



MALTINGS

ILLUSTRATION for INTERPRETATION

Explain,
Engage,
Excite,
Enthuse....

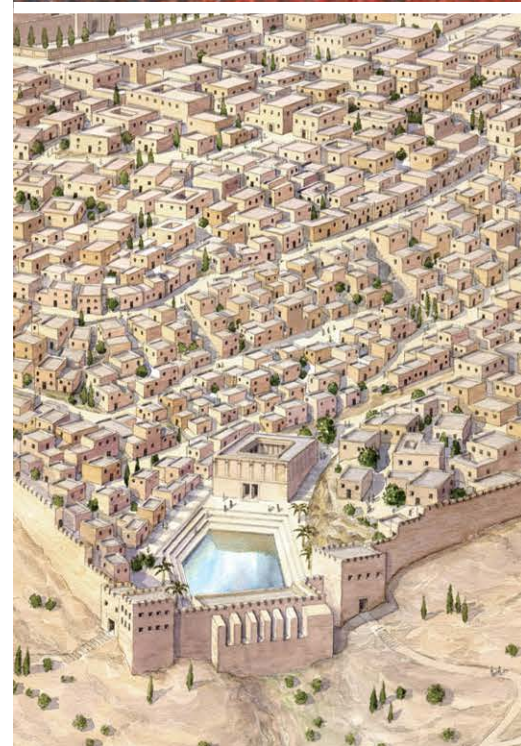
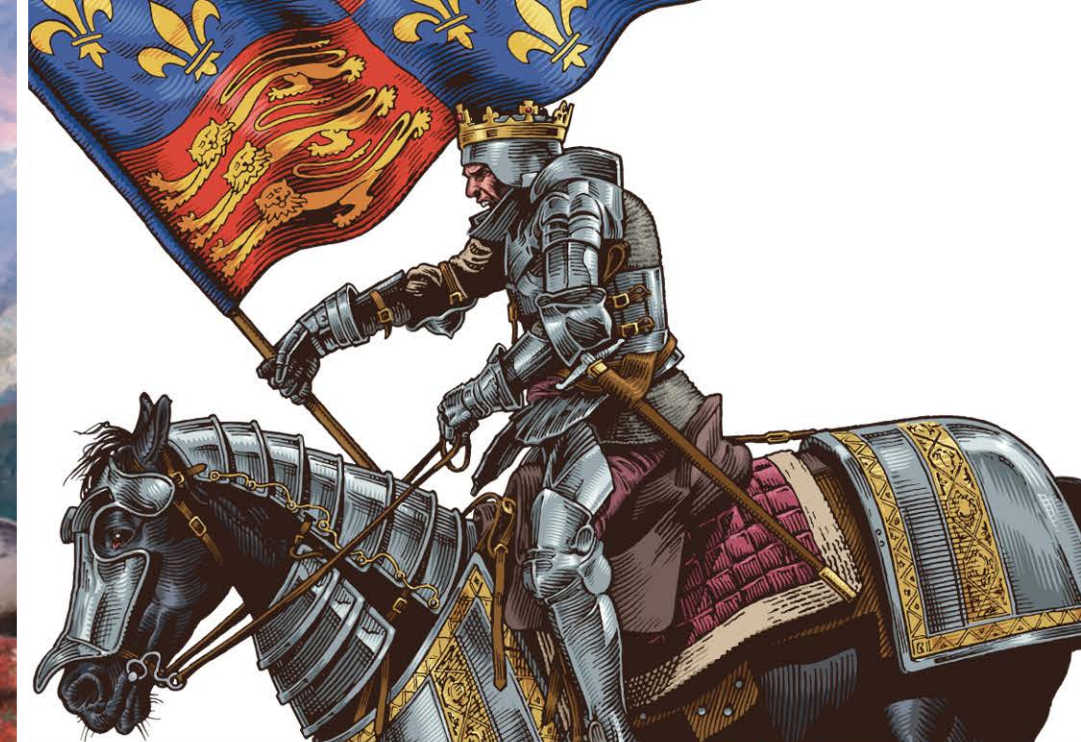
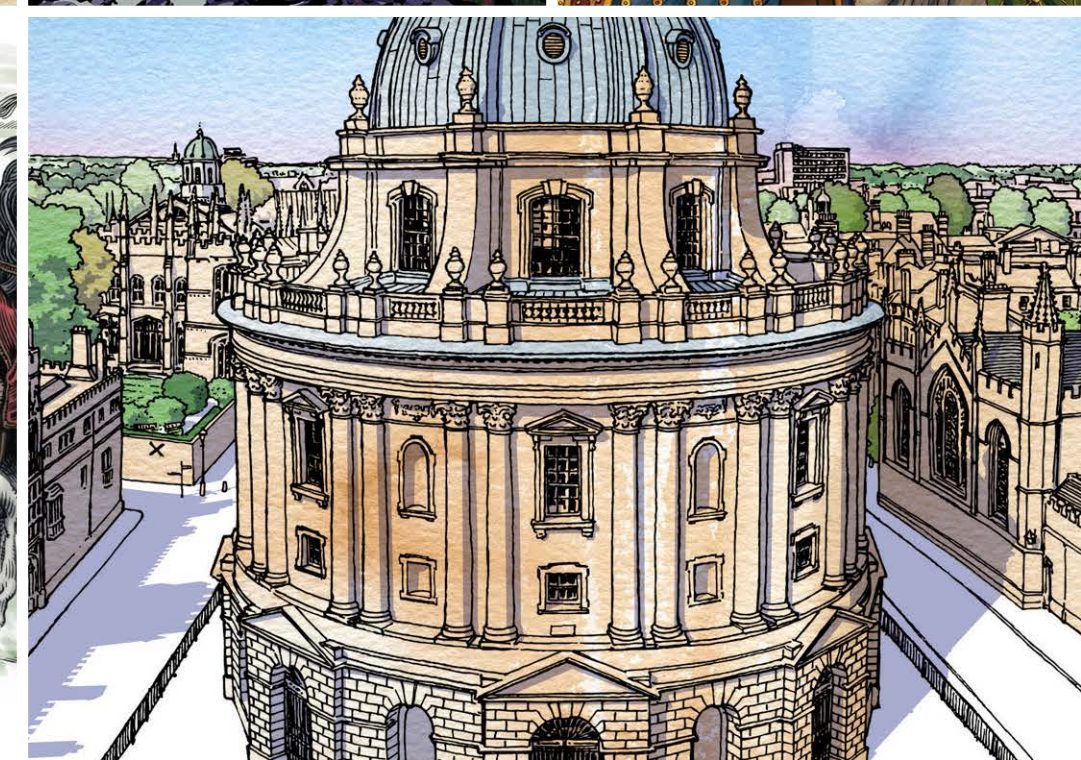
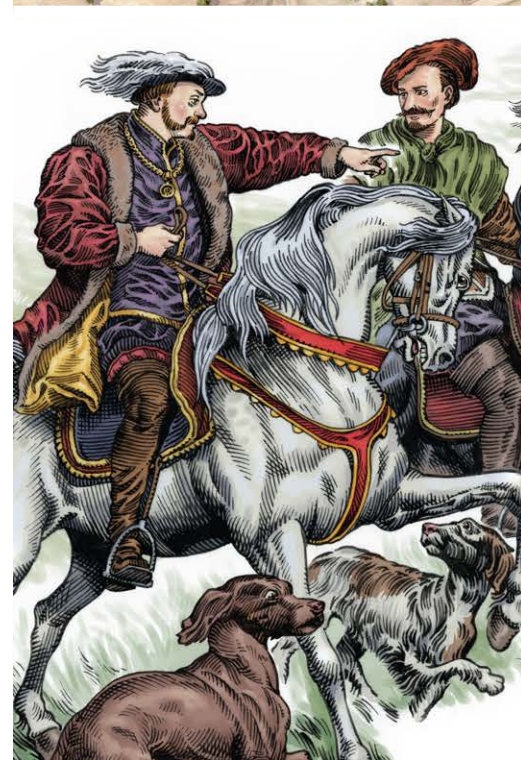


