

CRAFT CONTACTS

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association of british columbia

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EDITORS NOTE: Craft Contacts will be edited back to front this time, just for a change... Contents will include marketing reports, a summer craft calendar, jewellers tips, advertisements and notices. Deirdre Spencer, 987-0229, Editor.

THE B.C.CRAFT EXHIBITION ANNUAL II - we look forward to seeing all our friends at the Burnaby Art Gallery during the month of August. There will be an opening of the show at which prizes will be awarded on Thursday, August 2nd, 1973, 8.30

Invitations will go out nearer the time to members of CABC and the entrants & their friends.

CANCELLATION; it is with regret that we learn of the illness of Michael Cardew and therefore the cancellation of his August workshops. Mr Cardew has been advised by his Doctors not to make the long trip to Vancouver from England.

NEXT ISSUE: the deadline will be August 15th. Craft Contacts will cover the Annual II exhibition for those not able to see it.

NOMINATIONS: Please aid the nominations committee by sending in your nominations for the next Executive and area representatives. The Constitution and By-laws were passed at the last general meeting and they require 60 days notice of an upcoming election.

THE CRAFTSMEN'S ASSOCIATION OF B.C.
315 West Cordova Street,
Vancouver 3 B.C.

PRINTED MATTER ONLY

NOTICES FROM THE MARKETING COMMITTEE: CHAIRMAN DON HUTCHINSON.

The Marketing Committee is preparing a CRAFTSMEN'S HANDBOOK and ACCESS DIRECTORY which will contain listings of all member craftsmen, galleries, outlets, suppliers and shops. It will include information on such things as where to get labels, boxes; shipping procedures, identification of products etc... Area Representatives should ensure that their people are included in this Directory. All craftsmen, outlets, suppliers etc.. are requested to send their name, address, and state the type of crafts they do, or retail for and indicate if they want this information published.

Information on marketing or problems and solutions you have encountered in the pursuit of good crafts may benefit our members. Please write this information down and mail it to:

PAULA GUSTAFSON, 1469 DUNCAN DRIVE, DELTA, B.C. 943-7263

or

KATHY ROBERTSON, 4796 HIGHWAY, WEST VANCOUVER B.C. 926-2084

IF YOU CAN BE OF HELP WITH THESE LISTS PLEASE VOLUNTEER YOUR SERVICES.

DESIGN CENTRE: In a recent survey the members indicated a strong desire for a DESIGN CENTRE displaying British Columbia Crafts. It would have a technical & reference library and would work to improve the image of B.C. crafts. We are researching this now. If you have knowledge of a building with low rent or even no rent, that might be suitable, please get this information to us as soon as possible.

We will continue to supply information to you on marketing in Craft Contacts as well as in the proposed HANDBOOK. This issue contains information and ideas for the craftsman. Future issues will deal with shops, retailers and responsibilities of the CABC. There will be some overlap of areas of information but our purpose is to inform everyone of each others responsibilities, so we might all grow together.

THE FOLLOWING POINTS WILL ASSIST THE CRAFTSMAN IN MAINTAINING A GOOD RELATIONSHIP WITH RETAIL OUTLETS AND THE PUBLIC. Please think about these and discuss them with your colleagues then put them into action.

- 1) Provide instructions with work for the retailer and for the buying public
 - a) How to mount, hang, or display a particular piece.
 - b) Dusting, cleaning or ironing instructions, and washing directions,
 - c) How to prevent sinking or fading etc.
- 2) Provide information that ensures safe use of a product ie. lead glazes, not used in food containers; danger of cracking cooking pots that are used on an electric element or open flame; poisonous beads that may fall into hands of children etc...
- 3) Deliver work when promised to clients or retail outlets.
- 4) Deal as ethically as possible with outlets that carry your work as our bestbest exposure comes through these outlets. Give them some advertizing and moral support. A sign in front of your booth at craft fairs and open markets will benefit everyone.
- 5) Provide forwarding addresses to retailers who may need to contact you due to customer complaint or for repeat business.
- 6) Functional work should function in a reasonable way. Vases that leak,

continued over..on page 2.

MARKETING NOTICES continued....

6).....clothing that unravels at seams, tea pots that don't pour properly, create bad feelings towards local crafts.

7)Work that is considered a'second' or of inferior quality to your normal work should be clearly identified. It is the responsibility of craftsmen and outlets, to keep the buyer aware of what he is buying.

