



ODANA BLOOMFIELD NEWS



Issue 44

August 2023

You may wonder why we have a fishing image to wish all our Dads and Granddads a happy day. See what's new on page 3 in regards to fishing!!!

It's been a long time between drinks

and soooooo much has happened in these last seven years. Primarily, and just recently, THE WOMEN'S WORLD CUP! What a wonderful month it has been enjoying the soccer and the success of our Matildas. We are a bit soccer mad with Meg playing NPL and we enjoy the game very much. Who would have thought the profile of women's sport would have increased so much?

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Our last newsletter was sent in November 2016, two months before I started working full time with my husband Allan in his podiatry clinic. Bec started being more involved with her horses and working on the farm but we kept Odana Bloomfield ticking over. Fast forward three years and we had Covid, still with OB ticking along. Another three years sees the podiatry clinic sold and we are back at it, albeit not entirely full time as yet, although we are working towards a more consistent presence which is where we should be. Hope you enjoy this newsletter which has been a loooooooooong time in the making!

Cheers — Jane, Bec and Lin

Bloomfield Galleries — celebrating 50 years!

It was in May 1973 that the Bloomfield Galleries opened in Crows Nest with the first mixed exhibition opening on 15 July. Lin moved from a very small country town in the middle of NSW with a love of art, fierce determination and the mind of a business woman. Fifty years later, her gallery is now managed by her two daughters, Jane and Bec, and, although changed greatly, we are still representing Norman Lindsay and Frank Hinder as our major artists, sprinkled with other prominent Australian artists. The gallery was launched in Crows Nest, moved to Paddington in 1980, North Sydney in 1995 and Bungendore in 2000.

We've survived a difficult start in the early '70s, the crash of '87, a global recession, the GST, the Global Financial Crisis and Covid but we are still here. It's been a great 50 years (for the most part) and in our next newsletter, we'll showcase some of the artists we showed and some of our more unusual exhibitions.



Lin at the opening exhibition on 15 July 1973. This photo was taken by prominent photographer George Young, husband of Rita Young. Rita was Norman Lindsay's most recognised and well known model.

Lin with Margel and Frank Hinder at one of Frank's many openings at Bloomfield Galleries — 7 June 1980.

Norman Lindsay Facsimile Etchings

The Norman Lindsay Facsimile Etchings were first launched on 30 November 1974 with the release of what are now called "The First Eleven". We thought that it would be a once only release and just those eleven works, but demand was such that discerning buyers were looking for high quality reproductions of Norman Lindsay's work at prices they could afford. At that time, the original works were priced out of reach for most people. In 1978 a further six Facsimile Etchings were released and the rest, as they say, is history.

To date, we have released 121 Facsimile Etchings since 1974. *The Artist* was originally released in the de luxe edition of *The Complete Etchings of Norman Lindsay*, published in 1998, but is now available individually.

Lin, Bec and I have been discussing a fitting conclusion for the Facsimile Etchings and we feel that we should end the editions next year, with the celebration of 50 years of Odana Editions, the publishing arm which has published the Facsimiles since 1974 and books since 1978. Consequently, we will release four more Facsimile Etchings, making a total of 125 (we do have a thing with 5s!) releases over a span of 50 years.

Towards the end of this year, we will be releasing (*Celebration*) in keeping with our 50 Year Celebrations and also *The Bride*. Next year, to celebrate Odana's 50 Years and to conclude the publication of the Facsimile Etchings, the releases will be *The Happy Barge* and *Good Night*.

125 Facsimile Etchings over 50 years with the first being *Enter the Magicians* and the last, *Good Night*. How fortunate we are to have been able to showcase so many of Norman Lindsay's etchings and to have so many art collectors able to purchase them. We don't have details as yet as to prices or an order form but as soon as these are available, we will advise.

Please note: Due to the quality and success of the Norman Lindsay Facsimile Etchings, fraudulent copies were made in the 1990s and sold through auction houses. Also, pages out of books are commonly claimed to be Facsimile Etchings. To ensure you have a genuine, authentic Norman Lindsay Facsimile Etching published by Odana Editions (now Odana Bloomfield), please check that the embossed stamp is always visible on the lower right hand side of the image which looks like the one at right. The dot is always at the six o'clock position with the 550 in the middle and the words Facsimile Limited Edition around the outside.



