

The Strand

Project Description

This is a collaborative project (2005) bringing together the creative visions of the artists: Prof. Kim, Song Yeol from Pai-Chai University, Dae Jeon, South Korea and Dr. Gordon James Brown from James Cook University.

The project is the creation of an artists' book, *The Strand*, featuring twenty-nine hand-printed original etchings taken from lino blocks in a limited edition of six hand-bound books. Each page of the book shows the collaboration of the two artists in portraying cultural differences and congruence regarding their perception of the Strand—a road and walkway leading around the shoreline of Townsville.

Each book is bound in cloth by the master book binders, F. & R. Pohlmann. The etchings are printed on BFK Reeves Crème paper with ten single pages, two gate-fold pages, a title page and a colophon page. Size dimensions for *The Strand* is 37 x 40.5 cm.

Outcome of Project

The Strand was exhibited on public display in Perc Tucker Regional Gallery (Townsville), Flinders Gallery (Townsville), Vincent Gallery (Townsville) and the Pai-Chai University Gallery (Dae Jeon).

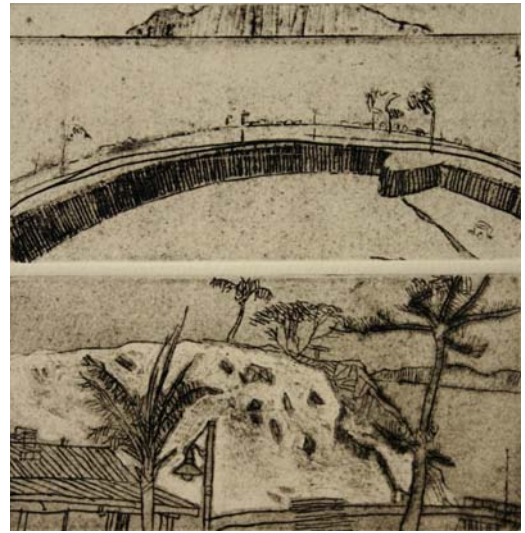
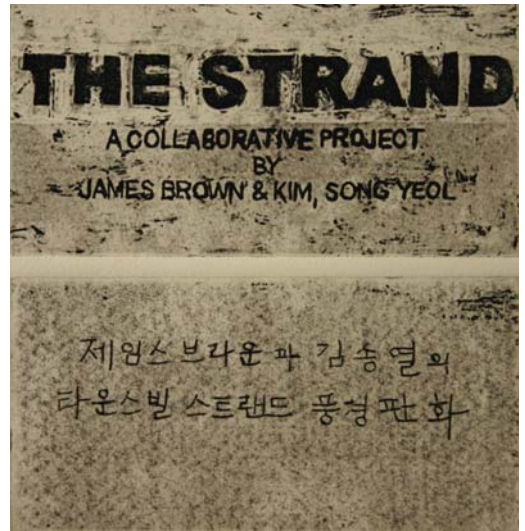
By intention, the exhibition of the book showcases the contrasting outlooks of two artists working from very different cultural backgrounds. From a broader perspective, the exhibition provides focus for discussions about relationships in the Visual Arts between Korea and Australia.

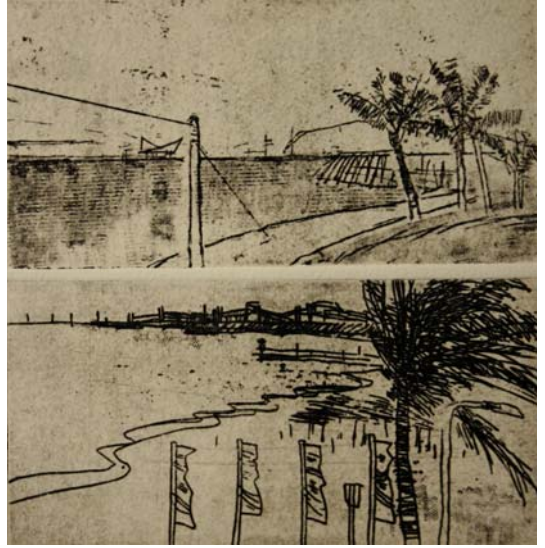
The following images are photographs of the exhibition of *The Strand* at the Perc Tucker Regional Gallery and copies of the book pages with enlargements of the etchings.

Presented after these photographs is The Outcome Report for the Australia-Korea Foundation that supported the project with the grant: "Creative Visions of The Strand" (file number: 04\080128).

