



ABOVE Jane Hall surrounded by some of her seaside inspired work.

Seaside seduction

Through her vivid paintings, Yarmouth-based artist Jane Hall is bringing the modern British seaside to life. **Mark Nicholls** spoke to her about her work. PICTURES: JAMES BASS

The colours are vibrant, the images bold and outlandish as they embrace the modern allure of the seaside. Swirls of ice cream, the temptation of sweet delights, fish and chips and the blare of the funfair, summed up in vivid pinks, yellows, blues, reds and greens, capture the essence of a holiday resort.

This is the work of artist Jane Hall, inspired by the lights, the colour, the flashes and the garish atmosphere that are the "bombardment" and "seduction" of the British seaside.

Her artwork has a modern appeal as it flits between ice cream parlours, kiosks and big dippers, back street tea rooms

and the chippies on the Golden Mile of Yarmouth. This is where she lives and where she works; from a studio in her terraced home in the heart of the resort, but, more significantly, this is where she draws her inspiration – from the seaside sights, sounds and smells that surround her.

"What I am trying to capture," explains Jane, "is the allure of the town, but not just the seaside of Yarmouth, this is the British seaside."

Living by the coast for almost all her life, Jane was born in London but was brought up in Clacton and then moved to Yarmouth as a teenager in 1988.

Always interested in art, she painted

landscapes and scenes from the Broads, having been enthused by journeys through the waterways on her father's boat. But it was the yearning to be different, to paint a new perspective that took her in the direction of portraying the seaside in acrylic on canvas.

Jane says: "It was about a year ago that I decided that Yarmouth was a great place to paint. I started walking around the streets, passing the fish and chip shops, the tea shops and the ice cream parlours and I thought that this would be a great subject with the colours, the lights and the objects.

"I am interested in the seduction aspect of it all, the constant



Examples of Jane's work. ABOVE LEFT: *Glowing Ice Cream*. RIGHT: *Roller Coaster*.

bombardment and the colours.

"But I am also interested that these are real scenes in a real world and painting the modern world in a modern way.

"I want my work to show off Yarmouth and the seaside holiday at its more colourful. This is a great place to live and a perfect holiday destination.

"Over the last few years, my town of Yarmouth and my memories of growing up by the seaside have inspired my art.

"I have now found a subject I want to continue painting and I have so much inspiration."

Jane's work has already attracted admirers, with two of her paintings being shown in a Chelsea gallery, and she has previously shown her work in the Ferini Art Gallery in Lowestoft and the Picturecraft Gallery, Holt.

But it is through her first major solo exhibition, *Seaside Sensation*, in Yarmouth this month, that she will bring her work to a wider audience.

For visitors to Yarmouth, the paintings will have a familiarity to them in the way they capture the intensity and the richness of the seaside imagery.

But there is contrast too, with subtler paintings of signs, shopfronts, cafés in St Peter's Road, even menu boards, as Jane explores the quieter aspect of the resort in the back streets beyond the promenade.

Jane, 35, adds: "I want to make an impact with my painting but also to attract attention to the town in which I live, through my work.

"Walking along the Golden Mile, the

images that interest me are all around. People paint the carousel and the beach, but I want to paint areas that have not been explored before, such as the chip shop.

"I also want people to think about nostalgia; about the seaside when they were young. It is also about a great, British tradition, of people coming here on holiday."

After leaving Yarmouth High School, Jane studied art history and German at Nottingham University and then returned to the area where she had a number of jobs; working for a diving company; as a researcher for Anglia TV and on the Trisha Show; and as a production assistant with an independent TV company.

She has been a full-time artist for the past seven years.

One of her other interests is ballroom and Latin dancing, which she enjoys with her partner Stephen Albrow, and that has inspired another strand to her work with figurative art and imaginative dance scenes.

But the seaside is where her work is currently focused.

"I am about seaside moods, colours, the pleasure of life, the Pleasure Beach, the characters, shops and memories of the seaside," she emphasises, in what has almost become a mission statement for her work.

Inspired by pop art, photo realism and an American influence, she gives her paintings names – *Fresh Shakes*, *Hot Dog*, *Soft Scoop*, *La Scala* – that reflect

the content; of an ice cream flag, an alluring American-influenced hot dog poster, or the large plastic ice cream cone sign of pink and green.

A big part of the artwork is meant to be fun – for the viewer and the painter.

"I want people to have a giggle through my paintings," explains Jane.

"I have fun too. If I paint an ice cream, I've normally bought it and eaten it myself. I can only paint what I like!"

Seaside Sensation features up to 60 of Jane Hall's paintings and runs from November 12 to November 21 in the newly-refurbished art gallery in Yarmouth Library. See www.jane-hall.co.uk

BELOW: *Knickerbocker Glory*.