8)Maintain a high standard of quality and workmanship in the products you offer to the public. People buy crafts and retain them for many years. Your name is on the product. Don't sell it unless you are proud of it.

9) Protect surfaces that may damage expensive furniture.

10)If you sell your crafts and are subsidized by school boards, L.I.P.projects husbands, wives etc.. Please realize that your work in a public market is competing with other craftsmen's work. Your pieces should be in fair competition to your fellow craftsmen. Whether you need the money or its just a hobby is not the question.

11)Workshops on crafts are good promotion for the craftsmen and craft teachers Make sure you are qualified to meet community needs when offering a course as well as being skilled in your subject. Much damage can be done by bad teachers, with little knowledge of a craft running a course because they need some quick cash.

12)Our craftsmen lack " hustle ". Tourist bureaus, novelty shops, community service organizations welcome work for display and promotion. Posters, photographs, biographies, local newspapers etc... are all good methods of individual promotion. Industry and commerce are receptive and enthusiastic about ideas that are well presented and thought out. THINK BIG.....

THE QUESTIONNAIRES.

These were anonymous. Many people promised they would do their share whenever they could but of course they didn't leave their names.

Now we need some help. Call Paula Gustafson or Kathy Robertson, please.

JEWELLERS TIPS: SUPPLIED BY TERRY MOONEY

#1.... Bezel settings are a problem for any jeweller. To get a smooth top edge and a tightly held stone, push the bezel tightly against the stone. Then take a berret or safety needle file, as it is called in Canada, and gently file the top edge of the bezel. These files should be tapered and have a fine cut (#4 or 5) and the edges which will rub against the stone must be sandpapered smooth & polished if you have a felt wheel. The smooth edge will not scratch or mar the stone, even lapis lazuli or turquoise if used gently. - Safety files may be bought from Page & Wilson at 576 Seymour Street, Vancouver.

#2..... A felt wheel is a handy item for neat straight edges. When the straight sides wear out, straighten felt by pressing brick against it while the polishing motor is on. Move the brick back and forth slightly so that you don't wear grooves into the felt. Use one side of the felt for rouge & the other side for tripoli. This will allow you to do a bright polish without buying two feltsbuy a hard felt not a soft one.

ADVERTISEMENTS: You are welcome to advertise at a dollar per line.

COQUITLAM CRAFTS: all weaving, spinning supplies, also Linn Black Spinners, Dyes Natural Dyes, Mordants, other craft supplies. Mail orders accepted. Yarns from 12¢ per oz. up. Shirley Steeners, 946B Brunette Ave, Maillardville, B.C. 522-1111.

STUDIO KRIS: craft outlet, Pender Harbour, B.C. phone: 883-9956, evenings.

GREENTREE GALLERY: New Craft Centre in the Pacific Northwest invites B.C. Craft people to sell good craftwork on consignment. Shipping paid. Special interest in wood, metal, natural-dyed weaving, leather and glass. Write Jeanne Sarich, 1714 Queensway, Terrace. B.C.

NEEDED URGENTLY: Craft goods suitable for men and children. WE SEEK PARTICULARLY POTTERY, WOOD CARVING, WEAVING, STONWARE, JEWELLERY AND GLASSWARE. Consignment with responsibility. Contact Helen Cook or Joan Walker, THE SHOPPING BAG, Burnaby Art Gallery, 6344 Gilpin Street, Burnaby 2. B.C.

THE CLAMSHELL AT THE AQUARIUM, Stanley Park, Vancouver. B.C. For rapidly expanding market, all kinds of crafts needed urgently. Cash payments. Write or phone: Joan Ballou or Paulette Roscoe. 685-3364.

CANADAS FOUR CORNERS: High quality outlet requires your choice crafts. Write: Mr Jack Cook, Canadas Four Corners, 93 Sparks St. Ottawa, Ont. K1P 5B5.

NOTICES.

BILLETS. Lawrence Sommer, Box 71, SOINTULA, B.C. would welcome the chance to stay with fellow craftsman in Vancouver or Victoria. In return would enjoy having same craftsman visit on his Island farm, where he produces nearly all his own food. Craftsman in stained glass. Please contact him direct if you are interested. CRAFT SERVICE for readers of Chatelaine. A Designers Fee will be paid to craftsmen who will supply instructions for kits on how to make various crafted items. Contact Ms. Annebelle King, Home Planning & Projects Editor, Chatelaine, 481 University Ave. Toronto 101.