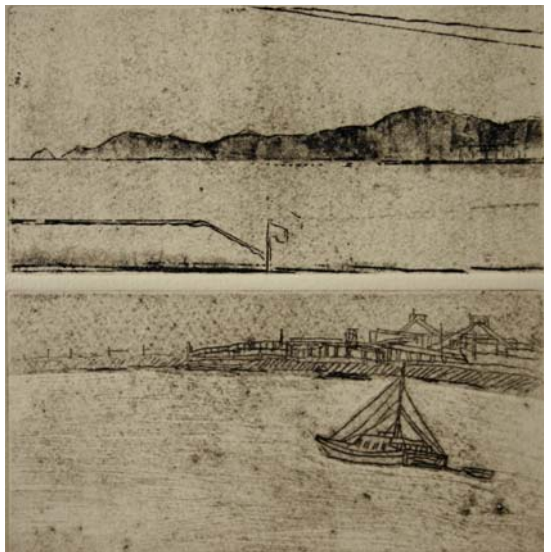


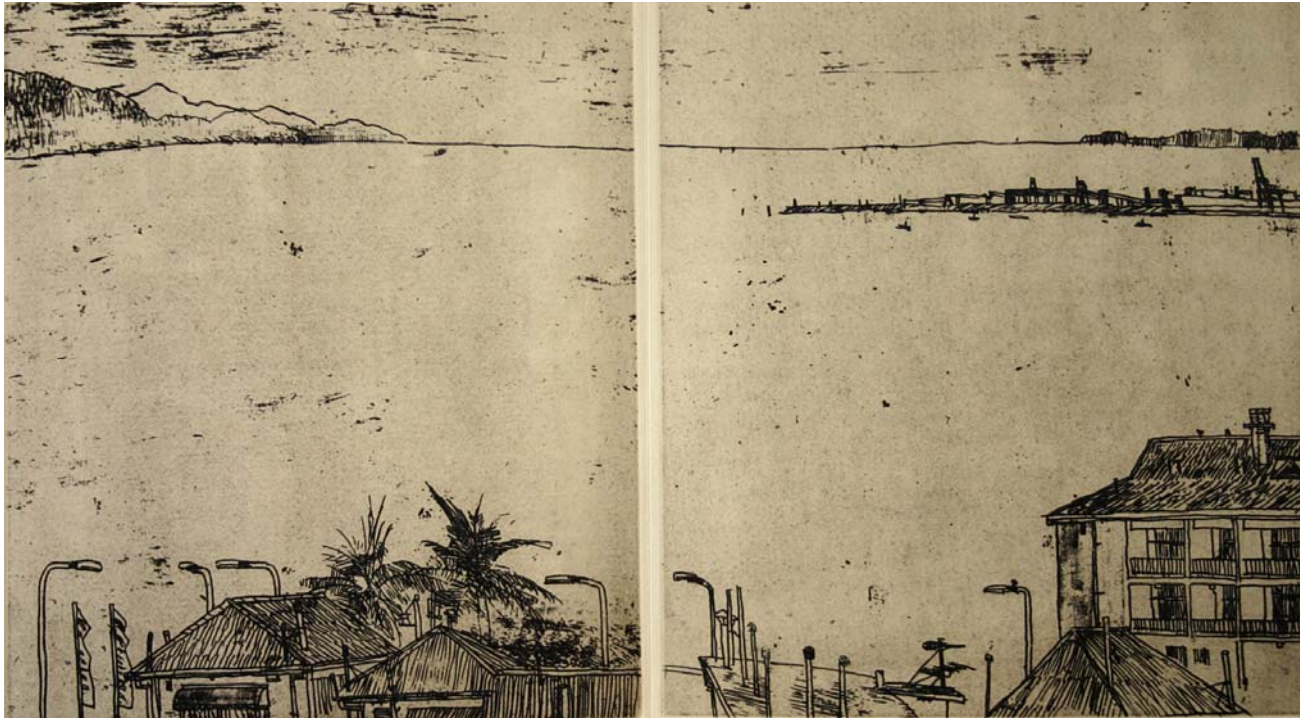