Illustration for interpretation is a specialism within a specialism.
The Maltings offer a one-stop, in-house creative resource - developing beautiful illustration for just about any interpretive project, large or small.



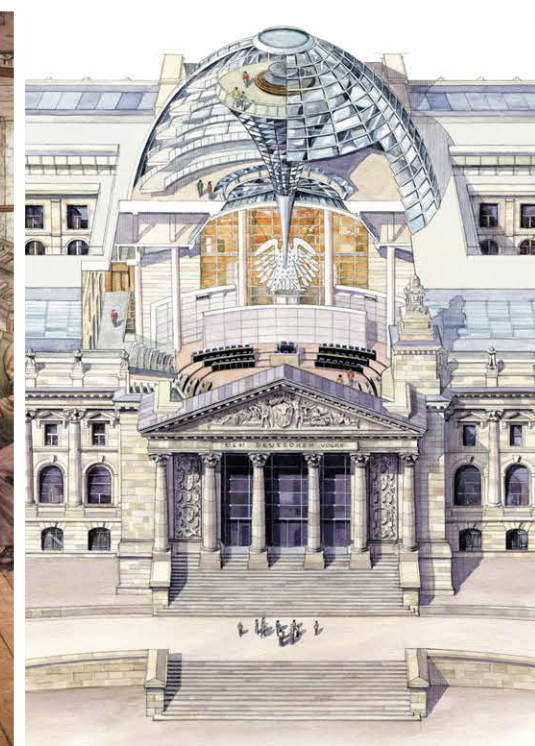
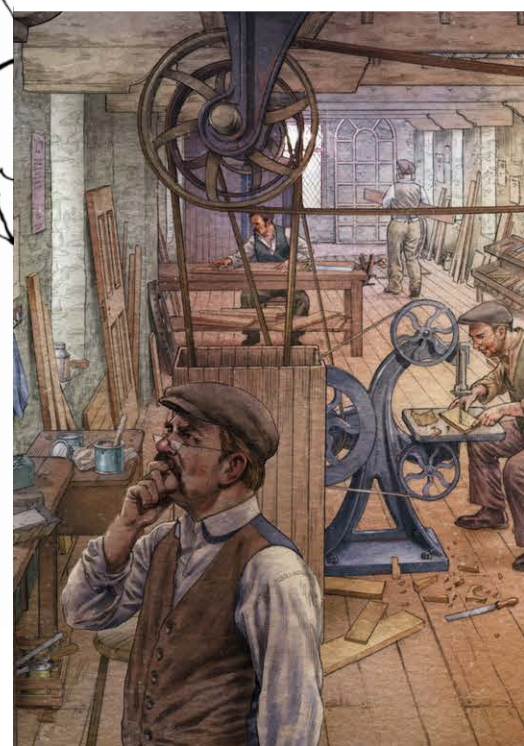
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Any Style,
Any Subject,
Any Size....



