



**Press Information: Bideford
artist Alice Bulmer toasts vodka
label success**



Bideford artist Alice Bulmer is at the forefront of an innovative range of craft spirits that will see her artwork reproduced on vodka bottle labels.

Alice - who is renowned for her botanical artwork - has produced an acrylic painting called 'Hibiscus Kiss' for the new drinks company Modern Art Distillery.

Modern Art Distillery - or M.A.D - aims to have a regularly changing programme of bottle art to accompany its spirits, promoting the work of artists across the UK.

Alice's painting is featured in the first series, called 'Connections', on the label of the company's Watermelon and Thyme Vodka. As well as the bottle, customers can also buy prints of Alice's original painting.

The artist said: "It's a great opportunity for artists to get their work seen outside of gallery exhibitions and negotiating the algorithms of social media."

Alice's artwork



Alice's painting 'Hibiscus Kiss' features on Modern Art Distillery's first series, called 'Connections', on the label of a Watermelon & Thyme Vodka bottle and will also be available to buy as a print.

Catharine Russell, one of the founders of Modern Art Distillery, commented: "We love the colour and vibrancy of Alice's work - it's a perfect fit with our spirits range and our vision for Modern Art Distillery as a melting pot of creativity.

"We are seeking to provide a canvas for artists, allowing them to display their artwork on our bottles, and we are delighted that Alice is the first artist to feature on our vodka bottle."

To find out more about Alice's work visit www.modernartdistillery.com.

/Ends

- **Notes to Editors:**

For further information, images and interviews, please contact Catharine Russell or Caroline Harrison at Modern Art Distillery: email info@modernartdistillery.com or tel. 07940 098741.



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