



# THE WEST END

## PORT HEDLAND

### The Works: Craft, Design and Know-how for Markets 2012 West End Markets Workshop

The West End Markets are Hedland's only dedicated makers' markets and since their inception in late 2010, they have established themselves as a popular creative and social event in the community and broader Pilbara region – with stall holders and visitors alike travelling from other regional towns to take part.

The Markets enable a stronger cultural footprint for the region and enhance opportunities for emerging and established local micro businesses. The markets will bring together artists, crafts people, provedores, and food and plant growers to sell high quality produce, bringing it directly from the maker/grower to the customer. The 2010 West End Markets are supported by BHP Billiton, Horizon Power, Boom Logistics, Liberty Industrial, Inline Engineering Services and Onsite Rentals.

**The dates for the 2012 West End Markets are: April 21, Saturday June 22, August 25 and October 27.** These dates are subject to change, running times will be released shortly.

The Markets are back in 2012 and with four successful market events behind us, this year we want to take the West End Markets to the next level. Our aim is to engage with and foster more local creatives, provedores and growers – encouraging them to create and sell the highest quality of product possible. We aim to do this through providing opportunities for creative and skills-based development to allow stallholders to build their skills, develop their product and gain marketing knowledge.

**In preparation for the April markets, FORM *The Works: Craft Design and Know-How for Markets*, a comprehensive weekend workshop on Saturday 18 and Sunday 19 February.**

Over this weekend participants have an exciting opportunity to work alongside talented jewellery and object designers Helena Bogucki, Carolyn Gorman and Carrie McDowell, and textile and fashion designer Isobel Macaulay who will cover everything from building technical skills in a number of crafts, to stall design and promotion, product development, marketing and general market know-how, in a unique professional development opportunity for current and aspiring craftmakers and stallholders.

The facilitators will function as mentors and inspirers, teaching specialised skills in an enjoyable yet intensive workshop format. Access to these facilitators represents a unique opportunity for the Hedland community; revered and talented, they offer a generous repository of skill, enthusiasm and experience.

## The Dates and Venue

The two-day workshop will be held at the Courthouse Gallery, it will run from 9am to 4.30pm on Saturday, February 18 and Sunday, February 19. The Courthouse Gallery is located at 16 Edgar Street, Port Hedland. Parking is available along Edgar Street and also nearby on Wedge Street and Richardson Street.

## The Fee

The fee for this workshop is \$120.00 (inc GST). This contributes to most workshop materials and artists' facilitation (participants are required to bring some materials – see below). This non-refundable fee will be charged upon acceptance into the workshop and will secure your place in the workshop.

## Materials to bring

Participants are encouraged to bring a sample of their market product and any props they use (or wish to use) for their stall design. Those that haven't yet participated in the markets are still encouraged to bring a sample of their work if they have some available.

Please also bring any scrap crafting materials you have at home and are willing to part with – we will be conducting a craft swap!

Light refreshments will be provided throughout the weekend however you will be required to bring lunch.

## The Artists

FORM has invited four talented craft practitioners to lead the workshops in an interactive, collaborative, enjoyable structure. The mentors will be rotated, allowing participants access to a diversity of inspirations, techniques and styles.

**Helena Bogucki** is an independent designer who makes jewellery and objects that combine formed and found pieces, reflecting a passing moment or conversation. Her work begins in the field. Foraging and taking samples from her surrounds, Helena is a collector with an adventurous spirit who seeks inspiration from objects and people.