As commercial artists with decades of experience we can create just about any sort of illustration you may need. We develop a stylistic approach based upon your budget, your brief, the site, the story and the final physical size it will be reproduced. The largest artworks we have created measure many metres across, often life-size or larger than life, and can form the centrepiece of an interpretive scope.



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1834. THE SIX MEN ARE
THEIR UNION IS LEGAL, BUT
ED FOR 'UNLAWFUL OATHS'.
DEMANDS A GUILTY VERDICT.
UNION MOVEMENT WILL 'RUIN
ND DESTROY PROPERTY'.

EN ARE CONVICTED AND
SPORTED TO AUSTRALIA
RK AS CONVICT LABOUR
SEVEN YEARS.

THE DISCIPLINE AND DETERMINATION
OF SO MANY WORKING PEOPLE
FRIGHTENS THE GOVERNMENT AND
IMPRESSES OBSERVERS.

1836. AFTER CONTINUED PUBLIC
PRESSURE, A FULL AND FREE PARDON
IS FINALLY GRANTED AND THE SIX MEN
ARE ALLOWED TO RETURN FROM AUSTRALIA.

AS THE SIX CONVICTS SAIL SOUTH,
WORKING MEN AND WOMEN IN BRITAIN
SHOW THEIR ANGER THROUGH
PEACEFUL PROTEST.

THEY HOLD MEETINGS AND START
A PETITION DEMANDING JUSTICE
FOR THE 'TOLPUDDLE MARTYRS'
AND GIVE MONEY FOR
THEIR FAMILIES.

AS THE INDUSTRY
EVOLVES, THESE
KEY ROLE IN NEG
AND CONDITIONS

THE PARDON PROVES THAT WORKING
MEN AND WOMEN CAN USE THE LAW
TO PROTECT THEIR RIGHTS.



Free up your Imagination...

Perhaps the single most important benefit we bring to our clients is the freedom to let their imagination run wild. Most illustrators offer a limited range of subjects in a fixed, personal style, and they rarely work at large scale. Typically illustration for interpretation explains or informs, but it rarely offers something exciting and memorable to the visiting public. The Maltings can make your 'what if's' happen - we rise to any challenge and work to bring the most incredible ideas to life.



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What do you need...?