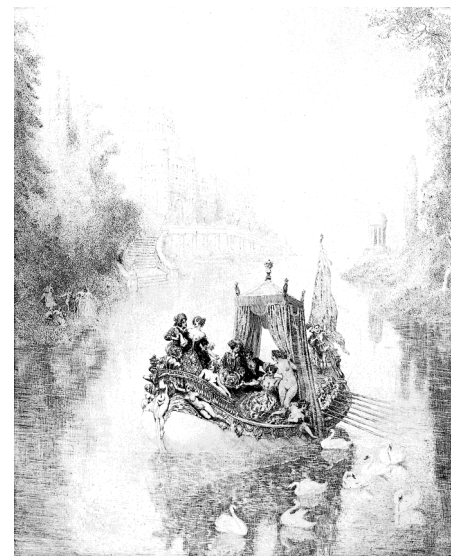
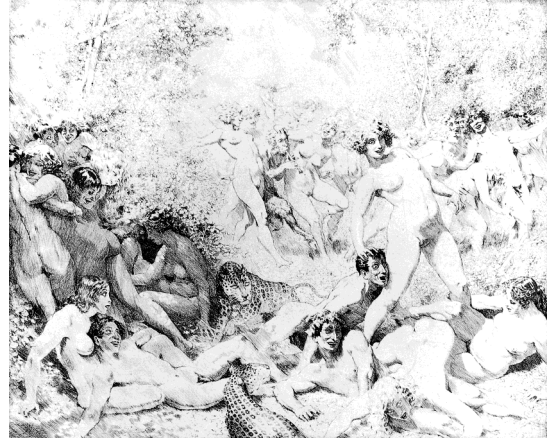
Right from top:

(Celebration) - to be released at the end of 2023

The Bride—to be released at the end of 2023

The Happy Barge—to be released in 2024

Good Night—to be released in 2024



SquidEzy – not too late for Father’s Day!

And you thought we couldn’t surprise you!

A short story. Some time ago Allan went fishing at Jervis Bay, for squid. He was successful and then had the unenviable job of cleaning the catch. Unfortunately, he did not have a SquidEzy tool and it took him quite some time, being the messy business it is. However, another fisherman told Allan about SquidEzy and how this fantastic squid cleaning tool should be in everyone’s tackle box for when the job arises.

Allan thought he would get one and honestly, how hard could it be? After going to all the major fishing stores in Canberra with not a SquidEzy in sight, he mentioned his frustration to me.

Many of us have had this disappointment. After finding just the right tool for the job, we then can’t purchase it. I decided to find out what the deal was and found that only a few shops in NSW and the ACT stocked SquidEzy. It was high time there was another outlet.

So, SquidEzy, is now available at Odana Bloomfield. We have had a number of unusual exhibitions in the past such as Wild and Witty Wearables, Persian Copperware and Jewellery and who could forget the gallery holding the World Annual Melting Moment Competition? So, it wasn’t such a stretch to have SquidEzy as they fit right in—bright and colourful with a very artistic shape.

If there is a fisherperson in your life and they have everything that opens and shuts, perhaps a SquidEzy is the perfect gift for them at Father’s Day or Christmas for either the squid they catch or the ones they hope to. If so, they’ll be ready!

There are three different sizes of SquidEzy in the pack and there is a pack with the three and a gift pack which includes a board. You’ll find SquidEzy available under Gifts/ Miscellaneous on our website. Limited numbers of both the tools and gift packs are available.



