



April 2009

Sunderland Juo takes it's a glass act to the States

Glass artists Jessamy Kelly and Joanne Mitchell are taking their art glass to Washington DC with the support of the City of Sunderland Council.

A series of new Juo art glass panels will start its journey to Washington DC this month to be showcased at the Artomatic Art Fair in Washington DC, which will open on the 29th of May and will run until the 5th of July. Joanne Mitchell will be flying out for the first 10 days to set up the show with the Cohesion Glass Network. Artomatic, is a major art event in America, celebrating its 10th anniversary, Artomatic will be bringing its trademark one-of-a-kind multimedia arts event to the Capitol Riverfront neighbourhood in Washington DC. Held regularly since 1999, Artomatic transforms an unfinished indoor space into an exciting and diverse arts event that is free and open to the public. In addition to displays by hundreds of artists, the event features free films, educational presentations and children's activities, as well as musical, dance, poetry, theatre and other performances. Check out the Artomatic website for more details www.artomatic.org. This fantastic opportunity to show internationally is linked to the friendship agreement fostered between the City of Sunderland Council and Washington DC.

Joanne said: "It is fantastic that our art will be showcased in the states, visitors to Artomatic will get a true feel for what art glass from Sunderland is really like."

Juo are based at the National Glass Centre, at the St Peter's riverside and have been in business for three years after meeting over seven years ago during a design scholarship at Edinburgh Crystal. Anne Tye of the Cohesion Glass Network, said: "The glass art that Joanne and Jessamy have produced is extremely striking and I'm sure it will be well received by the people of Washington DC."

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Notes to editors

Juo is a creative business and new art glass brand realised through an artistic partnership between talented glass designers Jessamy Kelly and Joanne Mitchell. Juo is an innovative design company producing Contemporary Fused Art Glass, for design conscious consumers. They have been in business for three years and their new Spring-Summer 2009 collection is currently available.

Jessamy Kelly is a graduate of the University of Sunderland and Edinburgh College of Art where she trained to be a glass designer and artist. Jessamy is currently in the third year of her PhD in Glass & Ceramics at the University of Sunderland.

Joanne Mitchell is a graduate of Manchester Metropolitan University and Wolverhampton University where she trained to be a glass designer and artist. Joanne has run her own business 4 years and her work is sold in galleries throughout the UK.



January 2009

Sunderland shows it's a glass act in China

Glass artists Jessamy Kelly and Joanne Mitchell have been commissioned by the City of Sunderland Council to create a wall panel for the Harbin Museum in China.

A piece of Juo glass art will travel more than 5000 miles (8000 km) to be displayed in a Chinese museum when it opens in January 2009. The museum in the city of Harbin, in the north of China is being built to celebrate Harbin's friendship with cities across the world, including Sunderland. Glass Artists Joanne Mitchell and Jessamy Kelly, who work together as Juo, have created a fused glass wall hanging which depicts the Sunderland skyline and the Wearmouth Bridge. The 100 x 50cm kiln-formed panel is called Wearside Migration and features a flock of birds flying across it to the East. Juo were given the opportunity to design a piece to represent Sunderland in the China exhibition through the Cohesion Glass Network, an organisation supported by Sunderland City Council. Sunderland is one of the only European cities to be featured in the new Harbin museum. The piece of glass art will be on display alongside information about Sunderland's past and present and will include images of the city's key landmarks.

Joanne said: "It is fantastic that our art will be on display to give residents and visitors to Harbin a feel for what Sunderland is like. The design for Wearside Migration was inspired by the sunset and sunrise over the silhouetted bridges of Sunderland. The hand-painted migrating birds represent the journey east to China. The contrasting play of light reveals a dramatic embodiment of the ethereal beauty of sun trapped within glass."

Jessamy said: "We are delighted to be able to send them a piece of Sunderland to feature in their new museum. It will further reinforce our friendship with the city."

Juo are based at the National Glass Centre, at the St Peter's riverside and have been in business for two years after meeting over seven years ago during a design scholarship at Edinburgh Crystal.

Leader of Sunderland City Council, Councillor Paul Watson, said: "The glass art that Joanne and Jessamy have produced is extremely striking and I'm sure it will be well received by the people of Harbin."

The city of Harbin is situated in North East China and is the capital of the Heilongjiang Province; its population is almost 10 million. It was formerly the base of China's heavy industries but is now regenerating its economy and developing new businesses. Sunderland received its first visitors from Harbin in May 2006 and the partnership is expected to develop over time. Both cities will benefit from the education, culture and business links.

The North East Chamber of Commerce has signed a Memorandum of Understanding with its equivalent organisation in Harbin, China. They will be working together to create opportunities for businesses in Sunderland and Harbin to access new markets.