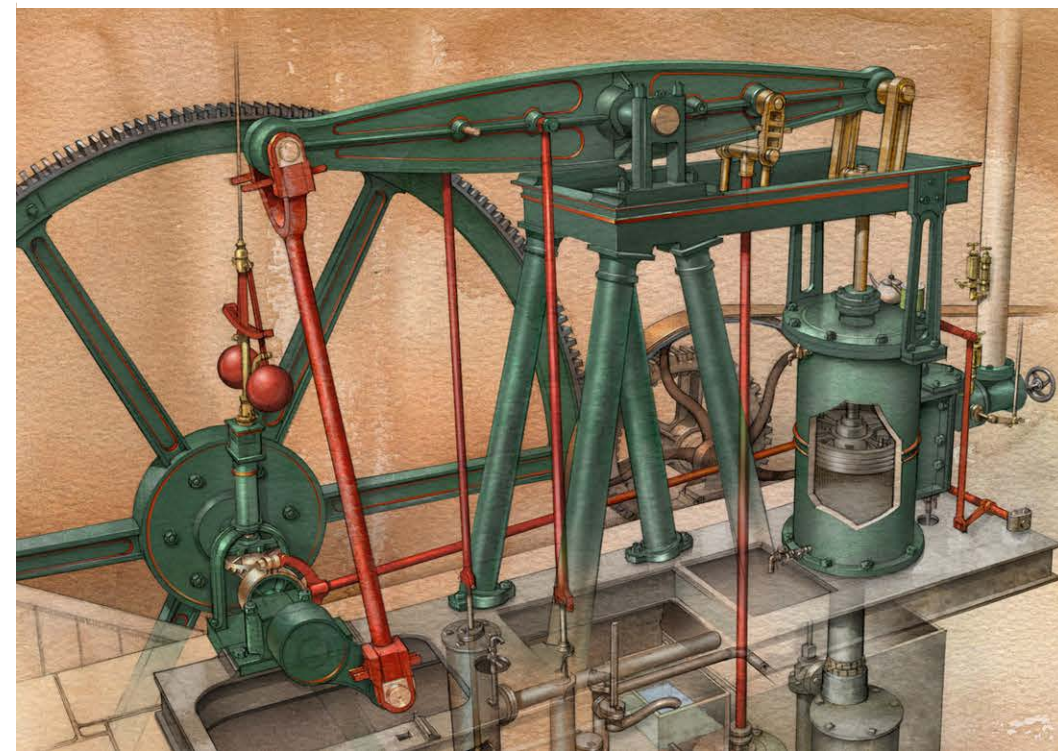
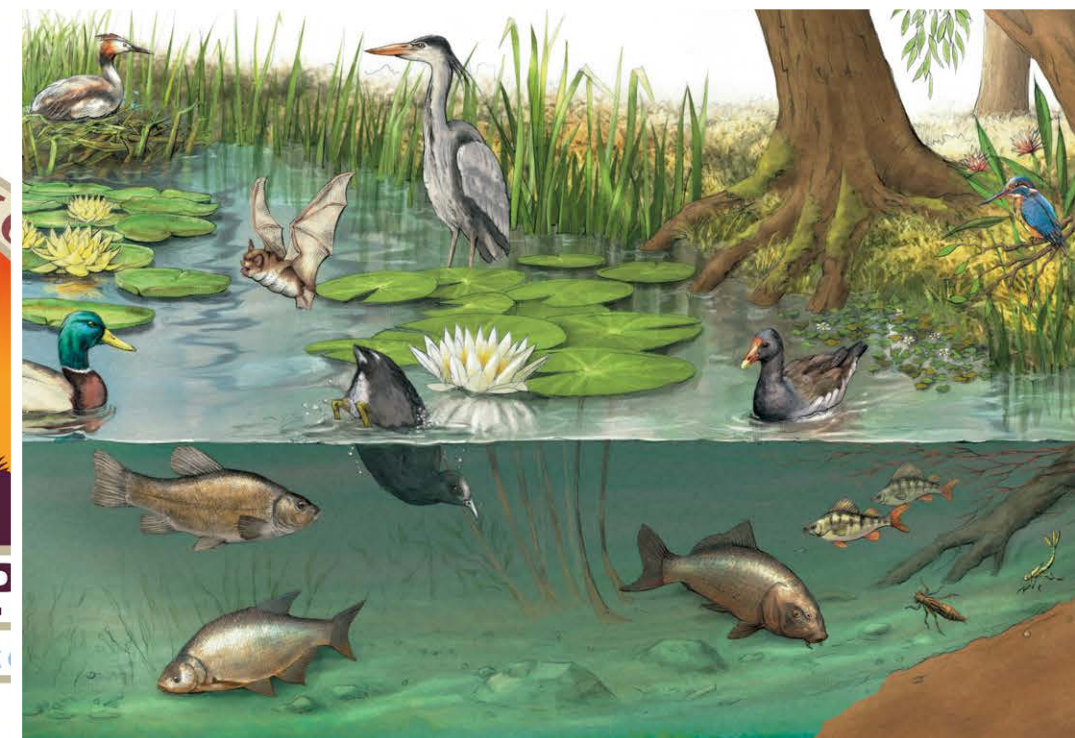
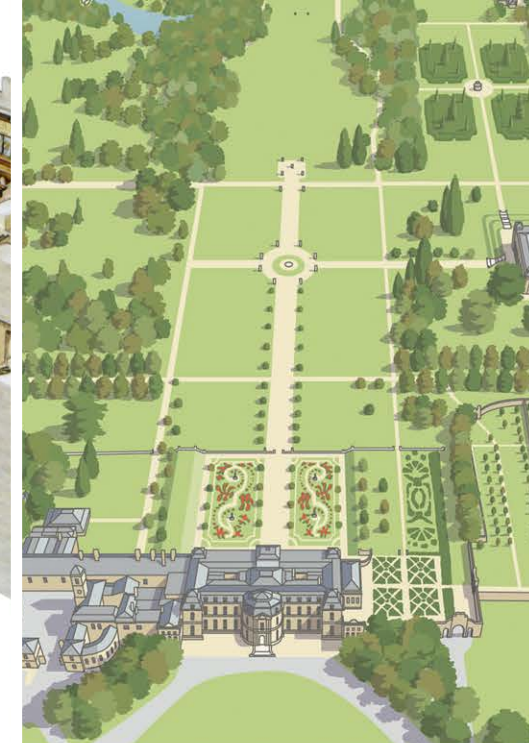
Historical & architectural reconstructions, flora and fauna, habitats, pastiche illustration, artist's impressions, visuals, wall murals, infographics, maps & trails, illustrated logotypes & icons, cartoons...

Perhaps it would just be quicker to say
'Whatever you need - we can do that!'

