



HAWKE'S BAY CULTURAL TRUST

Roger Smith
Executive Director

25 September 1990

Dear Bruce & Estelle

CRAFT DISPLAY - AUCKLAND 1991

The Hawke's Bay Cultural Trust in association with the Hawke's Bay HB Business Development Board are seriously considering a trade display of quality Hawke's Bay craft work to be staged in Auckland.

Our preliminary planning suggests that a three to four week sales display at the new Aotea Centre would seem to be our best course of action. I should stress that this is not an exhibition, but rather a commercial opportunity for our best craftspeople.

We need to know from you the following:

1. In principle (and realising that this does not necessarily mean a total commitment at this stage) are you interested in being part of the project?
2. If you are interested what would be the dollar total value of saleable items you would expect to offer for sale in the Auckland display?
3. Do you have sufficient volume over three to four weeks to replace work as it is sold? In other words approximately what is your normal volume of saleable works?

There are obviously financial implications in the project with the hire of the venue, up-front promotion, staffing of display, insurance and freight. What we envisage would be some form of one-off cost from each contributor plus perhaps a reducing commission dependant on sales - more of that later.

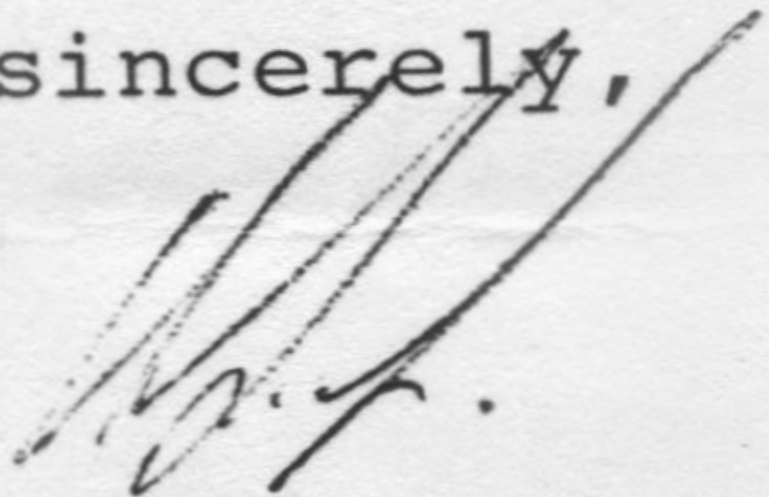
The aim is simply to promote Hawke's Bay as the crafts region and to generate some sales for local craftspeople in New Zealand's biggest market place.

We would like you to be part of its success.

Would you please ring the Museum Receptionist, Cecily Patterson URGENTLY to confirm your interest or offer any comments on the proposal. We will hold a meeting with interested parties at a date in the near future but need to gauge response so that a preliminary budget can be drawn up.

I hope you will be able to join us for the **AUCKLAND PROMOTION 1991.**

Yours sincerely,



Rc
Roger Smith
EXECUTIVE DIRECTOR