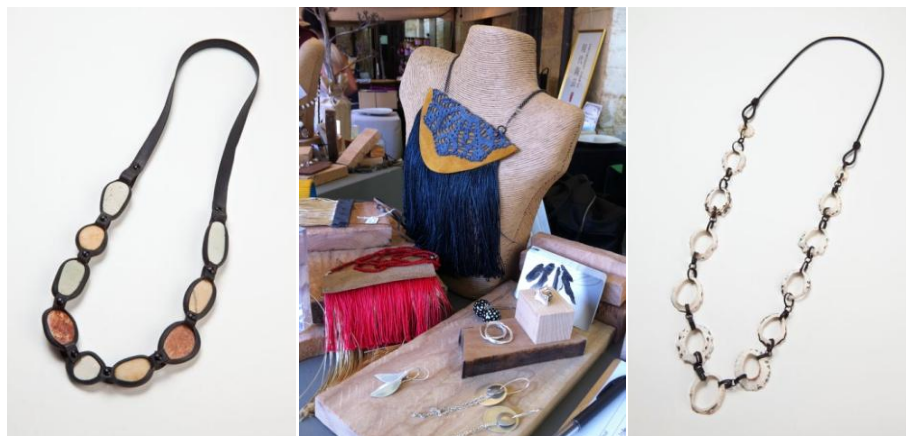
The catalogued information and findings provide souvenirs that are often as valuable as the fine art jewellery and objects she makes. Helena Bogucki has exhibited her fine art jewellery across Australia with work acquired by the Art Gallery of Western Australia.

Visit [www.helenabogucki.com](http://www.helenabogucki.com) [www.facebook.com/helenabogucki](https://www.facebook.com/helenabogucki)



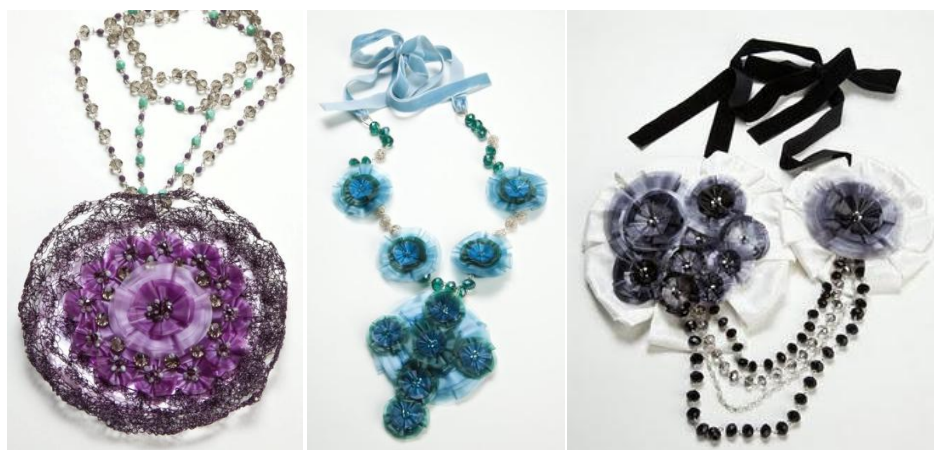
**Carolyn Gorman** completed a Bachelor of Arts (Art), Honours at Curtin University in 2005 focusing on jewellery and sculpture. Carolyn was a jewellery tutor at Curtin and Fremantle Arts Centre until taking up the position of Gallery Shop Manager at Fremantle Arts Centre in 2007. With a keen eye for design and background in art, she mentored local artists helping them develop their product to better suit the needs of the market.

Carolyn maintained her jewellery practice during this time, participating in the Form Designing Futures Contemporary Wearables mentoring program and in numerous group exhibitions including New Works New Faces, Perth Galleries, 2006, Graduate Metal X, Sydney, 2006, Within Without, Zu Gallery, Adelaide, 2008, and Eight, Heathcote Gallery, Perth, 2011. Carolyn is a committed member of several jewellery groups including Jewellers on the Verge and is President of the Jewellers and Metalsmiths Group of WA.



**Carrie McDowell** is a contemporary jewellery artist based in Karratha, Western Australia. Her Bachelor of Art (Art), Honours degree from Curtin University centred on jewellery making; exploring the use of materials not conventionally associated with jewellery and the notion of preciousness arriving through the making. Since graduating, she has established a making practice directed toward exhibitions and has been part of group shows in several states and a successful solo show in Sydney in 2011.

