

1972-02-15

SENDER

Richard Demarco, Richard Demarco Gallery

RECIPIENT

Henning Christiansen

FACTS

Document type:
Letter

Language:
Engelsk

Sender's location:
Edinburgh

Archive:
HC arkiv Møn/HC breve 12

TRANSCRIPTION

THE RICHARD DEMARCO GALLERY LIMITED

15th February 1972

Dear Henning,

UMBRELLA is very important. It is vital to the future of the Demarco Gallery, and to the arts in Scotland as well. It really must succeed.

To do so - - to tell the world what is exciting in the arts, in such an innovative way - - it must be supported by subscriptions. I hope the 'Friends' will understand that in sending out the old Diary it was costing more than the entire annual 'Friends' subscriptions, what with printing and postage.

I suppose with the rising cost of living I could have suggested raising the Membership fee, but I wanted to produce something better than the Diary and do away with envelopes and streamline the whole business of keeping the 'Friends' informed.

Anyway, I must do everything I can to make UMBRELLA the success it deserves to be. At this critical stage in its first few months of life, between now and the Festival, we need all the support in the form of subscriptions that we can get.

I shall be deeply grateful if you could send back the little form here, in the enclosed envelope, with your remittance for a year's subscription.

As always,

[Ricky]

D.M.9.

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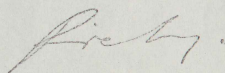
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