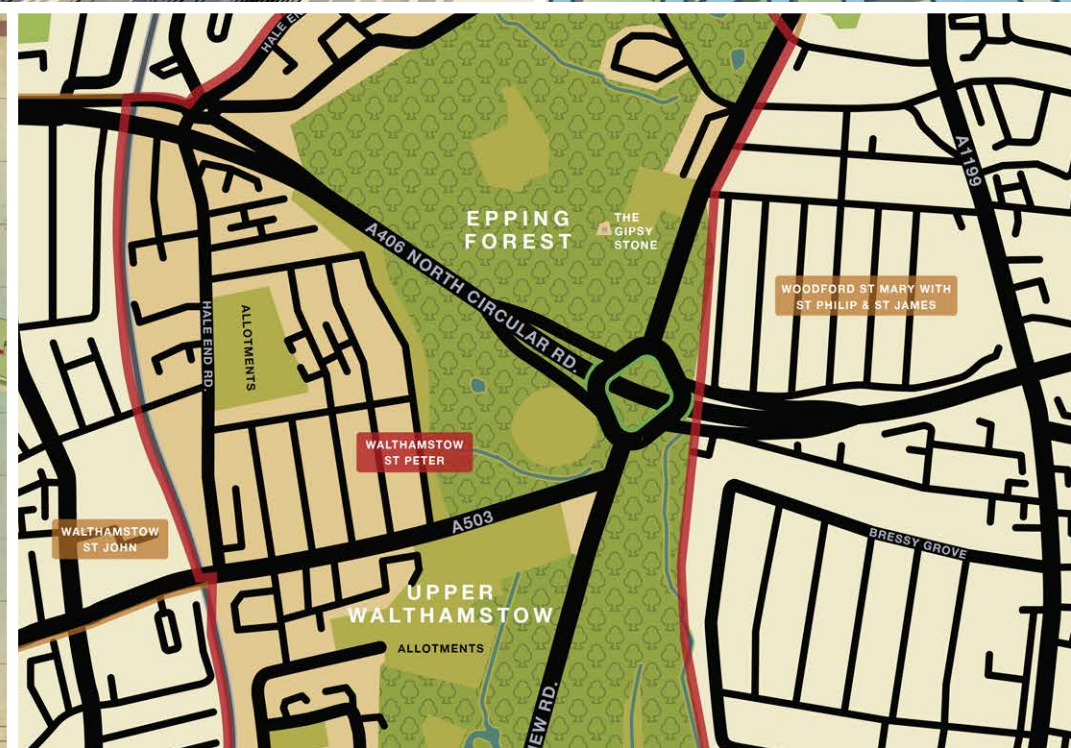
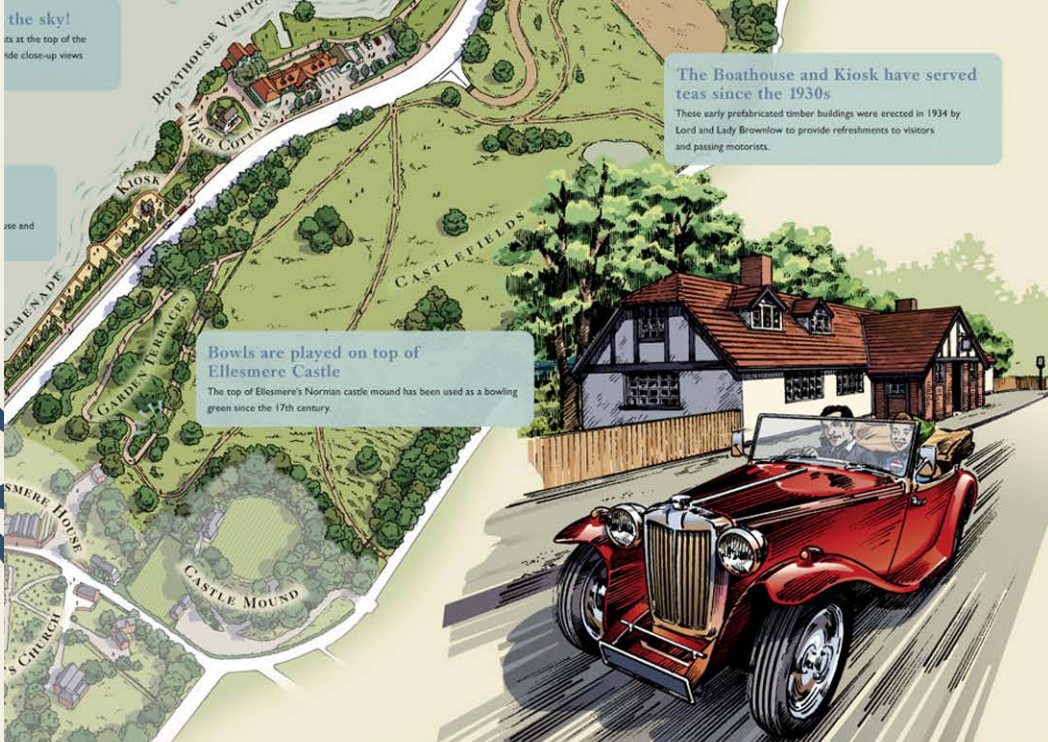


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Let's Talk...

