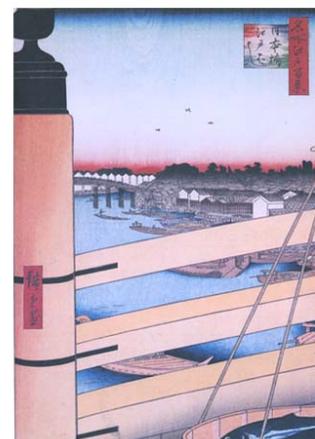


Silent auction in aid of the British Red Cross Japan Tsunami Appeal

An exhibition of new works by British artist **Emily Allchurch** 'Tokyo Story' opened at Diemar Noble Photography this week.

The artist, deeply moved by the tragic events still unfolding in Japan, has decided to donate all proceeds of a key work in the exhibition to the British Red Cross Japan Tsunami Appeal, via a silent auction.

Tokyo Story 2: Bridge (after Hiroshige) 2011
Framed Archival Photographic Print: 109cm x 83.3cm
Edition No. 1 of 6



Hiroshige: #43 Nihonbashi,
One Hundred Famous Views of Edo

The retail price of this work by Emily Allchurch is £3800.
We are looking for offers over £2800 to support the appeal.

The bridge depicted in this work is of deep significance in Japanese culture, as outlined in Allchurch's description below:

'Tokyo Story 2: Bridge (after Hiroshige) closely references the master Japanese printmaker Hiroshige's woodblock print of Nihonbashi Bridge from his last great work 'The One Hundred Famous Views of Edo (1856-58).

Nihonbashi literally translated as 'Japan Bridge' became famous in the 17th century as the starting point for the pilgrimage routes to Kyoto. It is also the point from which Japanese people measure distances: highway signs that report the distance to Tokyo actually state the number of kilometers to Nihonbashi. It is therefore close to the heart of Japanese people. My recreation of this famous bridge combines elements from the 19th century bridge that exists on the site today, along with many other photographs I took around Tokyo in Summer 2009. I have blended the different photographs from around the city together, using digital software, to create a seamless composite image, to update the original print, from a modern-day perspective.'

We, at Diemar Noble, are appealing to readers who may be interested in purchasing this work to contact the gallery for details of how to submit their bid.

Closing date for submissions: 6pm Thursday 7th April 2011.

Telephone **0207 636 5375**

Email **enquiries@diemarnoble.com**

Websites **www.diemarnoble.com / www.emilyallchurch.com**

**Tokyo Story
Emily Allchurch**

Exhibition dates 17th March –7th May 2011

Gallery hours 11- 6 Tuesday through Saturday

Artist Talk: Wednesday 13th April 6.30pm-8.30pm

Diemar/Noble Photography is located at:

**66/67 Wells Street
London
W1P 3PY**

In the unlikely event that the British Red Cross receive more donations to the Japan Tsunami Appeal than the Red Cross can reasonably and efficiently spend, any surplus funds will be used to help them prepare for and respond to humanitarian disasters both here in the UK and overseas.

**DIEMAR / NOBLE
PHOTOGRAPHY**