



Scott Goudie, *The Islands of St. Michaels* (2013), 30" x 22", Mezzotint
This is the second of the commemorative prints completed at
St. Michael's Printshop to be released March 2014.

1974
2014

st.michael's

printshop

Celebrating 40 Years

sponsorship package



Who we are...

St. Michael's Printshop (SMP) is one of Canada's few artist-run printmaking studios and is a cornerstone of the art and cultural environment in the province. The Printshop exists to promote, develop, and preserve printmaking as an art form. It provides space for artists to work; educational opportunities through scholarships and workshops; and residencies for printmakers, locally and internationally. Many hundreds of artists, from around the world, have done one month residencies over the years in a creative environment where ideas and approaches are shared. SMP has nurtured the careers of many young artists while many well-known practising artists use the facility regularly. Well-known local artists such as Christopher Pratt, Anne Meredith Barry, Gerry Squires, Sylvia Bendza and Scott Goudie have all been regular users of St. Michael's Printshop throughout its history.



St. Michael's Printshop and the Community...

Why are the arts and cultural activities important to the community?

Arts and cultural activities are at the heart of our communities, defining their character, contributing to their economies and making them more attractive places to live and work. Organizations like St. Michael's Printshop are recognized as one of the major and dynamic contributors of cultural creations and activities to the material, social, and economic well-being of our province. In a thousand different ways and forms, culture permeates our daily lives. Culture drives economic wealth, enlivens education, and enhances individual and community health. It preserves and celebrates our past, instills meaning and hope into our present, and mines the rich veins of our imaginations for tomorrow's creative expressions.

Culture plays a lead role in defining the face we present to the wider world.

For 40 years, St. Michael's Printshop has nurtured local and international artists, contributed to preservation of Newfoundland and Labrador's cultural identity as well as its social and economic well-being. We are looking to continue to nurture for the next 40 years with your sponsorship. SMP is seeking partnerships with corporate and/or institutional organizations to celebrate 40 rich years of cultural history and ensure 40 more years.

- "We understand and value the culture and history of this province and will continue to be part of it".



Fortieth Anniversary Events

Since 1974, SMP has facilitated the creation of great works of art in this province and will continue this tradition in 2014 for its 40th Anniversary. Several activities with strong sponsorship potential are planned. For all levels of participation, SMP offers the following marketing activities to sponsors:

Commissioned Print Editions

One keynote activity for this year will be the commissioning and sale of 5 editions of prints from 5 different artists, each sharing a strong relationship and history with St. Michael's. The artists include: Scott Goudie (NL), Veselina Tomova (NL), Christine Koch, (NL), John Hartman (ON), and Tom Hammick (UK). These prints will be collector's items. More detail on the artists and their stories is provided in this brochure.

"Forty Prints from Forty Years"

Great prints and great stories from the archives of St. Michael's Printshop. The selection of prints and the narrative that links them is being prepared by the renowned author, Kevin Major and will form a handsome coffee table style book to be released in 2014. Design and production of the book is being done by the local firm Vis-a-Vis Graphics.

The "Steam Roller Print"

Using a steam roller as a press, a massive print will be produced in an outdoor public event that will generate lots of public interest and awareness. This will be held at SMP premises in downtown St. John's during Discovery Day on June 24, 2014.

"Mobile St. Michael's Printshop"

Using our portable press, SMP will set up shop at the Newfoundland and Labrador Folk Festival in August, 2014. The portable press will serve as an educational tool on the process of print making. Festival attendees can watch and interact with an artist as they setup the press for their print.

Final Close-out Celebration and Auction

October, 2014 will see a celebration of the anniversary, with drinks, hors d'oeuvres and an auction organized by visual art enthusiast, Wayne Bartlett. Valuable and unique art and artistic experiences will be on offer.



John Hartman, *Fog Lifting at Harbour Mille* (2013), 16" x 13", Drypoint Etching
This is the first of the commemorative prints completed at St. Michael's Printshop.

The artists and their stories...

John Hartman (www.johnhartman.ca)



"In 1996 St Michaels Printshop invited me to St John's as a resident printmaker. I made a suite of colour drypoints working with Veselina Tomova and a colour lithograph with Bill Ritchie. I was fascinated with the physical beauty of the landscape, the rich history of the island and the way in which people and place are so completely intertwined. It was encouraging to be in a community that regarded artists so well and that was so welcoming to me. Over the next ten years I returned annually for extended sketching trips, exploring the coasts. Over the years I have continued my association with St Michaels printshop and it is exciting for me to be returning to make a colour drypoint to help celebrate the printshop's fortieth year."

John's drypoint print will be launched at an event at the Christina Parker Gallery on November 15, 2013.

