



## BUZZ: New gallery to open in Golden Belt campus

The Herald-Sun

Feb 25, 2009

New gallery: Timing is everything.

Last week, Branch Gallery, the tenant that in some ways cemented Scientific Properties' image as the downtown developer most friendly to the arts, announced it's bidding farewell at the end of this month. This week, the announcement came that another gallery has signed with the developer.

This time, it's LabourLove Gallery, a new business by a Hillsborough couple, that will open in 1,771 square feet in Scientific Properties' Golden Belt campus sometime this summer.

The gallery will be the creative campus' first retail tenant, and will be located in the ground floor of Building 2.

It also will be the first business venture for husband and wife John Pelphrey and Kelly Dew. Pelphrey was formerly a product manager in the pharmaceutical industry, and Dew is a painter who studied at The Art Institute of Chicago. The couple moved to Hillsborough four years ago to be closer to Dew's family in Rocky Mount.

The gallery will feature local, regional and national artists, and will sell original artwork and merchandise while also providing services for art rental, children's art lessons, and art selection, including in-home consultations and installations.

Pelphrey told Buzz that they hope to create a friendly space to create opportunities for people to learn about art. Too often, art galleries feel like museums, and visitors are made to feel unwelcome.

On his business travels, Pelphrey said he had gotten into the habit of checking out art galleries in various cities. After a while, Pelphrey played a game where he would walk into galleries in street clothes and clock how long it would take the salespersons to acknowledge him.

"I was once in an art gallery in Seattle for an hour, and then the only thing they said to me was when I was walking out. 'Have a nice day,'" he said, chuckling. "I thought to myself, 'This is really silly.' You

don't know who I am just because I have on jeans and a regular shirt."

"Some people think they have to know a lot about art to be able to appreciate it," he added. "But it's about what speaks to you, not what you get out of it academically. We really want to develop that kind of art culture."

Dew and Pelphrey also hope to hold quarterly art openings for local elementary school students. The proceeds from the sale of the children's work will be donated back to the participating school's art fund.

The gallery will launch its online retail store at [www.labourlove.com](http://www.labourlove.com) at the same time its retail gallery space opens. For more information, call (919) 373-4451 or e-mail [contact@labourlove.com](mailto:contact@labourlove.com).

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Jonas Brothers! In 3-D! Stadium 10 at Northgate Mall has installed a new 3-D Digital Projection technology just in time for a showing of a Jonas Brothers 3-D Concert Friday night.

The theater will be one of about 1,100 operated by East Coast Entertainment nationwide that will be showing the concert.

Stadium 10 at Northgate will have several other 3-D Digital Cinema releases scheduled this year, including "Monsters vs. Aliens" on March 27, "Battle for Terra" on May 1, "Up" on May 29, "Ice Age: Dawn of the Dinosaurs" on July 1 and "G-Force" on July 24.

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