

Botanical Book Newsletter Extract

Issue 4: July 2000

THANK YOU

Many thanks to all the people and organisations whose help has been invaluable to date, including:

Sue Taylor & Jan Kerwin of JASU Gallery Redcliffe, venue for the 'Booked' exhibition

Cascade Place for providing cups and urn for the 'Booked' opening

George Baynes, Redcliffe Woodcrafters for making heavy duty beating clubs

Boil Up Days (BUDS)

If you didn't make it to the Boil Up Days (BUDS) over the past 2 months. Fear not, another opportunity awaits. For a small charge - \$5, you can come along and cook up your fibre with Lesa, ready to take home and work with and make more paper with a range of previously prepared fibres.

Exhibition News: To launch Stage 2 of the project the Booked Exhibition opened at Jasu Gallery, 55 Redcliffe Parade, Redcliffe (3284 2544); on Saturday 08 July. 14 artists and project participants are exhibiting hand made books and other hand made paper based works till Sunday 30th of July. Come and see the type of books and objects that Stage 2 participants will have the opportunity to make.

Stage 1 - Complete

Thank you to everybody who has participated in Stage 1 of the Botanical Book project. It has been an adventure and the generous assistance of individuals and organisations who have helped us to get this far. Much fine hand made paper has been produced. New networks of artists and craftspeople have been established. We wait now for advice on funding for the second stage.

If you were not able to attend a Stage 1 workshop, remember you are very welcome to take part in the workshops yet to come.

Marketing & Promotion and Plan to Profit

Craft Queensland is presenting for the Botanical Book project three seminars aimed at developing and increasing professionalism in crafts in Queensland.

Tutors:

Amelia Gundelach - Marketing and Retail Coordinator, Craft Queensland

Kaye Petherick - Senior Consultant and Project Manager for Pacific Southwest Strategy Group, specialising in the development of professional marketing and business plans

Christine Ballinger - professional papermaker, Flaxton Mill

Marketing and promotion: *tips for success in your practice.* This seminar will focus on packaging your product, writing, communicating with the media, funding assistance and alternative marketing strategies and resources. There will also be an opportunity to receive product development advice from the coordinator after the session.

Plan to Profit: a special seminar will examine the marketing plan and its best use, identification of your market and its requirements.

See the enclosed brochure and booking forms for dates, location and prices.

INTRODUCING

Adele Outteridge - book artist and papermaker and **Wim de Vos** - print maker from Brisbane will be leading the Redcliffe Bookbinding and printmaking workshops in October 2000 funded by the Redcliffe RADF.