SORRY FOLKS
THIS IS FOR YOUNGSTERS
MAINLY SO...
FRUIT JUICE ONLY
AT THE PREVIEW
!



ADULTS SHOULD
SEE THE SHOW
(AND OTHER PRINTS)
THOUGH !

# MUKA STUDIO NEWSLETTER

MUKA STUDIO 17 CHAMBERLAIN STREET GREY LYNN PH.765 323

DANIEL B. CLASBY
DON BINNEY
PHILIPPA BLAIR
NIGEL BROWN
DEAN BUCHANAN
GAVIN CHILCOTT
FATU FEU'U
TONY FOMISON
DICK FRIZZELL
RODNEY FUMPSTON
ALAN GILDERDALE
MURRAY GRIMSDALE
PATRICK HANLY
PIERS HAYMAN

JOHN HOVELL
IAN JERVIS
TONY LANE
MARY McINTYRE
RICHARD McWHANNELL
JOHN NICOL
ALISTAIR NISBET-SMITH
CLAUDIA POND-EYLEY
PAUL RADFORD
CAROLE SHEPHEARD
SYLVIA SIDDELL
MARTE SZIRMAY
JEFF THOMSON
AGNES WOOD

55 LITHOGRAPHS
FOR YOUNGSTERS
UNDER 18
ONLY !

AT ONLY
$20
EACH

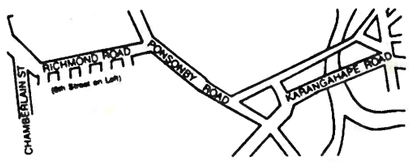



NOVEMBER 28

DECEMBER 24

PREVIEW SATURDAY NOVEMBER 28, 4-6 pm

Hours Monday-Friday 11 am - 6 pm
Saturday by appointment



# THE $20. PRINT.

Attention folks: MUKA STUDIO announces its most ambitious and culturally forward project yet. THE YOUTH PRINT. No, not a series of prints by young artists, (although some are) but an exclusive edition of lithographs for people 18 years and under. Considering that when you're of the teen age most everything that seems fun is either unaffordable or outlawed, it's nice to see a little reverse discrimination and that's what MUKA offers.

Frans and Magda, realizing that even the relatively low price of lithographs is outside the incomes of young people have decided to do something about changing this situation.

Working in close collaboration with 28 different artists they have produced a series of 55 original prints. Each print is limited to 15 prints (or thereabout). The price is $20. That's the price of an lp and a 45 or 3.5 movies or 3 McDonalds meals or 5 pop poster magazines.....that's very cheap (even includes GST).

The artists' approached were all immediately enthusiastic - most everyone who has worked at MUKA over the last 18 months has returned to contribute an image or two for this edition - and MUKA emphasized that the artists' did not make 'childrens' print but do a print that fits in with the body of their work.

Thus some very special work has been contributed - Tony Fomison has done his first lithograph of 1988, Alistair Nisbet-Smith has done his first lithograph ever, old MUKA favourites such as Fatu Feu'u, Pat Hanly, Philippa Blair, John Hovell and Carol Shepheard have contributed images that add strongly to the body of work they've conceived at MUKA. Allan Maddox and Louise Henderson, who have both done splendid work at MUKA, weren't able to contribute as they were out of town at the time. Not this time, anyway. Still, the 55 prints on offer offer a fine review of current North Island art.



To keep the prices down the images are half the size of an average MUKA print - yet this doesn't diminish their power or stature - and have been printed in MUKA's spare time on leftover paper. Framing is not included in the price but MUKA's framers have agreed to collaborate on the the project and framing prices are very cheap.

Offering the prints at such a low price means young people can begin a collection of original New Zealand art at an early age. As Magda notes: "I remember I could only afford to buy my first work of art when I was working. I couldn't afford it before." Artists' and art critics' often talk about escaping the greed of the art market. MUKA has put this philosophy into practical practice.

To ensure this opportunity isn't exploited by individuals interested only in purchasing original art at such discount prices then reselling it on the open market for considerable gain MUKA has instituted a few rules dealing with purchase.

Firstly, the children must come to MUKA and choose the individual works they appreciate. Secondly, solicitor Michael Draffin has made out a document that goes on the back of every print.

The document lists the name of the original purchaser with the acknowledgement that if sold by the publisher subject to the right of the artist to claim one-half of the net profit made upon any resale of the print either by the original purchaser or by any subsequent purchaser. This applies to any sale of the print made while the print is subject to copyright.

Fairness is always a good quality to remind children (and adults) of and MUKA have introduced this legislation to ensure fairness to the artist.

Frans and Magda's children Saskia and Dominiek will be running the gallery so hopefully encouraging a dialogue between children to begin (and continue) dealing with the prints and art in general. Thus the aims of the series is not just provide children with an opportunity of purchasing cheap art (the decorative aesthetic) but be truly educative or, as Sakia says: "The most essential quality of art is that it has some hidden secrets and the least it can do is feed my imagination." Indeed.

MUKA's YOUTH PRINTS are small but monumental. They are on exhibition at MUKA STUDIO and the AUCKLAND ART GALLERY throughout DECEMBER. Bring the children and watch them learning to see.

by Garth Cartwright.

FRANS, MAGDA, DOMINIEK AND SASKIA THANK ALL THE ARTISTS FOR MAKING THE $20. PRINTS POSSIBLE.