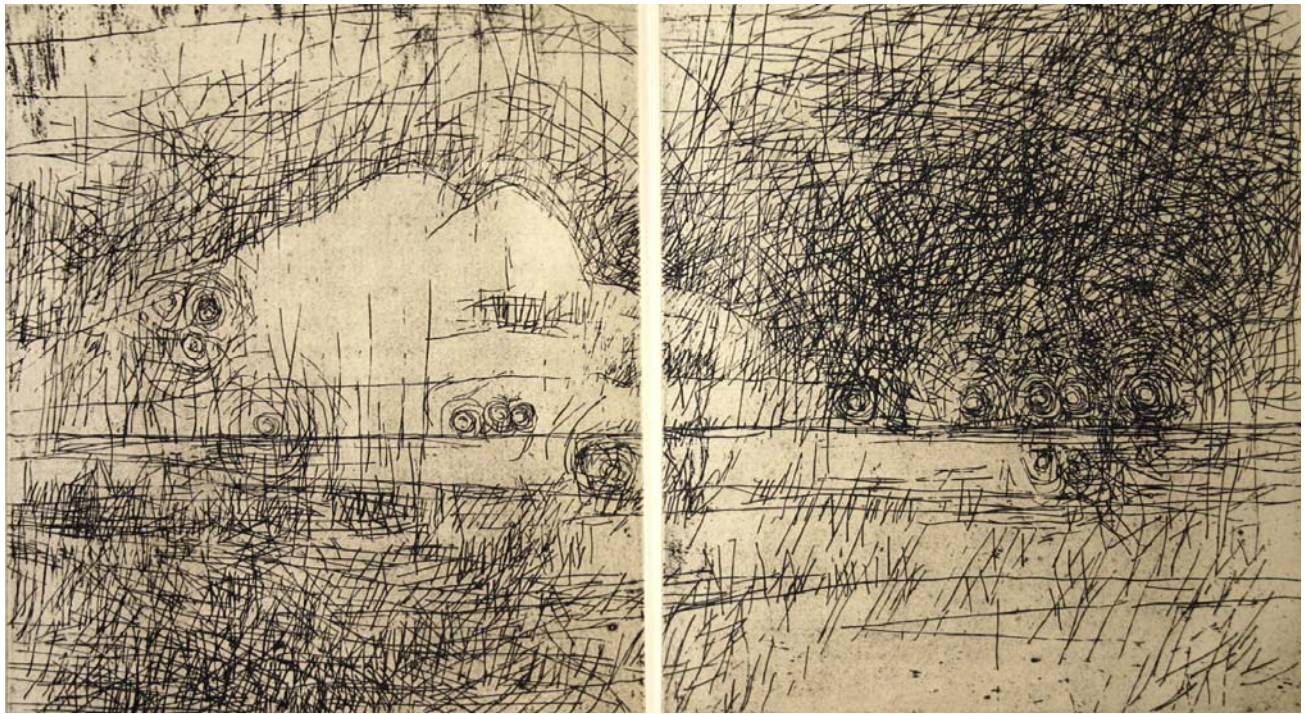
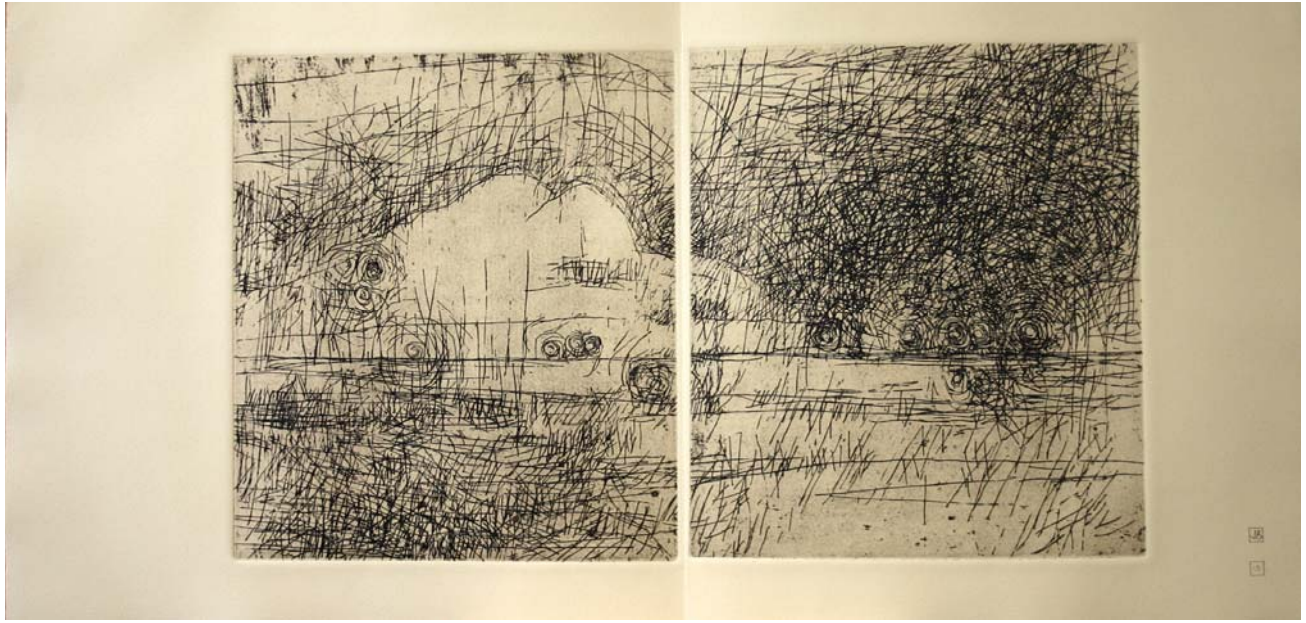












