



## PRESS RELEASE

For Immediate Release

On behalf of the *Cultural Craft Group of Partners* we are excited today to unveil cultural craft motifs that we hope will inspire craft producers and artisans, locally and province wide, to work with us creating products to be sold at our shops in 2015.

As a direct result of the valuable input of local craft producers and in partnership with the Craft Council of NL, these motifs have been developed under the creative guidance and experience of visual artist, Shawn O'Hagan and Brenda Stratton from the Department of Business, Tourism, Culture and Rural Development.

"We are striving to create signature craft products that support the storyline and history portrayed on the Bonavista Peninsula and at our partner sites" said Cyndy Stead, Cultural Craft Planner. "One of the main goals of this Cultural Craft initiative is to preserve and interpret our culture through craft, while at the same time enhance the tourist's experience. Purchasing cultural crafts is a special reminder of a memorable visit to our sites and it is a connection to the place we are proud to call home," she said.

While keeping skills alive and showing tourists how craft is a part of our lives, we've incorporated another dimension by adding new images to the design work, said Brenda Stratton. Now that the motifs have been created, some craft producers are already engaged with our partnership to develop patterns using these beautiful images. Craft Producers who've helped create these motifs include: Loretta Lander, Cheryl Shirran, Shirley Ryan, Nina Bannister, Diane Hodder, Dawn Marlow, Linda Ballett, Agnes Philpott, Florence Vokey, Yvonne Toope, Shirley Hall, Joan Kane and Suzanne Clarke.

In addition to working with local producers, we are interested in attracting new craft producers and artisans to the area so we can showcase their work in our shops. In doing so, we have developed a Motif Application allowing all producers to apply to for use in any craft or artist medium, following our shop standards and guidelines. Whether you are a painter, a rug hooker, quilter or knitting, craft producers and artisans are encouraged to apply to use these motifs with product placement guaranteed at our sites.

Product with motifs will be available in our partner sites in 2015. These sites include:

- ❖ The Coaker Factory - Sir William Ford Coaker Heritage Foundation Inc. - Port Union
- ❖ Home from the Sea Museum - John C. Crosbie Sealers Interpretation Centre - Elliston
- ❖ Trinity Crafts - Bonaventure English Harbour Development Association - Trinity
- ❖ Green Family Forge & Cooperage - Trinity Historical Society - Trinity
- ❖ Random Passage Tea Room & Shop - New Bonaventure

Craft producers are vital to the success of this project and in that regard we are open to offering one-on-one or group discussions or to arrange familiarization tours at our sites that will inspire their work. For additional information about this initiative, please call our Craft Planner - Cyndy Stead at 709-464-7345 or email [culturalcraftplanner@gmail.com](mailto:culturalcraftplanner@gmail.com)

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