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December 2008

A touch of Glass

Award winning Design company is making waves

An innovative design company has been commissioned to cast unique glass representations of some of the most breathtaking stretches of the North East coast. Glass artists Jessamy Kelly and Joanne Mitchell, from Juo, captured parts of beaches at North Berwick and Whitley Bay, before returning to their studio at Sunderland's National Glass Centre to hand-craft the finished wall mounted panels for local galleries.

Jessamy Kelly says: "The designs come directly from nature inspired by the play of light and shadow on a coastal landscape, subtly seen through the interplay of light & dark shadows."

Jessamy launched Juo with business partner Joanne in early 2006, after they had won the University of Sunderland's Blueprint Business Planning Award in June 2006. Together they offer a varied selection of high-quality fused art glass products; including giftware, wall panels, signage and corporate awards.

The business has recently been accepted onto the generate stage of Designing Demand, the national Design Council initiative to help SME's make more effective use of design.

MORE

The programme, which is being delivered regionally by the North East Business and Innovation Centre (BIC) and Entrust, and funded by One North East and The European Regional Development Fund, is already underway in several regions throughout the UK. It aims to help and support businesses in using design to improve performance, with plans to reach 6,500 businesses nationwide by 2010, creating 4,120 jobs.

"Having attended Designing Demand workshops for both designers and SME's, we have both become very engaged with the initiative and its aims. We hope that the Generate phase will allow us to develop a wider perspective on our business expansion possibilities."

Following the successful delivery of workshops across the region, Designing Demand's Generate stage will allow businesses the opportunity to undertake strategic projects with support from the Design Council.

Willie Herdman, Special Projects Manager at the North East Business and Innovation Centre (BIC), says: "Many of the companies who have attended the workshops are greatly anticipating the beginning of Generate, as it is this phase which can allow SME's to get up to five days' free, expert one-to-one support from a Design Associate, who will help the business to identify and run the right project to move forward. We are delighted to have such a bright and innovative company as Juo on board for this exciting next stage."

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September 2008

Local glass artists create North East Cityscapes for the Newcastle Gateshead Art Fair

Glass artists Jessamy Kelly and Joanne Mitchell have been busy creating a series of North East cityscapes for the Newcastle Gateshead Art Fair. The handcrafted art glass will be exclusively launched with the Cohesion Glass Network at the Newcastle Gateshead Art Fair on the 11th of September at the Sage, Gateshead Quays.

Juo is a new art glass brand realised through a creative partnership between talented glass designers **Jessamy Kelly** and **Joanne Mitchell**. Juo is an innovative design company producing Contemporary Fused Art Glass, for design conscious consumers. They have been in business for over 2 years and will be launching their Autumn-Winter 2008 collection exclusively at the *Newcastle Gateshead Art Fair*.

Juo's ranges are exclusively designed and beautifully made; offering a varied selection of high quality fused art glass wall panels. Their designer ranges are limited edition pieces, which are handcrafted and individually, signed by the artist. Retail prices start from £200 and go up to £1000+

Local glass artist Joanne Mitchell, says the art glass was : "Inspired by the sunset and sunrise over a northern landscape. An embodiment of the ethereal beauty of sun trapped within glass."

The show will open on Thursday the 11th of September at 6pm at The Sage Gateshead and will take place over the following three days, the 12th-14th of September 2008. The Art Fair is in its second year following the success of the first event the Art Fair will showcase artwork from leading modern and contemporary art galleries from within the UK and abroad. Tickets are £5 each from the NGAF website www.ngartfair.com or they can be purchased on the door for £6.

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Jessamy Kelly is a graduate of the University of Sunderland and Edinburgh College of Art where she trained to be a glass designer and artist. Jessamy is currently in the third year of her PhD in Glass & Ceramics at the University of Sunderland.

Joanne Mitchell is a graduate of Manchester Metropolitan University and Wolverhampton University where she trained to be a glass designer and artist. Joanne has run her own business 4 years and her work is sold in galleries throughout the UK.



April 2008

Award winning glass designers install commission at Newcastle Building Society

An Innovative glass design company has been commissioned to cast unique glass representations of the North East coast which are then fused with forms inspired by Icelandic glacial melts.

Glass artists **Jessamy Kelly** and **Joanne Mitchell**, from **Juo**, captured parts of the beach at Whitley Bay, before returning to their studio at Sunderland's National Glass Centre to hand-craft the finished wall mounted panels. The commission is for the Newcastle Building Society's new offices at the Cobalt Business Park, North Tyneside and will be officially opened on the 18th of June. The pieces will be displayed in an area occupied by Newcastle Strategic Solutions Teams, who processes savings accounts for the UK brand Icesave on behalf of Icelandic bank Landsbanki.

