



SHARE

A MEDITERRANEAN JEWEL

MALLORCA, SPAIN • FEB 14-18 2020 • 5 NIGHTS • £2,450 P/P



A personalised, creative master class in either photography or art appreciation with practical tuition given by Michael Potter and associates. An opportunity to engage, explore and stimulate your creative interest.

The sessions include light & shade photography tuition, conventional drawing and painting and an introduction to the wonders of the digital ipad - together with discussion about what drives our creativity and why. The light, stone work, architecture, people, land and seascapes are inspirational at every turn.

The workshops are held in an old, large town house with ample space, a pool and terraces, two minutes walk from the central squares or the countryside, 5 kms from the beaches and at the foot of the Tramuntana mountain range.

Accommodation is in the town on a bed & breakfast basis in a beautifully converted old building 5 mins stroll to the workshop studio.



THE PACKAGE

PHOTOGRAPHY SESSIONS

Discussion on the day's photographic task with laptop critique from the previous day

CONVENTIONAL DRAWING, PAINTING AND IPAD SESSIONS

Practising the familiar and blending traditional and new techniques with expert tuition from John Hollander

- The photographic session looks at the problems of the world being saturated with snapshot smart phone photography and is carefully constructed to task you with producing a few first class shots worthy of the world's top magazines whether on a smart phone or a digital SLR.
- A discussion on the importance of observation, patience, composition, resolution and saturation.
- Some editing post-production will be required on laptops and using Photoshop elements.
- Where we work with a paintbrush in hand in watercolours, acrylics or soluble pencils and pastels. This session tasks the attendees with a creative end result regardless of your perceived ability. It is collaborative and inspiring and an alternative to being sat in one place painting a scene.
- We will start by familiarising ourselves with the ipad which is an amazing addition to art expression. The ipad operates in its own right and is totally portable.
- Working digitally is relatively new, even for very advanced artists, so this workshop is designed to help you get really comfortable with one software program, Procreate.
- Apply what you've learnt to do simple sketches while John moves among participants, offering guidance. The sessions end with a daily review of work, lessons learned and a Q&A.
- David Hockney who is probably the most famous advocate of the ipad would rather start afresh than trying to move things around on a real canvas. We can all make mistakes and the ability to quickly correct them can be enlightening.
- The best of your work will be printed and framed to 22 x 30 cm - by you - as part of a complete creative effort and one that will stay with you long after the sunshine has faded.

PRICING & BOOKING

£2,450 per person, excluding flights. Local hotel for 4 nights and tuition, half board as lunches tend to be out on location and subject to appetite.

If you would like to [enquire about a booking](#) we will contact you with further details. A **50% deposit** is required to secure a place with the remainder payable three weeks prior to departure on workshops outside the UK.

An invoice will be generated which is payable by BACS. Terms and conditions apply.





“If you have the opportunity to put yourself in this environment, and are blessed with an open mind, then I believe you will see something extraordinary happen to your perspective and approach to everyday life.”

Before I went on this workshop I thought I had a fairly good understanding of what creativity was, especially practising as a young designer in London, I thought I'd explored all possible avenues!! BUT, this trip, the place and the people on it, reminded me that creativity has infinite possibilities. Discovering this again was a fulfilling and honestly healing experience.

Michael and team have a way of thinking and dealing with people which I found unique. There is no expectation to create or join in everything but there are no moments you would even consider missing out on! Highly skilled tuition and friendship is available all the time so you can focus as much as you want on a technique or idea you'd like to explore.

AMY HEATHERINGTON
- COCO CREATE



TUTORS



MICHAEL POTTER

Michael Potter has been working in the fine art and photographic businesses since the late 1970s with work in private collections and has exhibited in London and internationally.

He has exhibited work at the Royal Academy London summer shows, been commissioned by the travel magazine industry and corporate sector and has had a flourishing career in fashion, photographic portraiture, fine art printing and publishing as well as being in the art stable of Christie's Contemporary Art, the John Lewis Partnership, IKEA, Paperchase, the Dorchester Hotel group, Hilton, Holiday Inn, Intercontinental Hotels and a host of businesses in the States, large and small as well as representation worldwide through Project Art and Art for Business.

