

## Sir Winston Churchill's Paintings



Sir Winston Churchill began painting during World War II, and it became his lifelong passion. His works, which number over 500, are of remarkable quality and have received the most positive criticism in the English press. Had he signed his pictures 'Jones,' the critic would still find himself pausing in front of them, noted one Sunday Times of London art critic in 1949. Another opined that at least a dozen of these pictures will stand against any of the best impressionists. This exclusive, comprehensive collection of the paintings of one of the greatest statesmen in history is owned by the Churchill Heritage, which is represented by Copyrights Group throughout the world and by Lindberg Licensing & Promotion, Inc. in North America.

If you are finding your second wind or seeking something more for your life, let his paintings and words of this great leader inspire you. When Churchill found his paint-box, he was at a low point in his life; his finest hour was still decades away. Who knows what great deeds may lie ahead for you? To paraphrase Sir Winston, all you need to do is begin. And let audacity be your ticket.



### **Launch Objectives**

Sir Winston Churchill was a revered and adored Prime Minister of England in the 1940s. He was equally appreciated and admired in North America for his problem solving and brilliant strategies during World War II. What many people do not know is at the age of 41 Churchill picked up a paint brush for the first time and began to paint what became over the next 45 years a magnificent collection of more than 500 oil paintings.

We seek to collaborate with high quality product lines to bring the Winston Churchill appeal to our targeted demographic. Many people want to embrace both the strength of what they do well with their softer artistic sides. What better inspiration or role Model than Winston Churchill to engage with as a mentor in each of our own quests for self development and fulfillment? A Winston Churchill study, or art studio or home office that is thoughtfully put together with Winston Churchill accessories and décor will allow people to dream and aspire. Through collaborative Winston Churchill licensed products incorporating his artwork we will invite the consumer to feel like a world leader – to act like a world leader – to live as Churchill did.



Imagine Winston Churchill's paintings as a part of your product line utilized as a back ground or a high light to engage the consumer in inspirational thoughts while interacting with your brand. Please join us as we build a solid program of Winston Churchill products that people aspire to acquire.

Lindberg Licensing plans to build a brand targeted toward the baby boomer in their mid forties and up who have an interest in significant world issues that was a part of or just preceded their life times. Additionally, Sir Winston Churchill products will be designed to inspire adults to nurture their inner painter/child and find ways to express themselves other than and/or in addition to through their primary career/work. Winston Churchill products will initially be targeted to upstairs distribution channels such as fine watches and other upscale men's accessories, needlepoint products for men and women, beautiful leather bound journals and diaries, upscale barware and fine office and/or den furniture, outdoor English garden furniture and accessories, high quality oil paints canvases and accessories, better stationery and note cards, Fine teas, and whiskey in addition to formal evening wear for the discerning customer.

We have a database of the 550 paintings and photos.  
Let us know if you interested in reviewing the pictures and we will  
arrange to grant you access.

## SIR WINSTON CHURCHILL FLORALS



C008



C006



C007



C 005



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