

Arts prove Allen's key to success

ART, music, events and gifts have fused into a new online business called Interactive Arts run by Shenton Park resident Fleur Allen.

"The most recent event we held was a string quartet performance at the Mt Helena Performing Arts Centre, where we encouraged people to stay and view artworks as they enjoyed a cocktail party," she said.

The former WA Opera development officer has had a long-held affinity with the arts, so it was only logical for her to divert her energies into a business that promotes artists and musicians. Ms Allen officially launched the business in November by establishing a website, but she began compiling a roster of artists and musicians in February last year.

"It's exciting to introduce work by talented artists and musicians, which ranges from art pieces or events to cards, gifts or music lessons," she said.

She moved to Shenton Park last year to be closer to the city.

"I've approached businesses not traditionally associated with exhibitions as they might have a beautiful office area to stage exhibitions or are interested in holding a gala art event," she said.

Among the talent contributing pieces and entertainment are a



Fleur Allen is mastering the art of business.

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costume jewellery designer, a cartoonist, photographers, a string quartet and a musical trio.

"I've encouraged artists to sign up for a year for me to sell their works online, pitch events and to generate interest in their artistic

endeavours," Ms Allen said.

While she continues to operate the business from home with "by appointment" artwork viewings, Ms Allen said she ultimately hoped to open a retail outlet for clients.