

Hawke's Bay Museum & Art Gallery's award winning *The Miniatures* wins new acclaim.

Fresh from receiving a national award for creative innovation *The Miniatures - an adventure in the Bren collection* has again attracted public attention. This time it was the exhibition catalogue, featuring a short story *The Miniatures* by leading writer Stephanie Johnson, which caught the judges' eye. The catalogue, printed by GEON Napier, received a Gold award in the in the *Promotional Print category* at the *Pride in Print Awards* held in Auckland on Friday 18 June 2010.

GEON Napier and Hawke's Bay Museum and Art Gallery have a close working relationship, with GEON providing innovative print and production solutions for a range of HB MAG projects.

Commenting on the success of *The Miniatures* at the 2010 awards, GEON Napier Branch Manager Ashley Zachan noted "Jobs of this caliber that have the potential to win awards are identified early on in the process. The catalogue required many exact finishing processes that included die-cutting, folding and hand-work to achieve the end result. Every effort was taken to ensure that the catalogue was treated with the utmost care while on its journey through the plant to ensure that the printed product matched the design element faultlessly"



This is the second national award Hawke's Bay Museum & Art Gallery has received for *The Miniatures* and follows winning the prestigious Museums Aotearoa Innovation Award in April 2010.

Award winning novelist and screen-writer Stephanie Johnson collaborated with Hawke's Bay Museum and Art Gallery to write a new children's short story *The Miniatures*, which brought to life a treasured collection of miniatures held in the Hawke's Bay Museums Trust's collection. The accompanying catalogue records this magical exhibition through Stephanie's story and creative photography by HB MAG designer David Frost. This beautifully crafted catalogue keeps this unique project alive long after the exhibition has finished.

The design and photography of the exhibition catalogue by HB MAG Designer David Frost "was inspired by the idea of a storybook that would develop an involvement between the reader and the story, to bring out the element of mischief within the characters and create something to treasure." The final product is a charming and sophisticated catalogue that has delighted readers of all ages.

Pam Joyce, Marketing Team Leader at HB MAG, is pleased that GEON Napier has received recognition for their efforts on Hawke's Bay Museum and Art Gallery projects. "Geon Napier has worked very closely with Hawkes Bay Museum & Art Gallery over the last 15 years and this project is no exception. It is fantastic that their team have been acknowledged with gold in 2010."

While *The Miniatures – An adventure in the Bren Collection* exhibition is now closed, this award-winning publication is still available from the Hawke's Bay Museum and Art Gallery shop.



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