

401

September
'95

Richmond update



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inside

Tenant
Profile:



Paper
E.Clips

Welcome

- **A Space**
(artist run centre and exhibit contemporary art)-Studio 110
- **Body & Soul**
(energy therapy centre)-Studio 411
- **Kristen Fahrigr & the Wearable Art Network**
(film and stage costumes, couture fashion, wearable art)-Studio 394
- **Gallery 44**
(non profit, artist-run centre - committed to the advancement of photographic art)-Studio 120
- **InterAccess**
(production presentation & discussion of computer related art) -Studio 444
- **Jackie Shoub**
(visual artist & set designer/props stylist for film & television)-Studio 395
- **C. Workman**
(a variety of unique art classes - ongoing enrollment)-Studio 356

Moved within 401

- **Native Skills**
formerly Studio 397-now Studio 376

Gallery 401 Opening

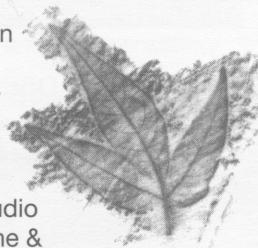


Much Music interviews Alison Garnett & Ronman Ng in Gallery 401 at the opening of Synesthesia

photo: GOKCHE ERKAN

Celebrate the Autumn Equinox

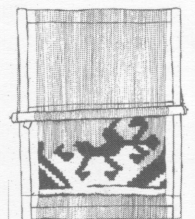
Celebrate the Autumn Equinox with group art-making, children welcome, all materials supplied in Studio 266 - (with Anne & Lesley, formerly 376) Sunday September 24th 1:00 - 5:00pm
Coming up:
Art Workshops in October
Multi-media Buffets
6th Floor Cloth Extravaganza



Kilim* Carpet Weaving** Classes

For beginners and advanced
8 Week Course
Thursdays 6:30 pm - 9:30 pm
September 28th - November 16th
Saturdays 10:00 am - 1:00pm
September 30th - November 18th
Fee: \$175 / Materials extra at KILIM CRAFTS Studio 130 for registration and information : 593-7126

- * flat-woven rugs
- ** knotted, Persian-type rugs



Lesley Soden

It might have changed the course of Canadian history or saved Maggie and Pierre's marriage. "I was a teenager, and I didn't want to be stuck in the Prime Minister's residence. I wanted to be out with my friends. I suppose it wasn't a great career move," reflects Lesley, discussing her decision at age 18 to turn down the offer to become the Trudeaus' housekeeper.

What some might call a lack of judgment was not indicative of what lay ahead for this young woman who was the first female president of Marymount High School in Montreal. Her future was to include a career in public relations and marketing with the Arts Foundation of Greater Toronto, Global TV and a large Canadian architectural firm; volunteer work with people with AIDS at Casey House; and a Toronto Sun feature as a Woman on the Move, for achievements in career and volunteerism. And...(whew) four university degrees in subjects from psychology to art history. The final degree, a Ph.D. begun a few years ago, is still in the works, with only the thesis, "Images Made by Terminally Ill Children," left to complete.

Lesley brings all of those experiences to her role as Director of Communications and Marketing at 401. But what makes her uniquely suited to the job was pointed out back in 1985, when she was presented with the Gold Medal as top student in Art History at the University of Western Ontario. "Lesley," said Dean Bill Dale, "has a way of creating a sense of community wherever she goes."

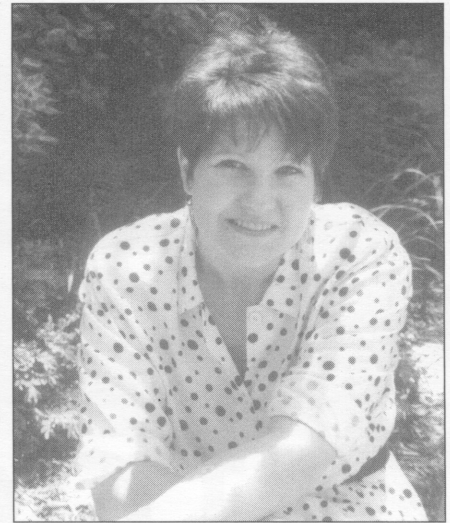
The threads that tie together the incredibly varied and prolific life of this 42 year old dynamo are a deep interest in people, communications, history, creativity and children.

What she loves about 401 is the range of individuals and organization that co-exist here. For her, it presents a

great opportunity for community building, and one of her favourite tools for making that happen is the Newsletter, which she edits. Its a perfect forum, she says, to achieve what we work so hard for here: the creation of communication among people.

