



CraftNews

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Guild Shop Marks Jubilee

One of Canada's oldest and most respected craft retail stores, The Guild Shop, is 60 years old this July. The shop has weathered recessions, four relocations, a world war, and imaginative marketing ventures that didn't always succeed. Its story is a history of bold ventures and perseverance

by Gail Crawford

The shop's beginnings coincided with a depression, a fact that might have been ominous but, in reality, wasn't. T. Eaton Co. Limited had just opened a stylish department store on College Street that specialized in home furnishings. Two years later, in 1932, it opened a second door: to contemporary Canadian crafts. It offered its newly completed auditorium for an exhibition that was so successful, the company went a step further and provided space for a small craft shop.

The location by today's yardstick was ideal. In the northeast corner of the main floor, facing Yonge and College Streets, it was part of an area that would develop into a major retail hub. The modest shop space was designed by architect Dyce Saunders and consisted



HAROLD STACEY ARCHIVES

Pewter and ebony coffee service made about 1935 by Toronto metalsmith Harold Stacey while he was in his 20s. An active craftsman for five decades, he worked first in pewter and switched later to silver.

One of the association's first undertakings was to raise \$2,000 to serve as a guarantee against loss of stock. It did this without apparent difficulty and readily obtained pledges from a number of supporters; fortunately, it never had occasion to collect any of the money. Rent was not a serious problem either since Eaton's

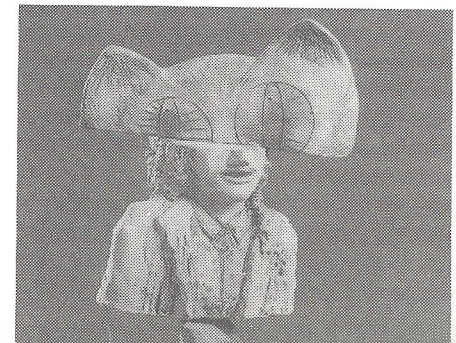
and considerable marketing expertise. Her starting salary was listed as \$950 per annum, and even after her career took her in other directions, she continued to be a driving force behind the shop and in the development of craft in Ontario.

The provincial craft scene was in its infancy in 1932 and quality items were

AT THE CRAFT GALLERY

On view until April 26 in the Jean A. Chalmers Gallery is *Still Dances: Recent Ceramic Sculptures* by Susan Low-Beer, an exhibition of dramatic new work in clay.

Winner of the Prix de la Ville de Trois Rivières at the 1988 National Biennial of Ceramics, Low-Beer has developed an innovative method of working with encaustic, dry pigment mixed with melted wax, on low-fired clay. She applies this technique to individual fragmented images that she stacks in a totem-like fashion on metal bases, some standing 1.5 metres high. Each component of these structures has its surface marked both with expressive lines and painstaking patterns.



grants will support direct costs of projects by individual designers, collaborations, groups, and organizations in the following disciplines: architecture, crafts design, engineering, fashion, graphic design, industrial design, interior design, landscape architecture, theatre design, and urban design. *Deadline:* Sept. 1. Forms and info: OAC's Visual Arts Office.

OAC Individual Crafts Grants Up to \$10,000 annually for professional craftspeople working in clay, fibre, glass, leather, metal, resins, and wood. *Deadlines:* Oct. 1. Crafts grants assist with purchase of special tools, materials, equipment, and studio costs; encourage creative development; identify and nurture new talent. Contact OAC or MCC to obtain revised application form.

OAC New Venture Fund Professional artists are eligible for grants of up to \$5,000 for individual or collaborative projects that embody new challenges, experimentation, and risk-taking. The fund is designed to support projects expressing ideas new to the artist or craftsperson within the context of his/her body of work, or artistic projects new to a particular community that require support because of their developmental nature and are ineligible for other OAC programmes. Grants will be awarded on the recommendation of a knowledgeable jury. The fund was established with a \$2-million grant from the Government of Ontario in recognition of a contribution from the Boyd S. Chalmers family. Forms and info: Sophia Grigoriadis, OAC's Dept. of Development Ventures.

For info on all Ontario Arts Council programmes: Ontario Arts Council, 51 Bloor St. W., Ste. 500, Toronto M5S 1T6; 416/961-1660 or 1-800-387-0058 (toll free in Ontario); fax 416/961-7796.

Other

Ontario Quebec Cultural Exchange Program

Twice a year representatives from the 2 governments review applications for funding from professional cultural organizations and artists based in Ontario and Quebec or other cultural organizations directed by professionals. Eligible are projects at design stage that have a clear change character, are innovative, and original in design. Grants covering costs such as transportation, permits, and crating are provided by the Ontario Ministry of Culture and Communications and the Secretariat des Affaires intergouvernementales provinciales pour Québec. Next *deadline:* May 1. Forms are available from MCC, Arts Branch, 77 Bloor St. 3rd fl., Toronto M7A 2R9; 416/961-7650.

Some brochures are available for viewing at the OCCS Craft Resource Centre



Soliloquy, a 1992 painted terracotta sculpture by Katherine Kranias, stands 53cm tall. It forms part of the exhibition *Clay Forms*. (See EXHIBITIONS — Ontario.)