



The Peak Professional body for Visual Arts, Craft & Design in the Hunter Region

**HAN** Hunter Arts Network  
P.O. Box 569 Newcastle NSW 2300

## Packaging & Presentation

*“Marketing is about the process by which you understand:  
Who is interested in what you have to offer; why they are interested; and  
how to build bridges to them, and engage them with you work”*  
National Association for the Visual Arts (NAVA)

The **ART BAZAAR** is an excellent opportunity to market and sell your works direct to the public and to promote yourself as a professional artist, designer and/or craft practitioner.

The overall presentation of your stall at this event, as well as the individual works, can boost sales, help to make a lasting impression of your work and contribute to building your reputation. You never know what opportunities can eventuate from this point of contact!

Following are some things to consider for your stall at **ART BAZAAR**:

1. Focus on **high quality original** art, craft & design work.
2. If you don't have enough work of your own consider teaming up with a couple of other applicants (get your friends to join HAN & apply too)- this adds variety to your stall and helpers for the busy day ahead.
3. Consider having promotional material such as business cards, stickers, postcards, flyers or a portfolio which outlines your career experience and examples of other work.
4. For organisations, the event acts as an excellent opportunity to attract new members and supporters, so have information readily available.
5. List of works - a spreadsheet with a list of works for sale & their prices can help you effectively maintain stock and record who bought the works. By asking for contact details you can also build up your database and let people know of your career developments, future exhibitions, etc
6. The presentation of your stall is just as important as the work itself, it will enhance your work and potentially attract more people! Depending on the nature of your work, you will need a display method - e.g. trestle tables, clothing racks, display cases etc. Cover tables with fabric, have eye-catching signs, level sloping tables with wooden wedges, and basically have a plan of attack to visually complement your work. If you are organised and plan ahead, your stall will attract customers and be user-friendly for viewing your work.



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7. Ensure that each item is clearly price & labelled, easy to view and handle.
8. For works on paper, plastic sleeves are recommended for protecting the work. Archival see through protector sheets available at Eckersleys.
9. Carry bags are useful for packing three dimensional objects – preventing accidents before they reach their final destination.
10. Mirrors may also be helpful for wearable wares.
11. Please also consider the safety aspects of your stall set-up – we are required to keep the traffic areas around Civic Park and the space around each stall as clear and uncluttered as possible to minimise any risks to the public and to each other!!

Remember - Organisation and planning will add to the success of your stall and professional presentation will add value to your work and reputation.

### **Resource & Suppliers List:**

#### **ACN Packaging**

Huge selection of gift packaging available, including wrapping paper, boxes, bags, plastic & glass containers

[www.acnpackaging.com.au](http://www.acnpackaging.com.au)

#### **MGH Packaging**

All paper products, bags, stationary & custom printing

160 Brunner Road, Adamstown

Ph: 4961 2002

#### **Cospak**

Plastic, glass bottles & jars, wrappings paper, poly & bubble, bags, paper & plastic

9 Rural Drive, Sandgate

Ph: 4967 2922

[www.cospak.com.au](http://www.cospak.com.au)