

Long Eaton Chamber of Trade – May 2014 Newsletter



your voice in the business community

Member profile: Artistic Upholstery Limited – Bridge Street, Long Eaton.

Artistic Upholstery Limited perhaps the oldest furniture business in Long Eaton in terms of family ownership.

Founded in October 1952 by Andrew's father Jim Mitchell, an accomplished designer from Beith in Ayrshire. Jim started in Jardine Mill, Draycott when, in 1953 he was only one of four companies that wasn't making Lace, before moving to Long Eaton.

Andrew joined his father at the age of 15 where he started at the bottom, and from all accounts, liked it so much that he has been there ever since!!!

The company enjoys an enviable reputation for quality and service world-wide. Clients include Harrods, Liberty, Lane Crawford Hong Kong, Beijing and Shanghai, the Foreign Office, four and five star hotels, Interior Designers and of course, those that appreciate the finer things in life. Yet it remains a very small hands-on business.

Artistic is respected by many of their competitors, and have been involved in some prestigious projects including hand carved gilded chairs for a world conference attended by all major heads of state, whilst nearer to home, making the leather chairs and the mayoral chair for the Town Hall here in our own Town.

During the 1990's some 40% of furniture was exported to Sweden when they were privileged to make two sofas for the then, Crown Prince Karl Gustaf in Elk skin. Now in residence in the Palace in Stockholm.

Commissions have included his holiness the Pope, and many celebrities including, rock stars, sportsmen, actors, writers and footballers. Confidentiality prevents naming any.

The company was awarded the coveted 'Manufacturing Guild Mark' by the Worshipful Company of Furniture Makers' in the city of London in 1998 for outstanding quality, limited to just 50 UK companies.

Last year Andrew was chosen to represent his industry by the Furniture Makers Livery at the Queen's Golden Jubilee

luncheon held at the Palace of Westminster with the majority of the royal family in attendance, albeit with 699 other Liverymen represented every occupation. A great honour indeed.

Artistic are the only furniture makers in the UK that make their own hand made trimmings under the name of Renaissance, using 40 year old Swedish looms. They have a rope built in the Town by Lace Mechanics capable of actually making a ships rope, and a cabinet company under the name of Iain James Furniture, where Andrew's eldest son is managing director.

The company is in good hands, with daughter Jo and sons Iain and James taking over the reigns for the next generation.

Andrew's ambition is to see Long Eaton recognised as the excellence centre of upholstered furniture



Artistic Upholstery Long Eaton's Showroom

Secretary: Ray Terry

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Planning Applications business/educational related in May 2014

Demolition of petrol filling station on Tamworth Road and erection of 14 apartments
Installation of new shop front at 2 High Street, Long Eaton

“What's not my Line”

The Long Eaton Chamber of Trade are delighted again to play a small part in this years Long Eaton Carnival with a competition within the Town Centre under the banner of “What's not my Line”

Future meetings & Events

2014

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| 3 rd June | Long Eaton Chamber of Trade meeting 6.00pm |
| 21 st June | Long Eaton Carnival – Procession and main event at West Park. |
| 4 th July | Social evening at Anderson |
| 8 th July | Long Eaton Chamber meeting |
| 11 July | Erewash Partnership Summer Networking Exhibition. |
| 17 th Oct | Erewash Partnership 20 th Anniversary |

17 town centre shops will displayed the notice “What's not my Line” in the four weeks leading up to the Carnival in their shop window with a challenge to spot within their window display something that they do not sell.

The competition will run from Saturday 24th May until Friday 20th June with the winners being announced at West Park on the afternoon of the Long Eaton Community Carnival.

Membership News.

The “Grand Opening” of the new location of **TOBI FRAMES at 15 Tamworth Road**, took place on Saturday 12th April.

High respected artist John Sprakes officiated, cutting the ribbon and speaking warmly of his appreciation of the high quality of work that the shop has done for him over the years, and how he values the friendly helpful service and advice offered.

Owner Barney Crow said “This move marks a significant new development for the business, which is growing fast. Along with the new location comes an investment in the new premises, new technology and equipment which will see Tobi Frames go from strength to strength. Our new computerised mount cutter along will allow us to offer new services to customers, offering further personalisation options for every frame. I would like to thank all our customers old and new for their loyal support over the years, we look forward to welcoming you to our new shop”

There will be three winners, who each receive a voucher to spend at any of the participating shops. All entries will be entered into a draw for a £10 voucher to spend at Anderson's in Long Eaton

Entries forms will be available from 24th May at either Tracey Maid Cycles in the Market Place, C J Lucking Accountants on Cross Street, Erewash Borough Council Long Eaton Town Hall and also available on web sites www.longeatonchamber.org.uk or longeatoncarnival.org.uk

For more details on the Chambers activities and membership do have a look at www.longeatonchamber.org.uk

Also, we are now on Facebook

Ray
Secretary

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