

RISING STAR JAMIE PRIMROSE

What's all the fuss about?

Since he began painting full-time three years ago, Jamie Primrose's work has been selling fast. The landscape artist has held seven successful solo exhibitions in Edinburgh, selling at least half his work each time. At his most recent, in July, 35 paintings were bought in nine days. He uses oils, watercolours and Indian ink to capture his fascination with light and its reflections on land or water. Each show has a theme, usually based on his travels.



Obvious assets? The 34-year-old is creative, but has business sense too, organising all his exhibitions to date. Clients range from private to corporate - the Royal Bank of Scotland has two works - and he has a year-long waiting list for commissions. It's lucky, then, that he's prolific, working on as many as 30 paintings at once - each one takes three to six months to complete.

What's not on the CV? Primrose turned down an offer to do a degree in fine art at London's Goldsmiths in favour of a more varied student experience, in Newcastle. After graduating, he declared himself "disillusioned by art" and didn't pick up a paintbrush for seven years, working instead as a travel consultant and then as an art dealer in London.

But a six-month trip to South America, taking in awesome sights such as Peru's Lake Titicaca and the Iguazu Falls, on the Brazil-Argentina border, proved the catalyst he needed. With the support of his wife Mari, he returned to live and paint in his home city, Edinburgh. Despite being rejected for funding by the Scottish Arts Council, which pronounced his work "too commercial", Primrose has found an appreciative audience - prices for his paintings range from £350 to £3,500.

Who should be afraid? Fellow Scottish contemporary artists Jolomo (John Lowrie Morrison), Barbara Rae and John Houston.

What if it all goes pear-shaped? With his wife and 20-month-old daughter Amelie in tow, he'll either "pack a rucksack, sketchbook and paintbrush and head off to some far-flung destination" or open a gallery in Scotland for up-and-coming artists.

What's he doing now? Hosting an exhibition, *Secrets of Venice*, at Edinburgh's Dundas Street Gallery (until this Saturday), which features 50 paintings of the city's canals. He is also preparing for his London debut, *Destinations*, at the Scotch Malt Whisky Society in Greville Street (November 8 to February 3). If you can't make either of those, there's more to come - three more exhibitions are planned for next year.