

# Market Finds



Queen Victoria Market

Tucked away behind a quiet street in the heart of Fitzroy, the Rose Street Artists Market is a quaint place where creative types from Melbourne have the opportunity to showcase their designs to the local community. Buzzing with a friendly, intimate atmosphere, the pre-existing junk yard has been renovated into a clean, open space and has been running stalls successfully since 2003.

Co-founder of the market, Adam Ferrante, believed it was important to offer Melbourne artists an outlet where they could promote and sell their works of art. "We offer a unique contribution to the Melbourne community that is continuing to grow. The people involved have also helped contribute and create this inspirational space" he said.

The idea to set up a market came about when Adam and his brother Christian saw a gap in the market for emerging artists. "Traditionally, artists usually only sell their works in a gallery environment and we saw a real need for artists to sell their products without the hassle of high commissions and rent expenses," said Adam.

Adam admits that selecting a location perfect for a market environment was challenging. "We really needed to find a space that met our criteria. It needed to be a large space in an inner-city area and when we came across this urban, ex-industrial space at a cost that we could afford, we knew it was right," he said.

The Rose Street Artists Market showcases the works of a variety of designers including everything from fashion and jewellery to photographic prints and handmade sculptures.

"Here you can find unique and high quality pieces of work created by people living in Melbourne," said Adam. In this environment you can really appreciate the individual talents behind the designers of such creative work.

Jewellery designer Andrea Kalivioti showcases her accessories brand Antigone.K at the Rose Street Artists Market. She hand makes delicate earrings, necklaces and brooches from wooden puzzle pieces covered in pretty Japanese paper. "The inspiration started when I was in an Op shop one day and I came across an old puzzle set and thought about making jewellery based around puzzle pieces," she said.

Having studied a fine arts degree at RMIT University, it's not hard to understand why Andrea has a creative flair. She admits that she wanted to make something that was delicate and pretty. "I've collected Japanese paper for a long time and have always had a fascination with the intricate patterns. Plus, I really wanted to create jewellery that is fun, light and joyful," she said.

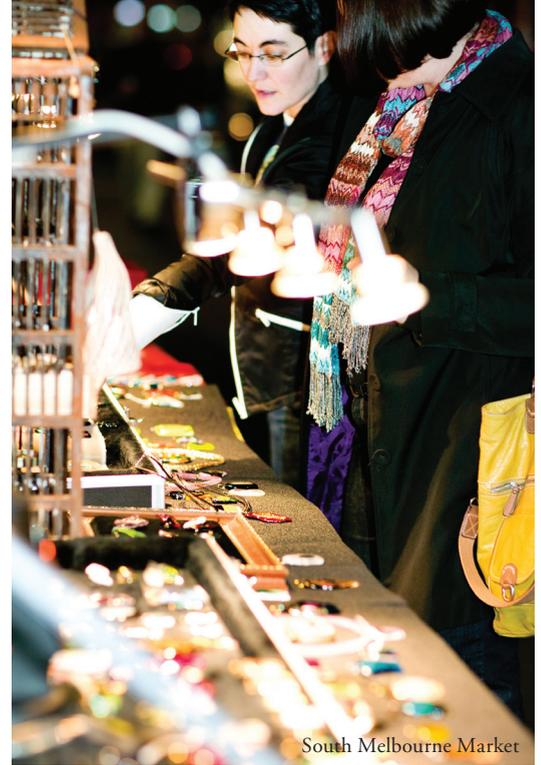
Andrea said that her handmade accessories took off when she stopped working from her couch at home and become stocked in stores. She is now running a full-time business based around creating and selling her product.

At the moment, the brand is only stocked in Victoria and ACT and Andrea hopes to expand across all states in the coming year. But she wants to make sure that her pieces are stocked in the right stores. "I'd really like to appeal to customers who will take care of their jewellery and appreciate something handmade," she said.

For a more traditional approach to markets, venture into the centre of Melbourne city to the Queen Victoria Market. Officially opened for trade in 1878, Victoria's premier open-air market has been operating for over 130 years, and thrives with a busy atmosphere and old charm. Best known for its variety in fresh produce, almost 50% of the market space is dedicated to the sale of fresh fruit and vegetables, meat and delicatessen goods.

The market is divided into various precincts including The Wine Market, Victoria Street Shops, the Deli Hall, Market Place Food Court and General Merchandise comprising fashion, accessories and hand crafted goods.

Another breeding ground for emerging design talent is the South Melbourne Market's Style After Dark Night Market. Located along Cecil and Coventry Streets under the market's wide verandas, Style After Dark provides an outlet for the vibrant local community of clothing designers. Stalls emphasise locally-designed, locally-made, vintage and collectible clothing and all things associated with it – accessories, jewellery, and headwear. Original artworks, photography, homewears and children's clothing and accessories are also on offer. The market operates every



South Melbourne Market

Thursday from 5.30pm – 9.30pm and will run until November 26th 2009.

Established in 1993, the Bondi Market, located just outside Sydney, offers an outdoor take on shopping set on the beachside grounds of the Bondi Beach Public School. Keep an eye out for emerging designers selling their own handcrafted jewellery, clothing, art, crafts and exotic imports.

#### Visit a market near you:

Rose Street Artists Market  
60 Rose St, Fitzroy, VIC. Sat & Sun 11am – 5pm

Queen Victoria Market  
Corner Elizabeth & Queen Streets, Melbourne, VIC. Sat 6am – 3pm, Sun 9am – 4pm

Bondi Market  
Bondi Beach Public School on Campbell Parade, Bondi, NSW. Every Sunday 10am – 4pm

Southbank Lifestyle Market  
Stanley Street Plaza at Southbank, Brisbane, QLD  
Fri 5.30pm – 10.30pm, Sat 10am – 5pm,  
Sun 9am – 5pm

#### ■ Sharon Green



Rose Street Artists Market