A creative career path
Since graduating from Hatfield Polytechnic in 1977, Jonathan Moore’s career has certainly taken many creative turns. After graduation, Jonathan moved to live in the USA and fell into a job doing silk screen printing by hand, working for high-end designer wallpaper and fabric house The Twigs. “We undertook some commissions, including a panoramic wallpaper mural involving the application of over 1,000 separate silkscreens, for the Metropolitan Museum of Art, NYC. This became my introduction to limited edition printing.”

When the Twigs moved to the West Coast, Jonathan took the chance to set up his own studio, Orange Line Press, which became Arabesque Studio, producing work for international artists, publishers, and galleries. When he made the move back to England, Jonathan worked for London Contemporary Art as a Chromiste, producing chromolithographs. Then, eleven years ago, he moved to Washington Green FAPC. The skills that Jonathan learnt in this first role have certainly stayed with him. “I owe my career mostly to my ability to deliver very high quality hand-made, or that which appears to be hand-made, artwork multiples. I’ve always had an eye for detail, and I can trace my interest back to an unhealthy fascination with the ‘spot the difference’ pictures in The Beano!”

Washington Green
Washington Green focuses on providing the artwork for sale in the galleries, both originals and limited editions, as well as the marketing materials. In his current role as a Creative Director, Jonathan has two key areas of responsibility. “I work with our existing stable of artists to help them produce new work according to our needs, as well as acting as a scout for new artists. Alongside this, I also use my background as a Master Printmaker and am responsible for the production of the Collections of Limited Editions which we produce.”

Getting into the world of fine art
Jonathan feels that his degree gave him an excellent all-round education, helping him to think in a rational and logical way. It also helped him in other, unforeseeable, ways. “One of our artists was recently accused incorrectly, of borrowing from another artist, and I was able to prove that they had both been influenced by Darwin’s ‘On the Origin of Species’!!”

His work in the world of fine art also means that he is in an excellent position to offer advice for those thinking of a career in the field. “Be critical, only show your best work, acknowledge that it takes a long time to get any good, learn from your customers, understand sales and marketing, and for those creating original art, to express themes in an uniquely personal way, which a wide cross section of people can identify with and enjoy.”

In the future, Jonathan would like to spend more time painting.

Jonathan Moore
BA(Hons) Humanities, 1977
Creative Director, Washington Green FAPC