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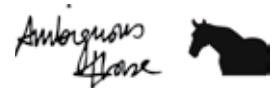


**CRAFT and DESIGN as a CAREER**  
Friday 21 August 2009

Presented by:



Supported by:



CRAFT VICTORIA  
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www.craftvic.asn.au

Open Monday 12-5pm, Tuesday to Saturday 10am-5pm

Cover image: Twin Antler light by Volker Haug

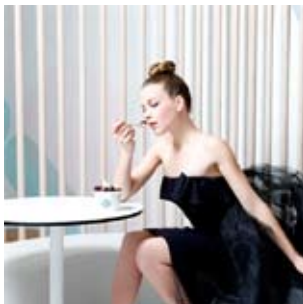


**CRAFT AND DESIGN AS A CAREER**

Friday 21 August 2009, 9am-5pm  
Melbourne Museum, Nicholson Street, Carlton

Presented by Craft Victoria and Melbourne Museum, Craft and Design as a Career is a professional development seminar for emerging craft practitioners and designers.

Improve your business nous with practical information from an arts accountant, a solicitor and a retailer. Make your work stand out with tips from a publicist and a stylist. Be inspired by professional practitioners and learn how they established an industry profile.



9.00-9.15am	<b>REGISTRATION</b>
9.15-9.30am	<b>WELCOME</b> Margaret Griffith, Manager, Public Programs, Melbourne Museum Joe Pascoe, CEO and Artistic Director, Craft Victoria
9.30-10.45am	<b>THE BUSINESS END OF CRAFT AND DESIGN</b> Evan Lowenstein, Director, Lowensteins Art Management: GST, business registration, tax deductions and effective book keeping Deborah Bell, Solicitor, Freehills Patent & Trade Mark Attorneys: Protecting your brand by registering a trademark Pip Carroll, Craft Victoria and Ambiguous Horse: Responding to a commercial design brief
10.45-11.00am	<b>MORNING TEA</b>
11.00am-12.00pm	<b>LATERAL PATHS Trajectories to success don't necessarily follow a linear logic</b> Volker Haug, interior lighting designer: Creating a business around signature design products Jeremy Wortsman, Principal, The Jacky Winter Group: Developing an artist agency and affiliated gallery
12.00-1.30pm	<b>LUNCH BREAK</b> Free entry into Melbourne Museum to see <i>Design Now!</i> and <i>Bombay Sapphire Design Discovery Award</i> exhibitions. BYO lunch or visit the Museum's cafe.
1.30-3.00pm	<b>YOU'VE MADE IT: HOW TO TELL THE WORLD Three perspectives on getting your work out there</b> Amelia Phillips, freelance publicist: From studio to spotlight! Maximising your exposure through the media Rhiannon Hardingham, Owner, i dream a highway: Selling your work through a retailer Emily Ward, stylist: Tips from a stylist
3.00-3.15pm	<b>AFTERNOON TEA</b>
3.15-4.30pm	<b>MAKING IT: TALKING PRACTICE Opportunities available to craft and design practitioners</b> Matthew Thomson, Creative Genius, mattt: Expanding a successful design and production business Bridget Bodenham, ceramicist: Pursuing industry opportunities as an emerging practitioner Julia deVille, jeweller and taxidermist, DISCE MORI: Forging a unique career path in craft and design
4.30pm	<b>WRAP UP</b>

**REGISTRATION FORM**

**Bookings essential** by Friday 14 August or until sold out. Payment must accompany booking.  
**Post:** Craft Victoria, 31 Flinders Lane, Melbourne 3000 | **Phone:** 03 9650 7775 | **Fax:** 03 9650 5688

Name \_\_\_\_\_ Membership no. (if applicable) \_\_\_\_\_

Address \_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Institution (if applicable) \_\_\_\_\_ Contact name/s \_\_\_\_\_

- Yes, I would like to receive the Craft Almanac monthly e-bulletin
- Yes, I would like to receive information on future Museum Victoria events and exhibitions

**Payment**

- Craft Victoria or Museum Victoria member \$25 (inc. GST)       non-member \$50 (inc. GST)
- Group Registration (minimum of 10) \$25 (inc. GST) each      Number required \_\_\_\_\_

Includes free entry into Melbourne Museum for *Design Now!* and *Bombay Sapphire Design Discovery Award* exhibitions.

Amount payable \$ \_\_\_\_\_ Payment method (please circle) Cheque   Bankcard   Mastercard   Visa  
\*cheques must be made payable to Craft Victoria

Credit card number \_\_\_\_\_ Expiry date \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_ Cardholder name \_\_\_\_\_

**Registration and cancellation policy** Institutions may secure a booking by providing a purchase order. Group bookings must be paid in one payment. Refunds will not be granted unless 10 days prior notice is given to Craft Victoria. A tax invoice will be issued on the day at the Registration Desk.