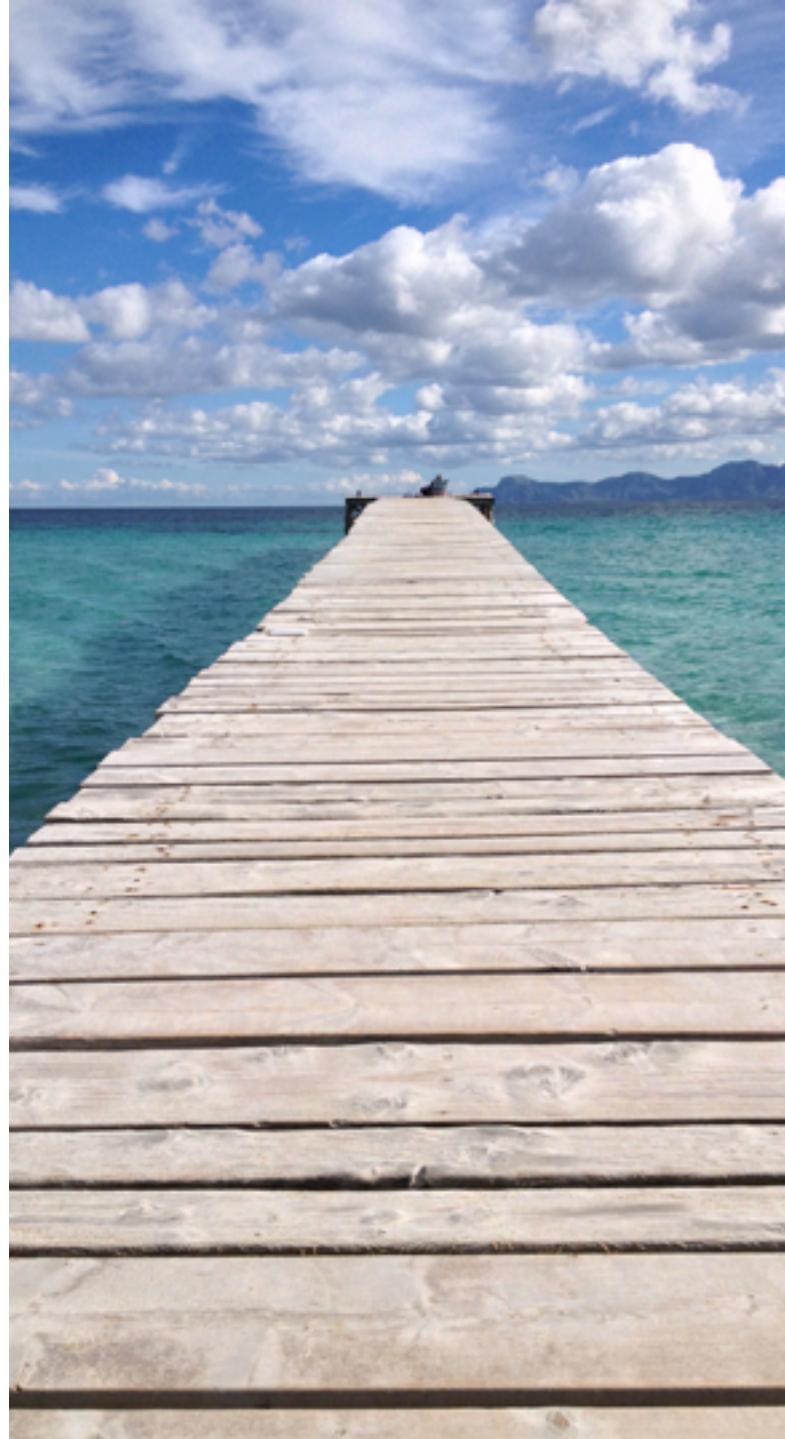
Having retired in 2009 his art and photographic workshop programmes are now a full time commitment. His highly informative and tutored sessions help individuals and teams explore their creativity and he has hosted workshops in Kenya, South Africa, India, the USA and throughout Europe over the last 10 years.





JOHN HOLLANDER

John is an internationally respected artist and digital advertising illustrator based in Zurich, Switzerland and has working internationally for most of the large companies that are common names: Dunlop, Mercedes, Swissair, Franke, Swiss National Railways, Red Bull and many others.



He has taught multimedia at SAE in Zurich and has a unique insight into the analog world of drawing and painting as well as technical experience across a host of digital software platforms including Photoshop, Illustrator, InDesign, Cinema 4D, Zbrush and many others. He now works on the iPad tablet as well as traditional mediums and is accomplished as a representational and impressionist artist.

CONTACT

Email info@createhub.co

Address CreateHub
70 Valetta Road, London
W3 7TW, United Kingdom