

As We Are invites you to attend our 6th Disability and the Arts Forum

ARTIST PRODUCT LINES

Expanding Your Art Practice, Income and Audience

29 July 2016



While exhibiting your artwork in exhibitions and galleries is an integral component of being a successful artist, developing and selling an art product line is another significant way to expand your creative practice as well as your income and audience.

Be inspired by industry representatives and a number of artists who have an intellectual disability who will share their experience of developing their own successful product line that reflects their unique artistic style, including:

- deciding what product/s to create and materials to use
- creating the products, including sourcing materials
- naming, labelling and packaging products
- pricing and selling art products
- maintaining a customer base, as well as
- product successes, failures and lessons learnt!

Speakers include (see overleaf for more information):

- **Bec's Dogs:** Rebecca Johnston, Artist
- **The Corner Shop:** Kellee Aberg, Creative Director, Community First
- **Sunshine Designs by Valda:** Valda Petersen, Artist
- **Quality Art Products:** Karen Hazell, Stockist, Aspects of Kings Park

Following the forum will be a **Pop-Up Art Shop** where you will have the opportunity to see first-hand, as well as purchase, art products from a select number of As We Are artists including the above-mentioned artists (see separate flyer for more information).

Time: 10.15am registration, 10.30am–12.30pm

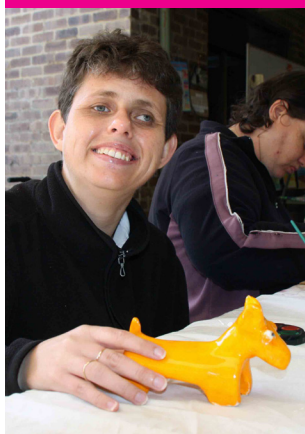
Date: Friday 29 July 2016

Where: PS Art Space, 22 Pakenham Street, Fremantle

Cost: \$10 Artist who has an intellectual disability; \$25 Individual or Community Member;
\$40 Organisational Staff Member



About the Forum Speakers



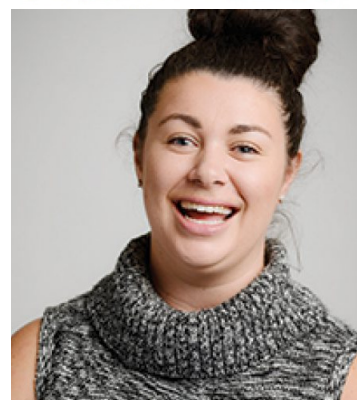
Bec's Dogs: Rebecca Johnston, Artist

Practicing for more than a decade, Rebecca is a passionate artist who has exhibited and been involved in a number of public and community art installations in the Rockingham and Perth areas. Rebecca specialises in pastels, watercolours and her preferred medium, clay. Utilising slab building techniques and vibrant glazes, Rebecca sculpts distinct stylised ceramic dogs, each reflecting her fun-loving nature. The inspiration for Rebecca's ceramic series is her special bond with her pet Pipi and her deep love of dogs. Rebecca enjoys seeing people appreciate and gain pleasure from her works and looks forward to continuing to produce and sell her art in the future.

The Corner Shop: Kellee Aberg, Creative Director, Community First

Clients of Community First's Ability Arts Programme in Mandurah have opened their own retail art gallery and store, The Corner Shop. Unique to the Peel region, The Corner Shop sells a range of unique artwork created by people with disabilities – including ceramics and photography – and is curated, stocked and operated by artists of the Programme.

After graduating in 2013 from Edith Cowan University with a Bachelor of Arts (Contemporary Performance) and a Bachelor of Education, Kellee has worked on a range of projects within the arts and disability sector. Kellee currently works with Poles Apart Theatre Company: an initiative of Community First, creating works with adults with disabilities. After a successful season of 'The Journey', Kellee is directing two new works with the company.



Sunshine Designs by Valda: Valda Petersen, Artist

Born in Grave Town, South Africa, Valda migrated to Australia in 2004. Valda lived with her sister at her home before moving in to residential accommodation with Nulsen. Valda is very happy in her home and is very close with her four housemates. It was soon discovered that Valda had a real creative side to add to her many talents. What began with Valda laundering the tea-towels for the Nulsen office, soon combined with her love her art, and Sunshine Designs by Valda was born. This project sees Valda screen printing her own hand drawn designs on to linen tea-towels, hand painting in detail, and then selling the tea-towels at local markets and pop up stalls.

Quality Art Products: Karen Hazell, Stockist, Aspects of Kings Park

With many years of experience in retail management, training and consulting, Karen now specialises in Tourism and Arts Retailing. For the past seven years, Karen has been very content in her role as a Stockist for Aspects of Kings Park, a gallery and retail environment for the highest quality contemporary Australian and Western Australian craft and design. The business delivers a distinctive shopping experience integrating art and design, ecology, conservation and education, in the heart of one of WA's most iconic locations - Kings Park and Botanic Garden. The focus is on works by local artists, with products reflecting Australia's natural environment and biodiversity. The product range is innovative, colourful and intriguing.



Registration Form

As We Are: 'Artist Product Lines' Forum - 29 July 2016

First name: _____ Surname: _____

Position: _____

Organisation (if relevant): _____

Address (postal): _____

Suburb: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

I would like to become a member of the Disability and the Arts Network - A free-to-join network for artists who have an intellectual disability and supporters. Members receive the quarterly As We Are Newsletter which includes updates on relevant arts and intellectual disability initiatives (please tick if yes)

Payment

Please select correct payment amount:

- Artist who has an intellectual disability, \$10 including GST
- Individual, family member or community member, \$25 including GST
- Organisational staff, \$40 including GST

Please select one of the following three payment options:

- Cheque or money order made payable to Nulsen Association Inc.
- Direct deposit to Nulsen bank account, please reference surname and 'AWA Forum':
Bank BSB: 066 109
Account name: Nulsen Haven Association
Account number: 00792002

- Please debit my Visa Mastercard

Card Number: _____

Expiry date: _____ / _____

Cardholder's name: _____

Cardholder's signature: _____

Please forward your completed registration form along with cheque or credit card payment to Susie Waller, As We Are Coordinator by 5pm Monday 25th July via email coordinator@asweare.com.au or post to PO Box 1135 Fremantle WA 6959
For further information please contact Susie on 0410 373 854
www.asweare.com.au