

In-Habit.

December 7th – Notes

What we need to know and do about marketing – building distribution

In – attendance:

Jude, Emilie, Katie, berni, Katerina, Chi, Jon Harris (marketing)

Apologies: Jason, Mandy, Krista, Ernesto, Carl, Emma

1. Parcel inserts

Parcel inserts will be ready later this week. Need to either mail them out to artists or artists come to office and pick them up:

Carl – Jude can deliver

Ernesto – away

Mandy – need to contact

berni – will be at Convent Monday 14th

Katerina – will pick up Friday 11th and will also be at Convent Monday 14th

Chi – meeting Emilie/Jude Friday 18th

Jason – can arrange to give to him one Friday

2. Artwork packages

Deadline for artwork is 1st February

Ernesto – 100 edition photos

Tara – Screensaver of images

Katerina – embossed card

Chi – instructions/recipe wrapped in a bamboo leaf

berni – Hand made book – recipe, poem, tongue twister MP3

Mandy - ?

Carl - ?

Jason – Socks with a flag (?)

Jude – Seeds from 1SM, piece of embroidery

Emilie - ?

What do the artworks go in?

Katerina suggested shoe boxes and berni also perhaps using shoe boxes in Tongue-atorium ...

Cardboard satchels that tie up with string

Box making factory – Katie will look into (had some friends who worked there)

Capping artwork packages at 100 (would be good to get more demand so their value as limited edition is realised).

Patron Saints

Each artist to think of 10 possible patron saints (who might be likely to take it up).

Jude reported that Convent is interested in In-Habit being a biennale, so there is life beyond 2010 (helpful for contextualising offer to Patron Saints). That this research will unfold over the next few years, will provide opportunities for metro, regional and international artists to come together and interpret works that have site/place/space and cultural exchange informing them.

What do Patron Saints get?

Artwork package

Being informed – email update 4 x annual

VIP bookings

Peer/preview audience

VIP functions with artists

Annual gathering with food & wine ('placed' from around Victoria, that has relevance to project, to artists ...)

List of possible patron saints:

Each artist to send list through to Emilie/Jude to eliminate risk of crossover.

Emilie & Jude will write template for Patron Saint request this Friday (11th December)

and email out to artists.

Will also email out letterhead.

Artists then print up letters.

Better to post requests out (rather than email) along with an In-Habit parcel.

3. Website/archiving

Need a photograph from each artist for the website.

Jon has subscribed Punctum to Blip TV – an alternative to YouTube where video can be embedded on website.

Can each artist send a few minutes of video and/or images to Jude to forward to Jon for website and also to build press kit resources.

300dpi JPEG images

Emma available to video works

Tara available to take stills shots

Julie Millowick also available with plenty of notice and if you give her very precise information about what/where/when etc ...

Folder for each event:

Copy

Biog

Head shot/passport photo
Images

Please get images and head shots to Emilie (inhabit@punctum.com.au) by 18th December.

Some discussion around quality and type of images, what to send through, how feasible it is to have an image that represents the work effectively at this stage ...

Web photo does not have to be the same as your press photo (especially if press photos not ready at this stage).

4. Distribution

(Jon)

Outside of giving parcels to friends/contacts, need to ensure that they are distributed around town in key places and topped up regularly leading into season.

Some discussion between Jon and Jude regarding how much value of each parcel is (roughly \$20). So important to take care where they are left.

Each artist to nominate 5 places where they can put parcels AND return a few times to top them up.

Please email this list to Emilie/Jude by Friday 18th December.

We will collate the list and confirm places of distribution and number of parcels for each artist/place accordingly.

Be mindful of the range of work in In-Habit and therefore the different places that might be suitable.

5. E-Flyer

Passed around for comment/amendment

(Some discussion around final night gathering/supper, for artists but also to invite Patron Saints, other people etc ...)

EC to amend document and then email final copy to Jon.

7. Further website material

There will be a page titled 'Investigation', where artists can write about their process, research, how In-Habit lead them to current project.

Email through to Jude/Emilie by 18th December.

Artists to also forward biogs of participating artists. Please email to Emilie/Jude by Friday 18th December (or earlier).

8. January

Friday 8th January – Gathering in Castlemaine for those who can make it.

Friday 22nd January - possibly a good day for Julie Millowick photo shoot here at the Convent.

9. Summary of requirements:

By 11th December
Distribution points
Patron Saint list
Artist biogs
Blurb for media release

By 18th December
Images for website
Scanned passport photo
Blurb for Investigation: 300 words regarding the point of clarification of your project

By 18th December
EC and JA will email:
template for Patron Saint letter
letterhead
summary of distribution points
Summary of Patron Saints

EC and JA will send folder to Jon (with all info and images for website)

Katie has set up a blog with samples of her work:

[katiesfetkidis@wordpress.com](http://katiesfetkidis.wordpress.com)

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