SquidEzy pack
of three tools
\$23.00



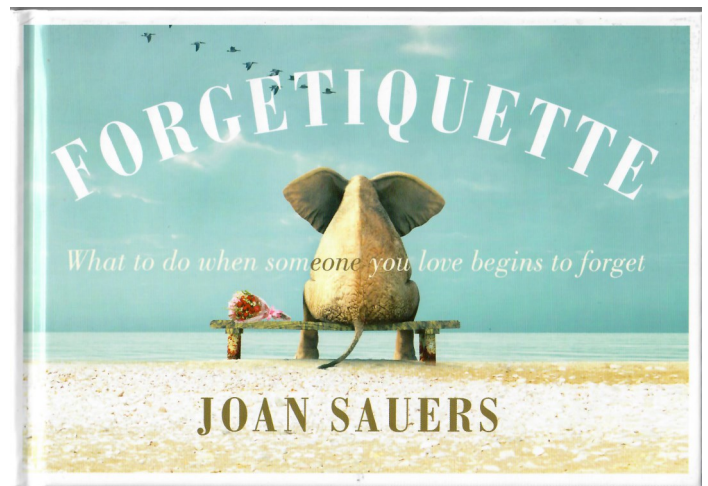
SquidEzy
Gift Pack
\$35.00

Forgetiquette

Having a loved one with memory loss is no laughing matter, but a little humour can help. With her sage advice and trademark irreverence, Joan Sauers helps to relieve the frustration of dealing with dementia sufferers while offering practical advice that will help you help them. Above all, she reminds you that, though it may feel like the loneliest job in the world, you are not alone.

Joan writes: All relationships are hard, but when someone you love has dementia, that relationship (and your sanity!) can be even harder to maintain. Over the years my once quick-witted father gradually lost his memory and the strain on his caregivers was excruciating. As he neared the end of his life, my wonderful father-in-law also started to lose touch with the here and now. Both have passed away, and I miss them every day. Although it wasn't easy, I did find ways to cope with the confusing, awkward and sometimes heartbreaking situations that arose when dementia struck, and I've tried to distil them in this book. Thankfully, there are simple things you can do to get through it with grace and dignity. So, cut yourself some slack and remember that common sense, humour and love will go a long way.

We have a limited number of these books so if you have someone in your family with memory loss or a friend in a similar situation to Joan, this is the book for you. It is an absolute delight. *Forgetiquette* can be found on our website under Books/New.



We have free postage
for all orders over \$50,
so if you make your order
up to that amount,
no postage will be added.

Lindsay on Canvas

We have a spectacular, larger than life, Norman Lindsay etching reproduced on canvas available at present. *Lady and Parrot*, the iconic etching of Rose Lindsay, looks modern, even though the image was etched in 1917. This Art Deco/Art Nouveau image is synonymous with Norman Lindsay and its appeal spans generations.

These days, houses seem to be built larger, more expansive and with more wall space than ever before. Larger art works with aesthetically pleasing images are being sought to fill these spaces.

Pictured below is *Lady and Parrot* above a king size bed and also above a 42" flat screen TV. This work is 90cm x 90cm and is commanding in its presence. Also available is a 60cm x 60cm size. To the right of the large *Lady and Parrot* is the Facsimile Etching of *Lady and Parrot* to give you perspective (in the bedroom image).

Lindsay on canvas works come rolled in a tube ready for framing or to put onto a stretcher. They are on our website under Limited Editions/Canvas Reproductions.



Please remember that we are happy to gift wrap free of charge. Let us know in the Comments box when you order online.

Looking Forward

During the last few years, and particularly during Covid when it was not possible to keep up our card and gift lines, we have let quite a number of items get very low in stock.

We hope to replenish these, such as lens cloths, card packs and books, in the upcoming months and through next year. Some are in the pipeline and others are ideas formulating.

Whatever happens, we are looking at publishing and packaging in a more sustainable and environmentally responsible way by avoiding paper derived from old growth native forests, using recycled, non-chlorine bleached alternative papers, using eco and non toxic inks and using recycled, reusable or compostable packaging. Conserving our environment for the future is the only way we should be in order to move forward as the increase in extreme weather events has shown us. We will be doing our bit, and although very small, we all need to start.

Two suppliers who we will be working with in the future are Black Rainbow and Noissue. Both these suppliers are committed to high environmental standards.



Contact

The best way to contact us is by email — either bec@odana.com.au or jane@odana.com.au. We work very odd hours and so find email the most efficient way to get in touch.

Check our Website

We post our newsletters on our website (currently under Our Story at the bottom of the home page) and send email updates throughout the year. If you wish to receive these emails, either email us or add your name to our Newsletter list at the bottom of the home page on our website. Check our website often — particularly now that we have new products arriving and our new Facsimiles will be released in the next couple of months.

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