Lesley adds, "Being fascinated by history, I've also made it my business to find out as much information about this wonderful old building as I can and make those connections, too." As apart of that search, Lesley located and has stayed in touch with many of the people who worked here in the 1930, 40's and 50's, when it was the Macdonald Manufacturing Company. As one of her many projects, she set up a homecoming celebration for them this past summer.

Perhaps her greatest passion is something she started seven years ago called **Art Aerobics**. It's a series of workshops for groups or individuals, utilizing her skills in art therapy. Art Aerobics participants create spontaneous drawings and sculptures, after which they describe their feelings about what they've produced.



"Art is such a great tool, because people are often hesitant to speak directly about their feelings, but their art never lies," she explains. "Art Aerobics gives you the opportunity to play, free of judgment from others and yourself, who is often your most severe critic. My role is to help them reveal those often hidden feelings to themselves and to communicate them, so they can develop a greater understanding of who they are.

"I call it Art Aerobics, because people don't hesitate to head off after work to do physical fitness, believing it results in good physical health. What they don't realize is that their emotions need a workout for good mental health. The word 'therapy' is threatening to many people, but 'aerobics' is friendlier."

Lesley's enthusiasm is an inspiration. She is sorely missed these days in the corridors and passageways of 401, as she takes a six month leave to look after newly-born "Jack" (James Edward), her most recent, and surely most ambitious, project to date. We look forward to her return!



Lesley tours "Ex-Cons" through 401 in July

Sylvia Sweeney

Sylvia Sweeney of E.P.P. (Studio 380) was featured in an article which made the front page of the **Globe & Mail** on Saturday July 29. The article continued on page A11 (the whole page we might add) outlining the remarkable achievements of this 38-year old renaissance woman: accomplished musician, athlete (voted the Most Valuable Player at the World Basketball Championships in Seoul in 1979) and film-maker (*In the Key of Oscar*) Editor's note: To boot, she's about the nicest person you'll ever meet!



Pro-file continued from page 3

the business. Set it up and oversee it, yes, but let the people you work with organize it and run with it. It makes their jobs more interesting and meaningful, and it allows me to put my head up and look around. To closely watch the trends and sort out the vision of the organization, to make sure its going in the right direction and will continue to thrive in the future.

Don't forget, you can buy Paper E Clips products wholesale. A small sample of these beautiful art cards and wrapping papers are displayed in the reception area at the front of their Studio.

profile

Paper E.Clips

Studio 140



From left to right seated: Tory Wright; first row: Jeannie Ng, Valerie Wright, Sylvia Rodgers, Pauline Thidor, Margaret Wong; back row: Michael Rodgers, Tony Ng, Richard Tong

It's the beginning of September, and the Christmas rush has already begun. Studio 140 is a beehive of activity, as employees and extra "helpers" cart and sort the thousands of boxes of greeting cards and wrapping paper newly arrived from England. The Christmas market represents a whopping one-third of **Paper E Clips'** entire annual sales; hence September and October are their busiest months.

Walking through their warehouse, one feels like the proverbial Kid in the Candy Shop. "The reality is, I never send cards myself," **Tory Wright**, the founder and president of Paper E Clips, admits sheepishly. Luckily for the company, Tory is the exception and not the rule, as their sales are expected to reach \$1 million this year.

It's not surprising that Tory wound up in "the paper business." You could almost say she has it in her blood. Her father is the prominent murder-mystery writer, **Eric Wright**, whose name is immortalized on a marble slab just a block north of 401, for receiving a Toronto Book Award. Mother **Valerie**, together with partner **Sylvia Rodgers**, opened the first "non-Hallmark" greeting card shop in Toronto—**The Papery**—some 35 years ago, and now has four stores in the province. "So I guess you could say I was always around paper," explains Tory, "working in the store on holidays and in the summer when I was a student."

Ten years ago, when Tory was in her early 20's, Valerie and Sylvia discussed with her the surprising fact that there was no Canadian distributor for the beautiful English-made art cards and wrapping papers they sold in their store in Yorkville. "What would it take to become the Canadian distributor?" asked Tory. It

took a \$2000 loan to capitalize the business, pay for a trip to England to set up exclusive distribution rights with a few manufacturers and purchase the first modest inventory.

Tory rented a small space on Jarvis Street (in the basement of a building owned by her lawyer), bought a desk from the Sally Ann and set to work at night. She kept her day job at The Papery until the business became large enough to command her full attention. By then Tory was selling to a wide range of stores across the country. The rest, as they say, is history. Paper E Clips now represents eighteen manufacturers from England and occupies a 3,000 square foot space at 401, currently spilling over into several more thousand square feet as the Christmas orders come pouring in.

