



*Cultural Craft*

## PRESS RELEASE

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Now that the Pavement is Rolled Up - The Tourist Season is Just Starting!

It's was a busy week in Trinity. Many outside the tourism industry think that when summer is over, the pavement gets rolled up and the work stops. But nothing can be further from the truth and for those working to keep the sites open with limited staff, the hard work is just beginning. "Between October and May there is so much that needs to get done to ensure the sites are still here next year", said Jim Miller. "We are always looking at ways to improve sales".

In preparation to make changes in how we do business and an effort to increase revenue at their respective sites a core group of partners - Trinity Historical Society, Trinity Crafts, Coaker Foundation, Home from the Sea, Tourism Elliston and Random Passage - have gotten together on a Cultural Craft. As part of this initiative, A Product Placement Workshop was delivered in partnership with the NL Craft Council and the Department of Business, Culture, Tourism and Rural Development and was well attended by the non-for profit site partners.

"While you are all non-for-profits, your retail spaces should be all about making money," said Shannon Reid, workshop facilitator. "When non-for-generate revenue everyone wins - the site, the craft producer and the community". she said. "Your site is an important tourism product and it is why tourist visit the Bonavista Peninsula." The purpose of the Product Placement workshop was to ensure the craft product is properly displayed and highlighted in superior space during upcoming seasons and Shannon shared her valuable retail sales experience.

"Crafts preserve and interpret our culture while at the same time enhance the tourist's experience", said Cyndy Stead, Cultural Craft Planner. "Purchasing cultural crafts will be a special reminder of a memorable visit and it is a connection to the place we are proud to call home". So in addition to discussions about what type of product the tourist is seeking, products that match the sites and what sells the best, the group extended an open invitation to craft producers from this region to get together. On Thursday and Friday of

last week, A Simple Plan Workshop was held with visual artist and craftsperson Shawn O'Hagan, facilitating.

Participants of this workshop engaged in an interactive learning opportunity in an effort to develop culturally relevant craft motifs that can be used in a variety of textile techniques such as knitting, quilting and rug hooking. By exploring their surroundings - both natural and historical for inspiration - the producers engaged a series of exercises meant to teach basic design and color.

"When a dozen creative minds get together it is truly amazing what can be developed", said Ms. Stead. . "We are excited about providing craft producers with an opportunity to both enhance their current skills, while at the same time inspire others to tap into the potential". This workshop is a great opportunity to provide guidance to producers and the cultural craft group are excited to be able to use the information gathered at this workshop to develop a craft motif to be used future craft kits for producers.

Participants of the workshop were thrilled to be able to learn from Shawn and excited to share ideas, concepts, and information. "It has been a most enjoyable and good learning experience", said Shirley Ryan of Susie Cafe & Craft Shop in Birchy Cove. For Diane Hodder, George's Brook, "the big lesson is to be more observant of your surroundings & incorporate the colours, design, etc. into your creation, she said.

Cheryl Shirran, Red Cove Design - Bonavista summed up the workshop by saying "What is this life if full of care, we have no time to stand and stare". Now that we have some training, we are excited to move forward", said Jim Miller, Trinity Historical Society.

"The retail sites now have an opportunity to transform their spaces to maximize profits, marketing materials will see us linked together under our cultural craft banner and we are still hard at work developing cultural craft experiences for visitors", he said. Some of our craft producers have had an opportunity to explore the potential. "Now that the pavements rolled up, we have a lot do to get ready for next year".

Media Contact:

Cyndy Stead

Cultural Craft Planner.

T: 709-464-7345

E: [culturalcraftplanner@gmail.com](mailto:culturalcraftplanner@gmail.com)