



odana / bloomfield news



Issue 24

July 2008

In this issue ...

Sold Out Norman Lindsay Facsimile Etchings Waiting List — changes afoot 2

Benevolence back on the market



We have been given a copy of the 1934 William Hackett reproduction of the beautiful watercolour *Benevolence* for sale.

It was printed and published in 1934 but only a very small number of copies were sold at that time due to the Great Depression. The bulk of the edition, approximately 1,900, were sold as one lot and subsequently lost until 1969. After discovery, the edition was offered to Ibis Imprints who, after carefully inspecting each individual work, reduced the number to 1,650. They ensured that only reproductions in perfect condition were offered to the public and a Verification Certificate was given with each work.

We have number 959 for sale at \$2,200 (mounted).

Norman Lindsay: 80 Years of Pencil Drawing

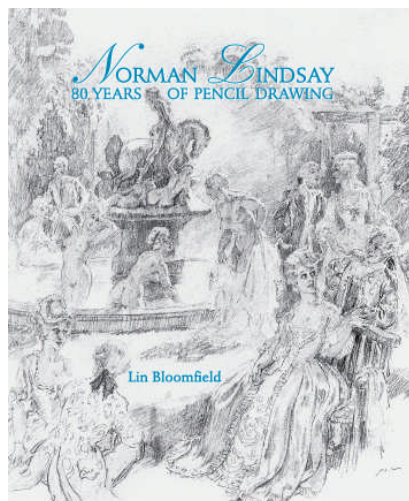
Norman Lindsay: 80 Years of Pencil Drawing has been available for more than three months now but only last week we were contacted by someone who asked "When is the new pencil book coming out?". We thought they must have been visiting Mars.

Of course, when you work here and you are completely focused on a project, you think that the whole world must know, but, of course, that is not the case. We need to come back from Mars occasionally too.

I am not sure what we need to do to let everyone know but

IT'S OUT!!
IT'S AVAILABLE!!
IT'S HERE NOW!!

We can only say it so many times



Artful Cats Posters and Vase

We have approximately 150 sets of our *Artful Cats* folios remaining from our original edition of 2,000. We have decided not to reprint this folio for the time being as we have just released seven new notebooks to keep us going in the gift line for a while!

The lovely red vase produced by the National Trust Norman Lindsay Gallery and Museum is a reproduction of the original on display at Springwood. It is hand-crafted in porcelain with 24ct gold decoration. The edition was 300 and hand numbered.



We have number 264 for sale at \$1,400.

Duplex Printing

You have probably noticed over the last couple of newsletters that we have purchased a colour printer which can also do duplex printing (both sides at the same time). We also upgraded our old black and white printer for a fast, reliable, duplex printer so, when you get newsletters, notices, information, etc, from us, please look on the back! We don't waste an opportunity when we print. Now that we can print both sides ... we do!!

Sold Out Norman Lindsay Facsimile Etchings Waiting List — changes afoot

We have been evaluating our service of contacting clients and people who are on our waiting list for Sold Out editions of the Norman Lindsay Facsimile Etchings to come in for resale. This service has now become unwieldy, unmanageable and unfair to our vendors.

In the past, when we have received a work for resale, we have contacted the first person on the list to see if they are still interested. In some cases, this can be years after they first registered their interest. However, we start at the top and work down the list.

We usually either contact them by email, phone or as a last resort, by mail if we have no other contact information. It can take days for us to hear back from them as they could be away or the letter is returned as they have left that address. More often than not, the person has already purchased the work but not advised us to remove them from the list. No-one is under any obligation to purchase but until we exhaust our list, we do not put this work up for sale, list it on our Sold Out List or on our website.

In many instances, we are listing the same work many times over. We will have the original person who has contacted us direct and a number of galleries who are also searching on their behalf. A waiting list with eight people on it may effectively only have three. With many other galleries looking for the same work, it is

inevitable that someone will have it at the time but we will still have five extra people on our list. Months later when we receive the work, we contact these five and no-one is interested. The original person has purchased it elsewhere and at least one gallery has supplied their client. This has become increasingly frustrating for us because of the time involved and the lack of positive outcome.

Consequently, we are phasing out our waiting list which will no longer be available from January next year. In this modern, technological age, we are moving into **odana e-news**. Bec has recently been trained on a program that will make it much easier to email you on a regular basis. In future, notice of any new works just in on consignment and breaking news will be emailed out.

I will be updating our website (new-look to be launched in January) that will make our website bigger, brighter, fresher and easier to use. We will still be publishing our "snail mail" newsletters, probably two to three times a year, but clients who register with us for email will receive updates on a more regular basis. These will not only include works for sale but news on forthcoming publications, relevant exhibitions at public galleries and general information on our artists (Norman Lindsay, Frank and Margel Hinder and Alasdair McGregor).

Newsletters through the mail have become increasingly costly and if you have read this far, you are one of the few who fully read our newsletter from start to finish and we would rather save a tree or two by reducing the number of printed newsletters we send out. We are hoping that you will enjoy keeping up-to-date with us through **odana e-news** and the web.



7 TO 27
august
REOPEN 28TH

OTHERWISE
BY
APPOINTMENT
Mon — Fri



odana editions
bloomfield galleries

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(specifically Norman Lindsay)

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(for all other artists)

www.norman-lindsay.com.au