A range of commissions have been given by the society, in conjunction with the Sponsors Club for Arts & Business, to a selection of North East artists who are working on pieces for different parts of the Cobalt building.

Jessamy Kelly says: "The designs come directly from nature inspired by the play of light and shadow on a coastal landscape, subtly seen through the interplay of light & dark shadows."

Jessamy and business partner Joanne launched **Juo** in early 2006, after winning the University of Sunderland's Blueprint Business Planning Award. Together they offer a varied selection of high-quality fused art glass products; including giftware, wall panels and sculpture for corporate and domestic interiors as well as presentation pieces and awards.

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December 2007

Local glass artists cast North East Coastlines in North Berwick & Whitley Bay

Glass artists Jessamy Kelly and Joanne Mitchell have been busy casting the North East Coast as part of a series of special commissions.

The handcrafted art glass will be available exclusively at selected galleries from late December onwards.

JUO is a new art glass brand realised through a creative partnership between talented glass designers **Jessamy Kelly** and **Joanne Mitchell**. Juo is an innovative design company producing Contemporary Fused Art Glass, for design conscious consumers. They have been in business for 18 months and launched their new brand and Autumn-Winter 2007 collection at the Summer Fair, Excel London in June 2007.

The Products

JUO's products are exclusively designed and beautifully made; offering a varied selection of high quality fused art glass products. Their designer ranges are cutting edge limited edition pieces, which are handcrafted and individually, signed by the artist, comprising of art glass, giftware and interior panels. Retail prices start from £200 and go up to £1000+

Local glass artist Jessamy Kelly, said: "The coast design comes directly from nature inspired by the play of light and shadow on a coastal landscape, subtly seen through the interplay of light & dark shadows."

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June 2007

Juo launch at Summer Fair, London

Juo is the new art glass brand realised through a creative partnership between talented glass designers **Jessamy Kelly** and **Joanne Mitchell**. We are an innovative design company producing high quality contemporary fused glassware, for design conscious consumers. **Juo** is based at the prestigious National Glass Centre, in Sunderland. They are previewing their new brand and Autumn-Winter 2007 ranges at an exclusive launch event at the Summer Fair, at Excel London from the 17th – 20th of June 2007.

The Products

Juo's products are exclusively designed and beautifully made; a pleasure to look at and use. **Juo** offer a varied selection of high quality fused glass products, across a wide price range, through two distinct brands:

Juo 'Designer' ranges are cutting edge exclusive limited edition pieces signed by the artist, split into three categories:

art glass, giftware and interior panels. Retail prices range from £100 to £2,500.

Juo 'Lifestyle' ranges are everyday items for the modern interior split into three categories: tableware, giftware and lighting. Retail prices range from £25 to £250.

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July 2006

New Enterprise is a Blueprint for Success

Entrepreneurs Jessamy Kelly and Joanne Mitchell are proving their new business Juo Ltd to be a winning venture from the start, by winning two awards at the prestigious University of Sunderland Blueprint Business Planning Competition, held at the National Glass Centre, Sunderland, in June.

Designers Jessamy, 27, a PhD student of the university, and business partner Joanne, 28, were selected from over 50 entrants to win both their category (Creative Industries Award) and one of two Overall Winner's prizes with their start up business. Juo Ltd is a design studio and lifestyle brand specializing in contemporary glassware for major department stores and corporate clients, based at the National Glass Centre.

Jessamy said: "We were confident in our business idea, winning the Blueprint award and gaining such positive recognition has really fired up our ambition to succeed". Joanne added "We are now looking forward to the regional final in October and taking our business forward."

Paul Watson, Deputy Leader of Sunderland City Council, and Mark Pearce of Dickinson Dees Solicitors, two of the competitions sponsors, presented the Overall Blueprint Winners with a cheque for £1,000, and a package of business support; £2,000 worth of legal advice from Dickinson Dees and £1,000 of financial advice from Pricewaterhouse Coopers. They will also receive business mentoring from Codeworks, The Bridge Club, and the University's own business support organisations: St Peter's Gate, Creatitiworks, and The Hatchery. They will go on to the regional final at the Hilton NewcastleGateshead representing Sunderland, with the chance to win prizes to the value of £50,000.

Over 50 enterprising students & graduates entered the competition, & 22 businesses were short listed to make presentations to a panel of judges, who had a very difficult time choosing four category winners. The winning entries impressed the judges with their business planning, their presentations, and their motivation to succeed in business.

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