"In Canada we don't have the demographics to support the variety and number of cards and paper manufacturers that England does," Tory says. "That makes my job especially tricky when it comes to imports. Because the market is smaller in Canada, I have to be very careful about the amount and variety of the stock I bring in. I have to hit the market right, so I need to be constantly out there following trends and knowing what people will be looking for next season." Over the years, Tory has learned that "trends in paper follow interior design, not clothing, as many people think.

What's this remarkable company's formula for success? "A variety of things," Tory says, but most significant are the people who work with her, most of whom have been there since the beginning. "I honestly couldn't have survived without them."

Paper E Clips has four full-time employees: Jeannie, her brother Tony,

Pauline and Ray, and a part-time staff that includes Tory's mother and her partner Sylvia. Since the two have transferred responsibility for The Papery to a long-time colleague, they have more time for the distribution end of the business.

Tory says another key to success was "controlled and sustainable growth. The recession taught me that you have to keep your overhead as low as possible and never grow so quickly that the market ends up controlling you."

Tory's year includes two to three trips to England to keep in touch with her suppliers and monitor trends there. In 1995 she attended a dozen trade shows across Canada to oversee what her thirteen reps (the people who sell to the stores) were doing to promote the Paper E Clips product line. "I just wanted to see what they were up to, but actually they are much better at the selling than I am, and I leave it all up to them."

Recently Paper E Clips received a huge new contract to represent the entire line of Marcel Schurman cards and papers. Another new project is a liaison with an established British supplier to co-produce a line of Canadian-designed cards. "The supplier has a great printing capability, and what we will bring to the partnerships is the Canadian Design slant. They will distribute the line in Britain and Europe, and we will get the Canadian distribution," Tory explains. To that end she is currently scouring the country to find good artists and designers to provide material.

The energetic and affable owner has some additional words of wisdom. "Its important and always a struggle not to get tangled up in the administrative details of

continued on page 2



Paper E.Clips booth at the Toronto Gift Show (CGTA)

bulletin board

A regular feature of 401 UPDATE, the Bulletin Board is your opportunity to communicate with other tenants and keep them in touch with what is happening in your organization. If you are having a sale or exhibition, or just want to tell others about your product/service, simply supply Lesley Soden in the management office with the written information and we will print it here.

Introduction to Channelling Workshop

Sat September 30 & Sun Oct 1

Body & Soul Energy Therapy Centre is pleased to announce that **Diana Muenz**, channeller, healer and teacher will be at 401 for a 2-day workshop to teach the Art of Channelling. During this workshop you will learn to contact your higher Self, your soul and your spirit guide under Diana's experienced eye. The group is limited to 20 - so there will be ample opportunity for questions and personal supervision from Diana. Diana is the founder of the **Open Heart School** in New York City - North America's first channelling school. For more information call Alex Horsky or Freyda Isaacs at Body & Soul: 595-6184



Don't Miss!

Gallery 401
Studio 240

September 14th - October 14th

"Welcome to Electric Skin" is an interactive artwork which will address issues of cultural alienation in the telecommunications intensive '90's

There'll be robots with video cameras linked by **videoconferencing** to Amsterdam, Berlin, Copenhagen, London, Los Angeles, Montreal, New York, Paris, San Francisco, Sydney, Tokyo and Vancouver.

Welcome to the
ELECTRIC SKIN

Kilim Crafts Sale just for 401ers

Oliga & Vatche Kouyoumjian are having a Big Sale only for the people of 401 Richmond. Savings on kilims of up to 50%

Just for a few days: Monday Sept. 18th - Friday Sept. 22nd

10:00 am - 5:00 pm

For more information call 593-7126



CHECK OUT THE NEW FALL LINE



401 RICHMOND STREET WEST
(AT SPADINA) - STUDIO 426

SEPTEMBER 14, 15, 16 & 17
THURS & FRI: 11:00 - 8:00
SAT & SUN: 10:00 - 6:00



Photo: CATHERINE LASH

STUDIO
OPEN
HOUSE

(416) 599-3992

Boy, have we got space!

A SPACE GALLERY

NEW LOCATION

401 Richmond Street West #110, Toronto, Canada
(at the south east corner of Richmond and Spadina)

GRAND OPENING

Saturday 9 September 1995 at 6pm

(Inaugural Exhibition: *Systemic/Endemic* by Lori Clermont on view until 21 Octol



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