



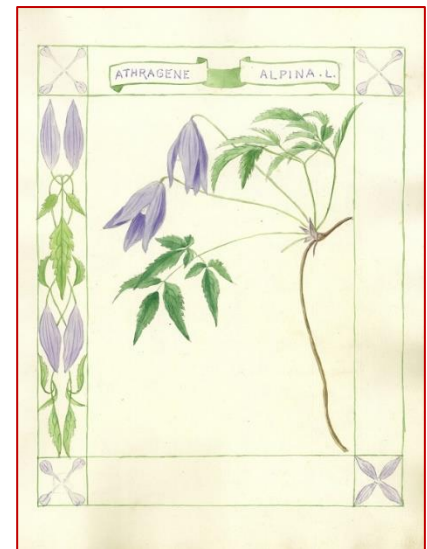
Whimsical watercolours – wild flowers of the Alps Celebrity-signed prints in favour of the Woodland Trust

The Clarence Bicknell Association announces a campaign to raise funds for the Woodland Trust from the sale of celebrity-signed prints of fine-art-reproduction watercolours by the Victorian polymath, botanist and artist Clarence Bicknell.



Celebrity flower prints seek retail outlets

This first announcement is an appeal ... to retail outlets such as museum boutiques and art galleries where the prints could be put in sale to the public and ... to public art galleries where a more complete retrospective of the work of Clarence Bicknell could be put on. Initial approaches are underway with the Guildhall Art Gallery in the City of London, the Society of Botanical Artists, and the Fitzwilliam Museum, University of Cambridge, where a further 405 watercolours by Bicknell are stored.



Four celebrities have signed a batch of prints each:

- novelist **Frederick Forsyth**,
- broadcaster and President of the Woodland Trust **Clive Anderson**,
- singer-songwriter **Chris de Burgh** and
- playwright **Sir Alan Ayckbourn**.



Bicknell's botanically-accurate images of Alpine wild flowers are in many cases decorated with frames and elements inspired by the shape and colour of the flower in an arts-and-crafts style. They were painted in the vellum-bound Casa Fontanalba Visitors' Book in 1906 by Clarence Bicknell (1842-1918) who lived and worked in northwest Italy. These decorative prints are available signed or unsigned, framed or unframed, with or without a printed caption, in a variety of flower types and a choice of frames. You can see the watercolours at

<https://clarencebicknell.com/shop>

For initial enquiries, please get in touch with the Clarence Bicknell Association and its chairman Marcus Bicknell via info@clarencebicknell.com

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Notes to editors:

About the Woodland Trust

The Woodland Trust is the largest woodland conservation charity in the UK. It has over 500,000 supporters. It wants to see a UK rich in native woods and trees for people and wildlife. The Trust has three key aims:

1. protect ancient woodland, which is rare, unique and irreplaceable
2. restore damaged ancient woodland, bringing precious pieces of our natural history back to life
3. plant native trees and woods with the aim of creating resilient landscapes for people and wildlife.

Established in 1972, the Woodland Trust now has over 1,000 sites in its care covering approximately 29,000 hectares. Access to its woods is free so everyone can benefit from woods and trees.

The Woodland Trust is a charity registered in England and Wales no.294344 and in Scotland no. SC038885. Logo... Registered TM no. 2240531. Their partners include Sainsbury's, Ovo Energy, People's Postcode Lottery, Pets at Home, Aviva and others.

www.woodlandtrust.org.uk

About the Clarence Bicknell watercolours

The prints are offered for sale, with or without frames, at a premium price in order to optimise income to the Woodland Trust (under discussion £150 unframed, £250 framed, or £450/£800 for a set of four. 26x34cm portrait). Proceeds after direct costs (c. £39 per print and frame plus retail discount where required) go to the Woodland Trust. Reproduction is by state-of-the-art digital offset lithographs on an eight-colour Komori Lithrone LS-829 with H-UV by The Indigo Press. Each print is on 150gsm uncoated card and machine-sealed.

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Photos of the celebrities

The attached photos show celebrities signing a limited number of the pictures, and a stock shot of Clive Anderson. Novelist Frederick Forsyth in the company of supporter Sally Harrison and Marcus Bicknell, the great-great-grand-nephew of Clarence. Singer-songwriter Chris de Burgh and **Sir Alan Ayckbourn** are also shown signing the Clarence Bicknell prints.



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