A SUITE OF LINO ETCHINGS
IN AN EDITION OF SIX
SIGNED AND NUMBERED COPIES
COPYRIGHT 2004
JAMES BROWN & KIM SONG YEOL



A SUITE OF LINO ETCHINGS
IN AN EDITION OF SIX
SIGNED AND NUMBERED COPIES
COPYRIGHT 2004
JAMES BROWN & KIM SONG YEOL



AUSTRALIA-KOREA FOUNDATION COMPLETION REPORT FOR “CREATIVE VISIONS OF THE STRAND”

Recipient of grant (File No 04\080128): Dr Gordon James Brown

(A) Details of principal activities and an assessment of their value:

This is a collaborative project bringing together the creative visions of the artists: Prof. Kim, Song Yeol from Pai-Chai University, Dae Jeon, South Korea and Dr. Gordon James Brown from James Cook University, Townsville, Australia.

The project is a book titled *The Strand*, featuring twenty-nine hand-printed original etchings taken from lino blocks in a limited edition of six hand-bound books. Each page of the book shows the collaboration of the two artists in portraying cultural differences and congruence regarding their perception of The Strand—a road and walkway leading around the shoreline of Townsville.

Each book is bound in cloth by the master bookbinders, F. & R. Pohlmann. The etchings are printed on BFK Reeves Crème paper with ten single pages, two gatefold pages, a title page and a colophon page stamped with acknowledgement of the financial contribution of the Korea-Australia Foundation and the support of the James Cook University in enabling the artists to work together to produce the etching plates.

A public (non-commercial) exhibition of *The Strand* was held at Perc Tucker Regional Gallery, Townsville from 14-27th June 2005 and a further (non-commercial) showcase exhibition of the book was held at the Flinders Gallery, Townsville to coincide with an exhibition of paintings by Dr Brown from 17th June-16th July 2005 (see digital photographs of the exhibition attached). To advertise the Perc Tucker Regional Gallery exhibition, a statement about the exhibition and photographs of all the pages were reproduced on an A4 size sheet (printed on Freelifa 120 gsm), double folded to a DL size as an invitation (see attached invitation). This invitation was posted by the Perc Tucker Regional Gallery to its five hundred mailing list recipients.

The exhibition of the book was reviewed by *Townsville Bulletin* arts writer, Ian Frazer, in the “Weekend extra” supplement, July 2nd 2005, in a rare (for the Bulletin) two-page double spread in colour (see attached copy). Although inaccurate in some details, the review mentions the support of the Australia-Korea Foundation in two places. The exhibition was also briefly mentioned by another *Townsville Bulletin* arts writer, Mandy Wildeheart: “James had a double whammy recently with a collaborative project with Professor Kim, Song Yeol of South Korea at PTRG . . .” (*Townsville Bulletin*, July 1, 2005, p.30).

(B) Difficulties experienced in the execution of the approved project:

Although the estimated costs of bulleted expenses provided in item 13 of the grant application varied (some more and some less) from the final costs, the total cost of the project matched the projected cost. Unfortunately, some receipts, such as the cost of freight to the bindery (\$16.40 based on the return freight) and cost of plate oil (\$22.00 based on list price from Neil Wallace Printmaking Supplies [item 139.023]) and tarlatan (\$8.30 based on list price for 2 metres from Neil Wallace Printmaking Supplies [item E104.1] have been lost).

(C) Participation numbers and media coverage:

Beyond the 500 invitations distributed by the Perc Tucker Regional Gallery (mentioned above) and the audience expected from this mail out, I witnessed the gallery filled with school children when photographing the exhibition—some of them may be seen in the digital photograph on page 3 of the attached booklet. The media coverage of the exhibition, as shown in the *Townsville*

Bulletin article, highlighted the importance of the project by giving it and the role of the Foundation a two full-page report.

(D) Details on how the Foundation was publicised:

This point has been addressed above.

(E) Future activities expected to arise from the completed approved project

This project helps strengthen the ties between Pai-Chai University and James Cook University by encouraging a bond of a collaborative spirit between two senior staff members.

With the well-publicised success of *The Strand*, in terms of presenting two different cultural viewpoints of the Townsville foreshore, a reciprocal project is envisaged for 2007 in which another book showing the collaboration between Prof. Kim and Dr. Brown will be produced (hopefully with the support of the Australia-Korea Foundation) Rather than the book being about an Australian landmark, the title and emphasis of this proposed book will focus on sites in South Korea. The book arising from this reciprocal project will then be exhibited in South Korea.

Dr Brown is currently writing an article to be refereed for publication about this project, with the focus on cultural collaboration,