EXHIBITION SPACES AVAILABLE: For one-man shows, Burnaby Art Gallery, contact, Director, Sheila Kincaid. Community Arts Council, 315 W. Cordova St. Vanc. 3 B.C. Woodwards, B.C. House, Water St. Gastown, Vancouver, c/o Veronica McDonald.

ARTLACH: to co-incide with the Sea Festival of Vancouver, July 20 - 21. Freespace for craftsmen on the Planetarium Grounds to display and sell work. For further information: Daphne Mennell, Artists Gallery, Hamilton St 687-1345.

B.C. CRAFTSMEN WHO HAVE BEEN ACCEPTED IN EXHIBITIONS.

WCC, Canadian entry, to be final juried in New York: Madeleine Chisholm, Richard Hunter and Catherine Anderson.

"Entr'acte" a multi craft Exhibition to be seen at the O'Keefe Centre, Toronto, from Nov. 12 to Jan 14, 1974..... Dora Bailey Bertram, Jean F. Clark, Elfreda Lamb-
bert, Bernhard Rohne, Mary Vaitiekunas, Doris W. Watton and Muriel Wolverton.

MEMBERSHIP RENEWALS:

The Treasurer reports an excellent return of renewal membership forms.

If you wish to receive Craft Contacts and further information from this Association and you have not yet renewed your membership please do so now as this is cut-off time. Should you wish to terminate your membership please indicate your wish on the PINK RENEWAL FORM.

Thank you: Edward B Bradish, Treasurer.

"CONFERENCE OF THE CRAFTS" CALENDAR

For August 1973

Creative Fabric Arts Studio: Aug. 7-30. Block printing with Ruth Herstein. Tues. & Thurs. 7-9:30. Phone 873-2333.

Weavers Guild: Exhibit and demonstrations at P.N.E. Aug. 20-24. Demonstrations of inkle loom, frame loom, floor loom and spinning. Exhibit includes hangings, rugs, in Home Arts Building.

Cariboo Potters Guild: participating in "Summer Festival of the Arts". Workshops for children in pottery, painting, sculpture. 3rd week in August. A workshop with Hal Reigger on Primitive Pottery. Aug. 19-24.

Sunshine Coast Craft Fair: Series of workshops for adults and children. Will include sale of crafts. Multi-media workshop for children in Gibsons, Sechelt and Pender Harbour for 8 weeks, July 2 - Aug. 25, plus workshops in pottery, leatherwork, metal work, batik, and other areas for adults. Write Box 903, Gibsons, B.C.

Continuing Education, U.B.C.: Michael Cardew. 5 person, advanced professional potters seminar. Gallery, \$5.00 each. Aug. 13-14, 7-10 pm. 7 am workshop. Aug 15-19. Advanced experienced teachers workshop. All information from Phil Moir, Education Extension Dept., U.B.C. 228-2181.

P.N.E.: Pottery, weaving, glassblowing, batik, macrame and thread art exhibits and demonstrations in Home Arts Bldg.

Macrame Demonstrations: P.N.E. in Home Arts Bldg. Pat Fiedler invites you to participate in her demonstration from Aug. 17 to Labour Day, all day and every evening. A small exhibit will be on display.

Spinning Workshop: An exciting programme taught by Elizabeth Miller, starting Wed. Aug 1 for 1 week, 20 hours of instruction, 4 hours a day. 10-12 noon, 1-3 pm. Fee is minimum of \$20.00. Maximum of 10 persons. It will be at Place des Arts, 166 King Edward Ave., Coquitlam. You can reach Elizabeth at 942-0988.

Northwest Coast Institute of the Arts: Classes offered in wide range of crafts. Deadline for application for July 30 - Aug. 31 session is July 25. Write P.O. Box 1807, Victoria. Phone 382-4843.

Handcraft House: 110 W. Esplanade, N. Van. Due to circumstances beyond their control, they have had to cancel summer school and delay the opening of their gallery until Fall. There will still be small exhibits in the shop area and all are welcome.

Peg's Place Pottery School: 2780 Alma, Vancouver. School is open for workshop facilities and welcome in and out of town potters to work or just talk. Potters work is on display and for sale.

Malaspina College: "Encounter with the Arts" offer courses in indian carving, jewelry making, metal sculpture, painting, printmaking, dance and weaving. For further information write the Registrar, 375 Kennedy St., Nanaimo, B.C. (Phone 753-1211).

