

From: Ellen Rice <ellenrice@mchsi.com>

Subject: We are moving!

Preheader: Gallery-wide moving sale, including gift certificates

Reply: ellenrice@mchsi.com

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We are moving!

Dear

I haven't written in a few months, waiting until I could tell you our news.

Hopefully by mid-April we'll be moving inland a couple of miles to a much larger space, with beautiful natural light, easy access, and perhaps best of all, abundant free parking.

I love Bethany and my landlord and neighbors of the past two years, but lack of parking has been a huge issue for so many



Ribbons of Gold, a glowing new 9" x 12" oil on canvas by Ellen Rice. Please note that the appearance of painting colors varies with screens and monitors.

of my customers who don't live or rent in town. It's therefore with both regret and excitement for all the possibilities of having more space and adequate parking that I'm moving forward.

To help with the move, we're having a moving sale now through March 31st.

The sale includes all 100-plus Ellen Rice gicle'e prints, large and small, conservation framed, unframed, and oil-embellished canvas gicle'e reproductions.

It also includes the American handmade gifts, jewelry, pottery, wood, leather, sculpture, lamps and other works of fine craftsmanship by the more than 100 artisans we represent, *excluding only local consignment artists' work.*

The more you buy, the less we have to move and

the more I'll have to spend on bringing in new artisans whose works I'm in the process of hand selecting. Can't wait for you to see!

I believe the Ellen Rice Gallery will flourish in our new building. The new space will be a wonderful showcase for my paintings and the handmade creations of all of our artisans and an enjoyable and refreshing place to stop, slow down, and be inspired.

*Gift certificates are included in our gallery-wide moving sale,
10% off your chosen dollar amount that can be used
even on new artisans' works and gifts.*

*If you'd like to help out in a hands-on way, volunteers
for various move-related tasks are welcome!*

Our new space has three showrooms: a main showroom; a side room that will be a studio and showroom; a wide hall-turned-showroom that will showcase hand made gifts, jewelry, children's toys, clocks, tide clocks, home accents, ceramics, wall sculptures and more; an office/work room; and a large Florida room where we'll display garden art and furniture and bring back our waterfall and live orchids. The porch will be a respite from the tourist hustle and bustle and a beautiful entrance to the gallery.

Oddly enough, our new space is just a long stone's throw over some marshland and a little stream from our old location on Rt. 26. It's across the street from Lord Baltimore School in Coastal Plaza and until January, it housed the Kool Bean Cafe for over a decade.

The entire first floor is being divided into two spaces: the gallery and a cozy new breakfast-to-lunch restaurant featuring specialty coffees, pastries, salads, cheeses and sandwiches. They're just starting the permitting process, so I can't say more yet, but the couple in charge are experienced restaurateurs.

This week the dividing wall with door went up. When we're both open, the door will be open between us and you'll be able to walk from one area to the next inside. I've met the owners and have confidence that their addition will be a great one!



Our new location in the former Kool Bean building, with new Venetian red shutters and pillars, the color used on US Coast Guard Stations & lighthouses along our coastline to make them more visible from the sea and a nod to the maritime architectural theme of the building's location in Coastal Plaza on Atlantic Ave. (Rt. 26), in Ocean View.

This is a pivotal moment for us. I hope you'll stop by our current location in downtown Bethany and consider taking advantage of my moving sale. Someone said yesterday, "The third time is the charm time." I really like that!

Our current hours are Monday, Thursday, Friday, Saturday 10-5 and Sunday 10-4.

As we get closer to the move, we may close Thursdays, too, to get final prep work done in the new gallery. You can call ahead at 302-539-3405 to double check hours. If you would like to talk to me directly about a painting or commission, please feel free to call my cell at 302-542-4557. If I'm painting I won't answer, so just leave a message and I'll get back to you.

Thank you from the bottom of my heart for your support over all these years. Looking forward to the move being *over* ... and welcoming you in our sunny new space!

A handwritten signature in black ink, appearing to be 'A/ian' or similar, written in a cursive style.