Scott Goudie (www.christinaparkergallery.com)



"When I was 14 years old, I studied with Don Wright and he introduced me to printmaking. I did my first etching in 1969 at MUN Extension Services for Visual Art. It was located on the fourth floor of the Art's Education building. St. Michael's Printshop actually started there as Don and Heidi Oberheide and Frank Lapointe had an etching press and a small litho press. St. Michael's Printshop was opened in the old school house in the community of St. Michael's in 1974. I visited and printed there in 1976 and when I moved back to Newfoundland in 1977, I worked there almost full-time. I've printed at the new location on and off since then and I still appreciate having access to this wonderful printshop."

Scott is working on the plate for his mezzotint now. The print will be released at an event in March, 2014.



Christine Koch (www.christinekoch.com)



Christine Koch has been actively involved with St. Michael's Printshop for 25 years as a curator, Board member, and working printmaker, including three-time Artist-in-Residence at SMP. Her preferred medium is relief printmaking, and her linocut prints have been shown in Canada from coast to coast to coast. She has had over 30 solo exhibitions and many more group exhibitions, and her work is in major public collections, including the Canada Council Art Bank, the Alberta Foundation for the Arts, the Glenbow Museum, Harvard University Art Museum, and the Department of External Affairs. Her paintings and prints are in corporate and private collections worldwide.

Christine will be working on a relief print at St. Michael's during the spring of 2014 and the edition will be released in June, 2014.

Tom Hammick (www.tomhammick.com and www.hammickeditions.com)



"I was first introduced to the SMP when I was awarded an inaugural residency at The Rooms. I had an intoxicating three months in Newfoundland, and divided my time between painting, making prints at SMP and exploring the Province with my family. I also loved the location of the SMP, right in the heart of the city. The buzz of the harbour, the smells of the port with oil and fish and exhaust, the thrum of ships engines, the changing light on the water reflected on the ceiling of the printshop all reinforced the strength of printmaking being a half way house, between craft and art, between the hubbub of the working world and the cocoon of the artist's studio."

Tom will return to St. John's during the summer of 2014.

He plans a large reduction woodcut print that will be released in an event in September, 2014.

Veselina Tomova (www.redochregallery.com)



"Ever since I arrived in St. Johns in 1990, St Michaels Printshop has been a lifeline to me. Having been trained in the printmaking in the European tradition, I was thrilled to discover that my skills are applicable across the pond. My affiliation with the printshop started in 1992 and over the last 20 years, I have seen the Printshop managing to provide essential services for printmakers, even on a tight budget. In my case, thanks to this facility, I was able to develop my career as a printmaker. I enjoyed two residencies, in 1995 and 2009. I could explore my creative dreams, and turn them into body of work, which was the core of my solo shows "Harbours & Outports," 2010, and "Crossings", 2013 at the Red Ochre Gallery in St. John's. These led to two more solo shows in Bulgaria, my home country. St. Michael's Printshop is essential for my work. I love the creative spirit in the shared artistic space, the collaboration with visiting artists. The opportunity to be able to produce work that creates interest on both sides of the pond is second to none."

Veselina will explore a large etching format in 2014 and the edition will be released at the final celebration and auction in October of 2014.

Sponsorship - Benefits and Categories



Benefits for All Levels

- Recognition on SMP website
- Recognition as sponsor on all print materials for the 40th Anniversary
- Recognition on print edition opening reception invitation (mailed and emailed to attendees)
- Verbal recognition at the print edition opening reception
- Recognition as major sponsor in press releases
- Recognition in newsletter

\$5000 (5) + Benefactor Level- Five Prints

- 1 print from sponsored artist
- 20% discount on the purchase of a print by each of the other participating artists
- Speaking opportunity at the print launch
- Link to sponsor's website from SMP's website
- Admission to any 1 day workshop for 2

\$5000 (1) + Benefactor Level- The Steam Roller Print

- Named sponsor
- Recognition on all materials for the event
- Sponsor can invite 10 people to participate to BBQ at SMP on that day
- 1 print from either the Steam Roller Print Edition or from St. Michael's Printshop Gallery
- Admission to any 1 day workshop for 2 at SMP

\$5000 (1) + Benefactor Level – Mobile St. Michael's Printshop

- 1 print from Mobile St. Michael's Printshop
- Recognition on all materials for the event including signage at the event
- 1 print of \$100 value from St. Michael's Printshop Gallery
- Admission to any 1 day workshop for 2 at SMP

\$30,000 + Patron Level – Book Publication – 40 Print/40 Years

- Recognition as the sponsor on book jacket or inside cover
- Brief forward in the book
- 10 copies to sponsor
- Additional copies at discounted price
- Speaking opportunity at book launch
- Recognition on all promotional materials for 40th Anniversary
- 1 year membership in SMP
- Corporate Retreat for 10 using SMP workspace
- (In the event that one party chooses to sponsor the entire project, an increased print run for use as a corporate gift is negotiable.)

Final Close-out Celebration and Auction October 2014

- Event sponsorship opportunities available as well as donation of artwork for auction.

Thank you for your consideration.

For more information or to sponsor St. Michael's contact Business Manager, Caroline Clarke at 709-754-2931 or email caroline@stmichaelsprintshop.com.