Community Arts Council, Williams Lake: Children Festival of the Arts, Aug. 13-19. Write Box 2731, Williams Lake, B.C.

Community Arts Council, Vancouver, 315 Cordova Street. Batiks by Dora Bailey Bertram.

Shawnigan
Lake Summer School of the Arts: July 24-Aug. 22. Shawnigan Lake, Vancouver Island. For Calendar write Mr. J. Johaneson, Director, 3307 Denman Place, 1733 Comox St., Vancouver 5, B.C.

Salt Spring School of the Fine Arts: July 16-Aug. 10. Pottery and weaving. Write Box 674, Saltspring Island.

"Conference of the Crafts" Calendar (Cont'd.)

Chilliwack Arts Council: Will feature Salish weaving. Write Box 307, Chilliwack.

Gulf Islands Community Arts Council: 6th Annual Arts-Craft Exhibit open from 12 - 6 pm through July-August, in Mahon Hall, Ganges.

Long Beach Arts Council: Ucluelet, B.C. Festival of Arts. Write Long Beach Arts Council for more information.

Burnaby Arts Council at Gilpin and Canada Way: Open air Craft Market from July 8 - Aug. 19, 12-5:30 p.m. Invites craftsmen to apply for space. Phone Chris Potter at 942-8421 or write 3805 Richmond Street, Port Coquitlam. Fee is \$3.00 per Sunday or \$17.50 for seven weeks.

The British Columbia Craft Exhibition Annual II: A juried show at the Burnaby Art Gallery, 6344 Gilpin St., Burnaby, B.C. Aug. 3-Sept. 3.

The Art Gallery of Greater Victoria: 1040 Moss St. Display of the best of crafts on Vancouver Island thru July-August.

House of Ceramics: 565 Hamilton St., Vancouver. Chas and Katherine Partington, July 27 - Aug. 9. Wayne Ngan, selected pieces, Aug. 10-Sept. 6.

Fireside Crafts: 5585 Dunbar St., Vancouver. Children's classes in weaving, batik and copper enamelling. Craft exhibit. Phone 261-2558.

Tansar Crafts: 2002 W. 4th Ave., Vancouver. Exhibits by Daniel Materna, potter; Marg Bergman and Pat Wheeler, weavers. Aug. 9-Aug. 23. Phone 732-7721.

Craft Cottage: 4485 Dunbar St., Vancouver, B.C. weavings, rugs, museum pieces from Peru. Through August. Hours 10-4, Tues. - Sat.

B.C. House: 142 Water St., Gastown, Vancouver. Exhibit of B.C. Crafts.

Kamloops Arts & Crafts: P.O. Box 522, Kamloops. Workshop in pottery, weaving, and possibly batik and/or stone carving. Phone 374-4889.

Studio Kris: Pender Harbour, B.C. classes in weaving, crochet, knitting. Exhibit of local craftsmens works.

LATE ADDITIONS...

Woodcut Printmaking with Alistair Bell: Centre for Continuing Education, UBC. August 13 - 24, 12.30-4.30pm Education Bldg. UBC. \$75.00 Register by July 30
Sculptural Weaving with Del Field: July 3 - 26 7.00-10pm at the Creative Fabric Art Studio, 557 West 12th, Vancouver. 8 sessions at 35dollars.

Simon Fraser Gallery: July 31 - August 18 Sports in Action 35 B.C. Photographers look at sports in action.

Ceramics International 73:Conference & Exhibition, Conference Banff, Alta.

August 26 - 29, and the Exhibition: Calgary, Alta. August 28 - September 22.

Yemenite Embroidery: Three day workshop, July 23 - 25 at Oak Bay Senior School, Victoria, B.C. Write: Camosun College, 1950 Lansdowne Rd. Victoria; 592-1281

BRITISH COLUMBIA ARTS CONFERENCE: will be held, it is hoped on September 8 -9th Notices will be sent out of further details.

Three Hal Rieger Workshops in B.C. Salmo, July 23 - Aug 10: Sardis, July 9 - 13 and Williams Lake, August 20 - 24. Write Hal Rieger Pottery Workshops, Rt.1 Box 742, Gridley, Ca. 95948.

Huyghe School of Pottery: Handbuilding; Ron Tribe; July 2 - 12.

Wheel Throwing; Meg Buckley; July 16 - 26. contact Avery Huyghe, 4430 W. 10th Ave Vancouver 8. 224-5194 or 228-0123

COMPILED BY MARY BOWENMAN.