 919-967-7700 x155.

For more information about LabourLove Gallery, visit www.labourlove.com or contact owner John Pelphrey by e-mail at john@labourlove.com or by phone at 919-357-8375.