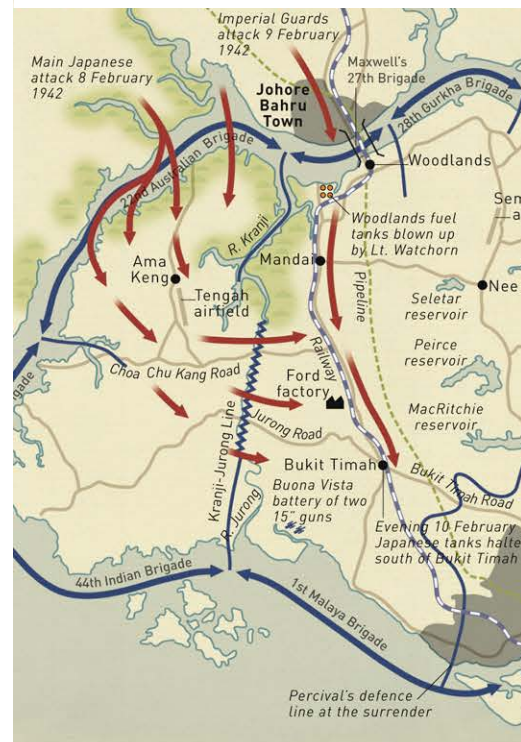
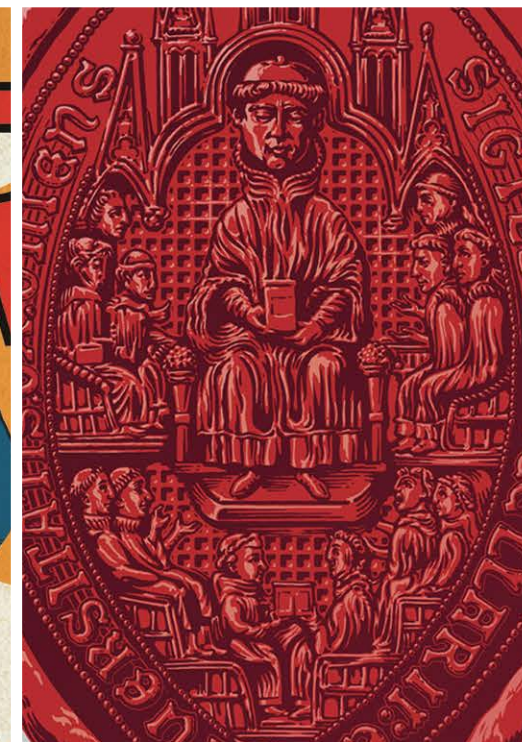
The best place to start is with a chat.

Tell us about your project, share your ideas. We can discuss options in terms of composition, style, media and materials, and even indicate likely costs and timings based upon differing approaches. For larger commissions we can provide bespoke thumbnail sketches, style samples, and even artist's impressions/visuals/3D models of how the final artwork may look in situ. Whatever your project we always offer sound advice and options to suit a range of budgets.



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Be Reassured...

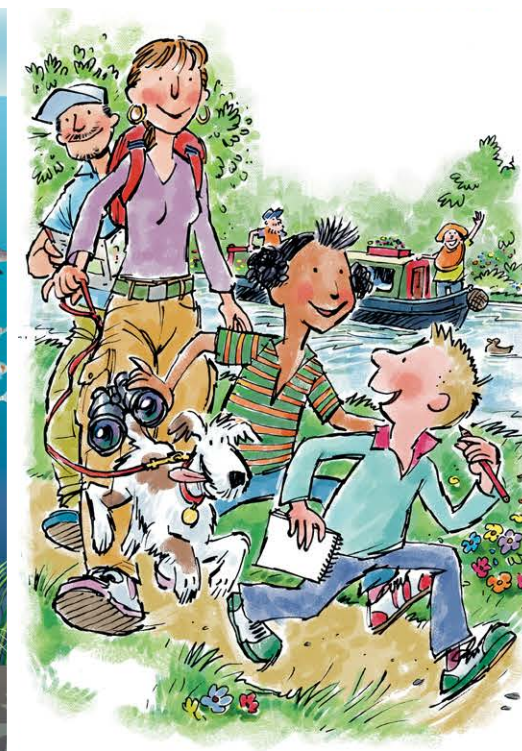
We are well aware that working with creatives can sometimes be challenging, but as time-served professionals we work hard to make the entire process from commission to delivery as smooth and straightforward as possible.

- Budget and schedule are established at the outset. We only agree to take on a project if we are certain the deadline is achievable. For larger projects we usually specify monthly stage payments, but we never invoice for work that has not yet been completed.
- We offer in-house research as required and pride ourselves on the technical detail and historical accuracy of our work.
- All of our clients benefit from direct liaison with the illustrator fulfilling their brief.
- Typically each illustration is submitted as a thumbnail sketch for compositional approval and again at detailed drawing stage for content approval - only when email sign-off is received from the client team do we embark on the final artwork.
- All final artworks are submitted to client as digital files at an agreed scale and resolution, and we retain back-up copies for at least 12 months following delivery.



