



ELTHAM



College of Education



# 2007 MASTERWORKS

IN THE VINEYARD - CONTEMPORARY ART EXHIBITION

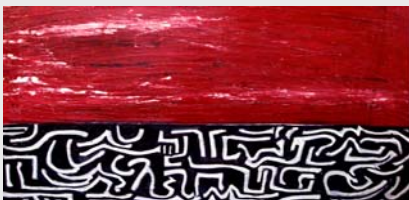
## MASTERWORKS in the Vineyard

is an invitational bi-ennial exhibition showcasing emerging and established contemporary artists working in a diverse range of media; oil, watercolour, pastel, sculpture, ceramics, glass & jewellery. Over the past years MASTERWORKS has achieved an increasing reputation as an exceptional visual art exhibition, a true reflection of the quality of work shown, the calibre of the artists represented & ELTHAM College of Education's steadfast commitment to the arts.

Held at Swipers Gully Vineyard and Restaurant on the edge of the Yarra Valley, this exhibition works not only as a fundraising vehicle for ELTHAM College but as an important and deliberate celebration of the visual arts. MASTERWORKS is one of ELTHAM's premier social and fundraising events, attended by college, artistic and wider community members.

We offer artists access to a captive buying audience of students, parents, families and visitors from the regional and artistic community throughout Melbourne. The Gala Opening Night alone sees over 140 VIP guests from Local Government, Corporate sectors, Melbourne Artistic & the College Community, with numbers continuing to rise on this night and through the course of the 2 week exhibition. In addition, promotions to the ELTHAM Community reach over 1100 families and staff, with community notice boards, radio and print coverage offering the potential to reach thousands more. The exhibition is also held during the "Nillumbik Open Cellars" weekend, increasing the public viewing and exposure possibilities.

*If you would like to join Masterworks 2007 & submit work for selection, please contact Lisa Walton on 9433 9920*



Clare Callinan



Ian Banksmith

## Advertising and promotional activity campaign

- Advertising in Local Newspapers
- Editorial in at least one of the local publications.
- Editorial in at least one major daily newspaper
- Advertisements and listings in Art Almanac
- Advertisement in Arts section of The Age
- Arts Connect and Art Forum Web sites
- Nillumbik Tourism Newsletter and Web
- Nillumbik Council Web
- Visit Victoria Website
- Community Radio announcements
- Advertising Boards in prime locations
- Posters in local shops and restaurants
- Invitation mail out of over 1200

Professionally printed, high quality colour invitations, catalogues and calendars are produced each year, adding to the prestige of this show and giving patrons all the information they need to make informed investment choices in art. The catalogue not only lists the works exhibited, it gives patrons the opportunity to learn a little more of each artist. All works are hung or displayed in a professional manner, with clear gallery labelling of each work. And for the first time, Masterworks 2007 is thrilled to offer the following awards to exhibiting artists:



### **BEST IN SHOW**

This \$1000 prize will be awarded to the artists whose work is deemed "Best in Show" by a panel of experts. The panel will comprise: Chris Heyson, (Grandson of the late Hans Heyson and Chairman of ELTHAM Board), representing ELTHAM College of Education; Sigmund Jorgensen representing Montsalvat Artists community; celebrated sculptor Deborah Halpern representing the artistic community and a yet to be confirmed representative of Nillumbik Council Arts Acquisition and Collections.

### **PEOPLE'S CHOICE AWARD**

This award will involve all attendees at the Opening Gala voting for their favorite artist. The winner will receive the opportunity to hold a Solo Exhibition at Swipers Gully Vineyard and Restaurant. The date of the exhibition is to be negotiated together by Eltham College of Education, Swipers Gully Vineyard and Restaurant and the winning artists and will include hanging, invitations, advertising on College website, opening night nibbles and refreshments.

### **ELTHAM College of Education Acquisition**

ELTHAM College of Education Board will select a work or works to be purchased and on permanent display at Swipers Gully and or the College. This acquisition will be acknowledged heavily publicized throughout the school and wider community.

Join the list of artists have exhibited their work in past Masterworks Exhibitions

Jane  
Ian  
Charles  
Liz  
Arthur  
David  
Kym  
Clare  
Graeme  
Leigh  
John  
Faye  
Hugh  
Kerrie  
Kevin  
Jenny  
Drew

Annois  
Banksmith  
Blackman  
Blizzard  
Boyd  
Boyd  
Butler  
Callinan  
Cameron  
Chiller  
Coburn  
De Pasquale  
Evans  
Ferrari  
Free  
Gibney  
Gregory



Deborah Halpern

Doug  
Pro  
Allen  
Gillian  
Veronica  
Victoria  
Greg  
Daniel  
Matthew

Halls  
Hart  
Hicks  
Hillman  
Holland  
Howlett  
Irvine  
Jenkins  
Johnson



Kim Kennedy

Malcolm  
Norman  
Keiki  
Nichola  
Nellie  
Michael  
Jenni

Laurence  
Lindsay  
Makino  
Malpas  
Marks  
Meszaros  
Mitchell

Bombatu  
Gloria  
Janine  
Peter  
Evelyn  
David  
Gisela  
Nina  
Julie  
Shaaron  
Ben  
Douglas  
Robina  
Barbara  
Carmel

Napangardi  
Petyarre  
Pilven  
Pilven  
Pultara  
Ray  
Russell  
Ryan  
Shaw  
Smith  
Stack  
Stubbs  
Summers  
Swarbrick  
Wallace



Don Wreford

Shirley  
Lou

Wu  
Xiang

## Masterworks in the Vineyard 12 – 26 October, 2007

Swipers Gully Vineyard and Restaurant  
25 Eltham – Yarra Glen Road, Kangaroo Ground

For all enquiries, please contact Lisa Walton on 9433 9920  
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