

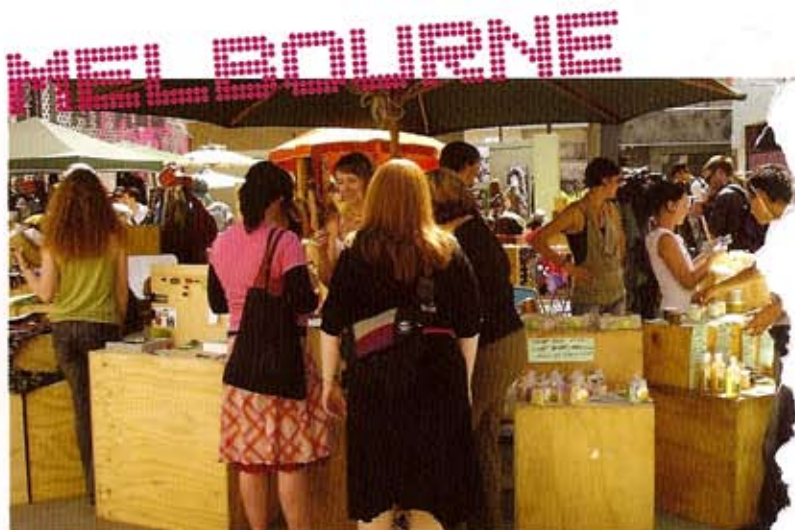
# MUST BOUTIQUE



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## TO MARKET, TO MARKET

Is there nothing Melburnians like more than dusting off their grandma's card tables and whacking everything from their hand-made treasures to old clothes, household goods and lamingtons on them? If the local papers' lists of weekend markets are anything to go by, the answer is no. Finding treasure at the markets is about as grouse a weekend as watching your team win the grand final, downing more pots than you can remember and staggering to Stalactites for a 5am feed. At least treasure troves like the Rose Street Artists' Market won't leave you with a head full of regret. Rose Street marketing manager Christian Ferrante talks it up.

### What can treasure hunters expect to find at The Rose Street Artists' Market?

Over the years we have seen everything from the weird to the wonderful! Each Saturday, punters can expect to find contemporary jewellery, millinery, leather ware, glassware, contemporary furniture, ceramics, lighting design, clothing, painting, etching, sculpture, badges, stuffed toys, stencil art and anything else that rocks our world. The Rose Street Artists' Market, like other markets around, started off small with

only 20 stalls but has since grown in the past five years to over 65 stalls each week. It still amazes us how many creative people there are out there.

### Convince us why the Rose Street Artists' Market is the best in Melbourne.

Because people keep telling us so! Seriously, Rose Street stallholders go through a full-on application process in which we assess each product on its quality and contemporary nature. We also try and create a community in which both patrons and stallholders can initiate dialogue about art, design and the products on show.

### Are Melburnians addicted to market shopping?

Funny enough our largest customer base is Sydneysiders on shopping holidays. It took us a while to convince Melburnians that markets are not all about crafts and jams. Sydney has a history of contemporary markets such as Paddington and Bondi, but I think Melbourne is starting to warm to the new market concept where doilies and pet rocks are a thing of the past.

### Rose Street Artists' Market has its own blog and publications like the Little Black Book and FlipIt, delving into Melbourne's design secrets. Is the market set for world domination?

Each year at Rose Street we showcase more than 250 individual artists and designers. So instead of keeping all this talent to ourselves, we felt we needed to highlight some of the amazing people we see from week to week. That is how The Little Black Book came about. It was set up to give an insight into the people and artists that make Rose Street tick. As for FlipIt, we felt it would be a good way to keep ourselves up to date with exciting new projects around Melbourne, so naturally we share this with our subscribers each month. Our





blog is just a window into the soul of Rose Street so we hope you like it. As for world domination... well, we just had an article in *The New York Times*. Does that count?

**Over to the stallholders... What has been your best ever market find?**

**Cat Davison:** "It's a close call between Jen Allison's cut-out collages and Craig XX's motley assortment of spoon rings, bullet jewellery and fake plastic tree hat pins. Jen's collages are not only a find, you can quite literally lose yourself in them as well. What I like about each one is that they all have a story - she has one work where she cut out a square every day for a year and pasted it onto a board. It sort of gets the old metaphysical meaning of life questions going when you can literally see a whole year displayed like that. It looks tiny. And you feel old. Craig's work is a great find for me because he uses all sorts of bits of crap (can I say that?) and makes funny-little-quirky-weird-things that people just pore over for hours. His hammered spoon rings are awesome, but his bullet hair clips are cool too - making a very dainty, feminine object out of something so lethal... There must be a metaphor hidden in there somewhere."

**Jarren Borghero:** "My best find, apart of course from finding The Rose Street Artists' Market itself, has to be Mama Rosa's pies."

**Jen Allison:** "My best find has been my beautiful cheese brooch I bought from Rose Street. It's cheese-tastic."

**Dan Vaughan:** "It was one of those Melbourne winter days when I had to keep running over to the heater and I finally decided to invest in some Tubeway Armies. I had been eyeing them off for weeks and I

knew that this was the day to splurge. Well, not really, they were very reasonably priced, I'm just a tight-arse. They're made from 100 percent redeployed wool (ie - old jumpers) and they kinda work like fingerless gloves. I don't think they left my hands until spring came a-knockin'!"

[www.rosestmarket.com.au](http://www.rosestmarket.com.au)  
60 Rose Street, Fitzroy  
Saturday 11am to 5pm

**MARKET RESEARCH**

Now try these...

**Lost & Found Market**

132A Smith Street, Collingwood  
[www.lostandfoundmarket.com.au](http://www.lostandfoundmarket.com.au)  
Wednesday to Sunday 12pm to 5pm  
Vintage fashion, records, books, art and furniture indoors over two levels.

**Esplanade Market**

Upper Esplanade, between Cavell Street and Fitzroy Street, St Kilda  
[www.esplanademarket.com](http://www.esplanademarket.com)  
Sunday 10am to 5pm  
An oldie but goodie that's been flogging artworks and gifts since 1970.

**Rotary's Camberwell Sunday Market**

Station Street, Camberwell  
[www.sundaymarket.com.au](http://www.sundaymarket.com.au)  
Every Sunday except Christmas Day  
6.30am to 12.30pm  
Well-loved local market that's led to great clothing finds for more than 30 years.

**The Federation Square Book Market**

The Atrium, Federation Square, City  
[www.fedsq.com](http://www.fedsq.com)  
Saturday 11am to 5pm  
The only weekly market in Australia dedicated solely to books with more than 5000 second hand and new books available each week.



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