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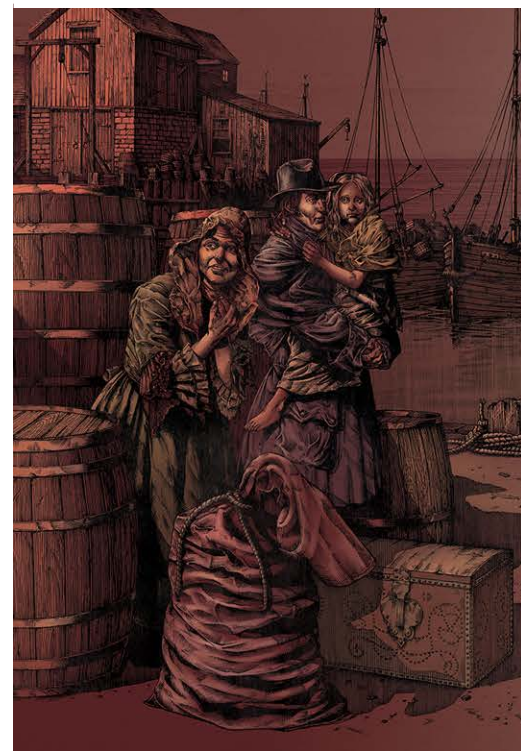
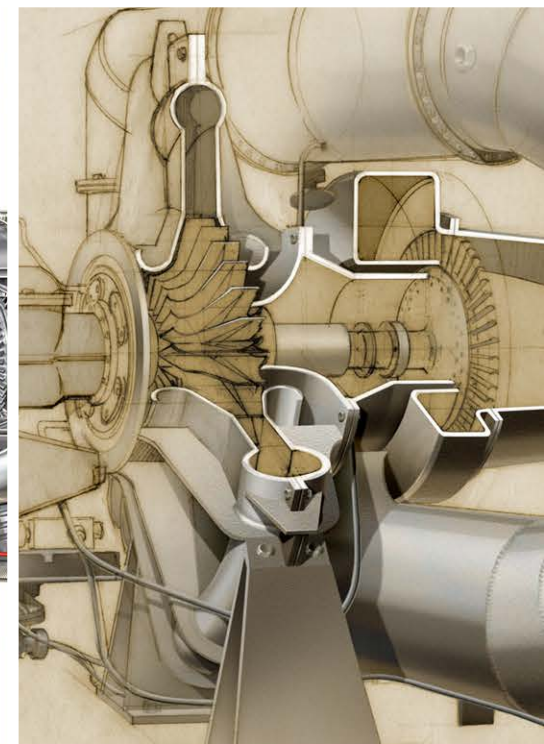
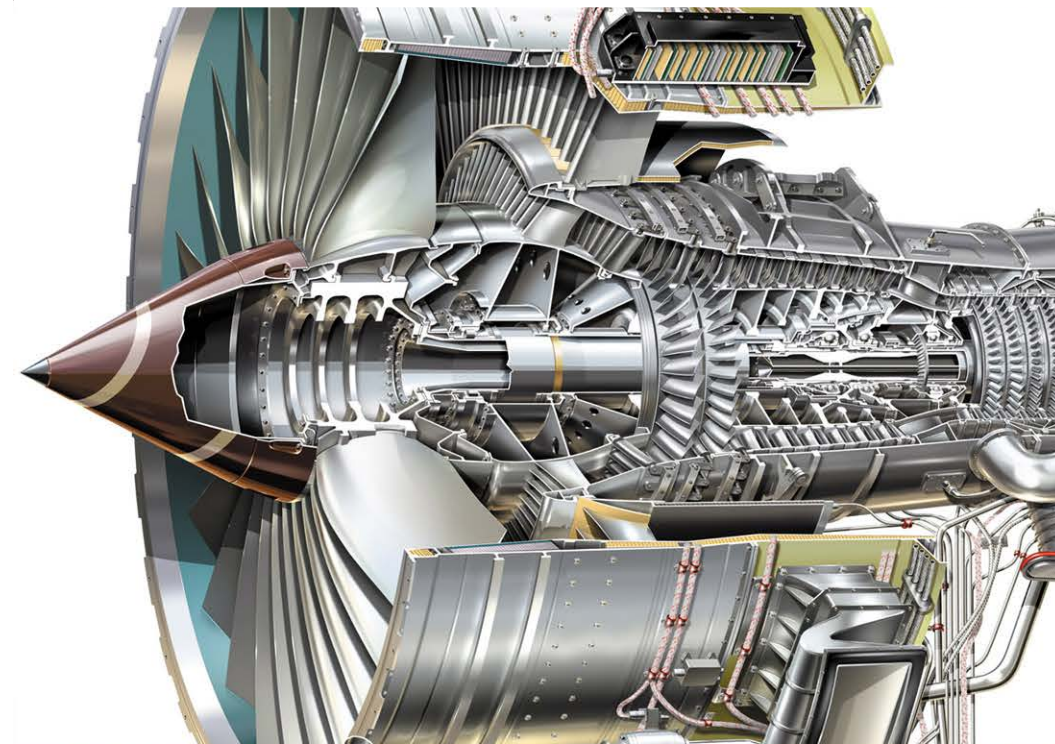
Foreground or background...

Whether we are promoted as part of your creative team or very much in the background, we want clients to think of The Maltings as a valued resource which will broaden and enhance your creative offer. You are welcome to request samples of our work for a tender response or as part of a proposal. Very few heritage interpretation suppliers offer illustration as an in-house service and none offer the range, flexibility and skills that we do.



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All of this must be expensive...

Not at all.