Complementing the conceptual exhibition practice, Carrie creates a distinctive and accessible contemporary wearable range designed to be enjoyed by a wide audience. Working with materials discovered and reinterpreted and far from the production line, Carrie creates one off pieces that reflect her appreciation of colour and texture and the joy of making.



**Isobel Macaulay** is the Perth based designer behind the label pinchandspoon. The signature style of pinchandspoon is natural, raw and organic. It is honest reflection of Isobel's heritage, upbringing and personal influences throughout her life. This is shown through her brand imagery, her use of natural fibre materials and the neutral tones in her work.

Since starting the label in 2007, Isobel has evolved her label from one off neckpieces to customised bridal and most recently launching wholesale childrens wear. Showcasing her body of work on the runways of Perth Fashion Festival and Styleaid have been highlights for Isobel so far, as were her nominations for the 2010 and 2011 Western Australian Fashion Award in Fine Details.



### Conditions of Acceptance

As places are limited, acceptance into the program is first come first serve. Participants will be required to attend the duration of the workshop (i.e. both Saturday and Sunday). All materials and light refreshments will be provided throughout the workshops.

Please note the workshop fee of \$120.00 will be charged once you have been formally accepted to the workshop program – participants will be notified of their acceptance by February 9, 2012. Workshop fees are non-refundable to ensure commitment of all participants.

**This workshop is designed for all skill levels (beginners and more advanced artists and crafters) and is most suited to those currently taking part – or considering taking part – in the West End Markets.** Food stall holders are encouraged to take part as they may still benefit from the stall design and marketing portions of the workshops – as well as having fun building their crafting skills!

**Interested applicants must submit the following along with their application (only if applicable):**

- Images of previous craft, market product or other creative matter you have created within the last 12 months

## Participant Information

Name:

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Address:

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Telephone:

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Mobile:

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Email:

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Emergency Contact Name:

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Emergency Contact Telephone:

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Age Group:

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Male

Female

Current Employer:

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Interests:

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Credit card type (VISA, Master Card), Number and Expiry:

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Tick to indicate that you have attached:

- Images of previous craft, market product or other creative matter you have created within the last 12 months (if applicable)

Please circle:

- I have no / some / extensive / experience at Markets
- I have previously taken part in the West End Markets: yes / no
- I usually work in: visual art / jewellery design / textile / photography/ provedore/  
other (please state) \_\_\_\_\_
- I would like to join this workshop because: (please state)

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## Declaration

I understand that I am required to attend the entire weekend workshop and the workshop fee of \$120.00 will be charged once I have been formally accepted to the workshop program. If I am unable to attend, I must advise the Courthouse Gallery as soon as possible and understand that the workshop fee is non-refundable.

I understand that images taken of me and/or my work may be used to showcase and promote the West End Markets workshop program, FORM and the Port Hedland Courthouse Gallery.

I understand that the workshops may be recorded and/or photographed. I give permission to have my photograph taken and used by FORM, the Port Hedland Courthouse Gallery and BHP Billiton Iron Ore in any promotional, marketing or media material.

I have read the above description of the workshop program and understand the above requirements. I confirm that the details I have given on this application form are true and accurate. I accept the terms and conditions of the program.

Signature:

Date:

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**Please send the completed program application form by Tuesday, 7 February to:**

Port Hedland Courthouse Gallery  
PO Box 856  
PORT HEDLAND WA 6721

Or drop it into:  
16 Edgar Street  
PORT HEDLAND

Or email to:  
[mail@courthousegallery.com.au](mailto:mail@courthousegallery.com.au)

Ph: 08 9173 1064  
Fax: 08 9173 1073

The 2010 West End Markets are supported by BHP Billiton, Horizon Power, Boom Logistics, Liberty Industrial, Inline Engineering Services and Onsite Rentals.

The West End Markets workshop program is designed and delivered by FORM with the support of Principal Partner BHP Billiton.