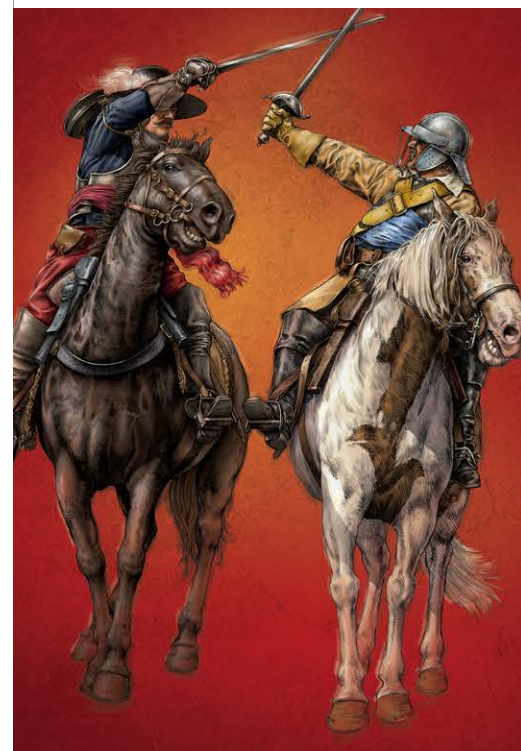
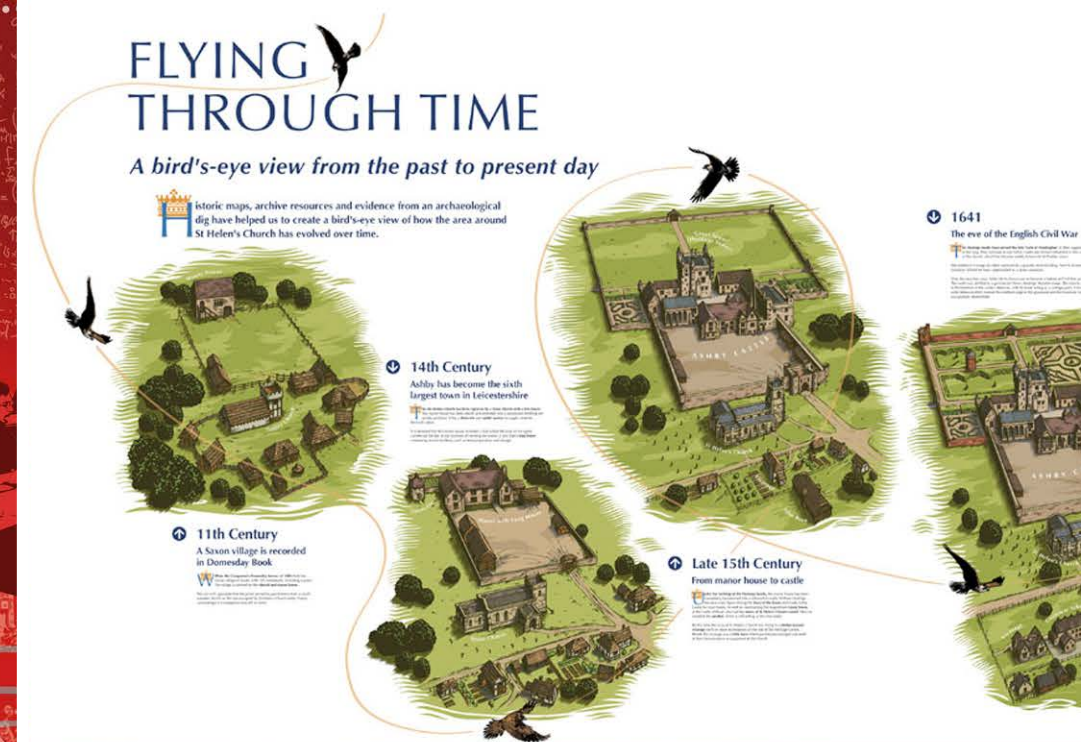
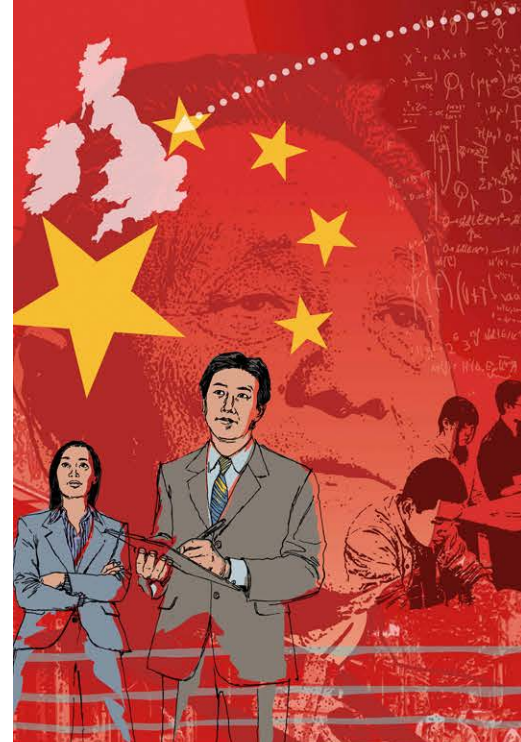
We charge a fixed hourly rate of £40-00 plus VAT for all services.

Of course hourly rates are only half the story, so be reassured that we have the skills, knowledge and experience to produce stunning artworks quickly, following the most expedient route to completion. Whether you require us to provide a quotation or work to a set budget, we believe that the service we provide represents exceptional value.



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One last thing...

Possibly the most underrated yet important aspect of working with us is our enthusiasm for a job that we genuinely love. We want all of our clients to find the process of working with our studio easy, enjoyable, exciting and rewarding. We always strive to ensure the final artwork exceeds expectations and even clients who use us again and again are surprised and delighted by how we keep nudging the bar a little higher each time. **It is an over-used phrase, but your satisfaction is important to us - we want you to be delighted.**

Mike Foster & Steve Capsey
The Maltings



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