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Myer Foundation
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APPLICATION TO THE COMMONWEALTH ART ADVISORY BOARD FOR A
GRANT TO ASSIST IN THE PUBLICATION OF ART BOOKS

Gentlemen:

I desire to submit this application for financial assistance to publish a series of non-profit making art books that will describe the work of outstanding Australian artists and craftsmen.

It has been my idea for some years to design and have published a series of books treating creative expressions of special merit that would also lend themselves to a strong graphic presentation. These books, because of their special nature and high quality, are not suitable for normal commercial publication. Over the years I have worked on some of these topics in my spare time or on assignments, and have thus accumulated considerable photographic material that could be assimilated into book forms.

It is proposed that the series be called "EXPRESSIONS" and the topics for which I have all or almost all the material are (in order of seniority and availability of the photographic material) -

Shulim Krimper, text by Professor Brian Lewis
John Perceval's Cherubs, text by Margaret Garlick
Centre 5 (an essay on five sculptors: Vincas Jomantas, Inge King, Clifford Last, Lenton Parr, Teisutis Zikaras and the late Julius Kane), text by Margaret Garlick;
Time Riders, (a graphic presentation of a sound and image production by Stan Ostojka Kotkowski) with poems by Judith Wright, Roland Robinson, Kenneth Slessor, Max Harris and Claude Wischik.

It is expected that more books would follow e.g. a book on noted Australian industrial designers, another one on three jewellers and yet another one on a few ceramic artists of special merit, as distinct from the potter-craftsman.

These books would be of interest to that section of the public that is directly responsible for fostering the arts and could in this way contribute not only to the substance of art life but also provide by their excellent presentation a window into the peculiar kind of Australian creativity. These books, in other words, by publicizing outstanding expressions could stimulate arts among the indigene but also titillate an awareness of antipodean thinking.

In order to ascertain the amount of grant needed, a well known Melbourne publishing house obtained for me quotations from printers. It is proposed that the funds for publication be controlled by an Honorary Board of four experts who will not only control the proper allocation of the funds but will supervise the design, presentation, quality and content of the books. Further, the Board will, on successful publication of these four books, decide on the subject of the succeeding publications. The four experts who have consented to join the Board are knowledgeable in various fields and yet all have close links to the arts. They are Mr. Andrew Grimwade who has wide experience in financial matters, Mr. Robin Boyd as an architect, author and Trustee of the National Gallery of Victoria, has considerable experience in the art world; Mr. Joseph Brown as an art consultant has life long experience in Australian art and Mr. Brian Stonier will assist with his publishing experience.

The main economic strength in this venture lies in the fact that the great proportion of all photographic costs and publisher's overheads are nil or insignificant. It also rests on the reasonable assumption that all copies would be sold. My expenses that will accumulate during the production of these books can be offset by a fee for design. This fee would be lower in some cases than is usually paid for the production of illustrated books and could encompass the whole gamut of book production activity. The royalty of 10% of the published price on copies sold would be payable to me in the instance of two books and to Messrs. Kotkowski and Davidson in the case of the Time Riders. No royalties would be paid in the case of the Krimper book.

Therefore, I desire to make an application for a grant of \$4,900 to enable the publication of two titles: John Perceval's CHERUBS and SHULIM KRIMPER.

The following is an analysis of cost and income for the four initial books.

JOHN PERCEVAL'S CHERUBS - 2,000 copies at \$6.95

size 8- $\frac{1}{2}$ x 9 $\frac{1}{2}$ ". 18 pages of text, 48 pages of colour illustrations and 30 pages of B/W illustrations, total 96 pages.

Printing	\$2,442
Typesetting	150
Freight	69
Author's fee	300
Design, additional photography, production of reproduction prints in colour and B/W, finished art for camera, distribution and supervision	439
Total production cost	\$3,400

SHULIM KRIMPER - 1,000 copies published at \$5.95

size 8- $\frac{1}{2}$ x 9 $\frac{1}{2}$ ", 36 pages of text, 60 pages of B/W illustrations, total 96 pages.

Printing	\$ 976
Typesetting	150
freight	24
Author's fee	100
Design etc.	250
Total production cost	\$1,500

Therefore, for the publication of these two books, a grant of \$4,900 is needed. From the sale of these books a surplus fund is established from which succeeding titles can be published. The following is an analysis of how this can be achieved.

PERCEVAL

Sale of 2,000 copies @ \$6.95	
less 60% to wholesaler	\$5,560
less	
20 Review copies	139
Promotion & Advertising	500
Royalty	1,390
Surplus	\$3,531

KRIMPER

Sale of 1,000 copies @ \$5.95		\$2,380
less 60% to wholesaler		
<u>less</u>		
20 Review copies	119	
Promotion & Advertising	200	
Royalty	-	
		<u>319</u>
Surplus		\$2,061
Add surplus from Perceval		3,531
Total surplus after 2 books		5,592
Less provision for contingencies		592
		<u>5,000.00</u>
Expected nett Surplus		<u>=====</u>

This surplus provides the fund to publish further books.
as follows -

CENTRE 5 - 2,000 copies published at \$5.95

size 8- $\frac{1}{2}$ " x 9 $\frac{1}{2}$ ", 32 pages of text, 112 pages of B/W illustrations,
total 144 pages

Printing	\$1,850
Typesetting	300
freight	50
Author's fee	300
Design etc.	500
Total production cost	<u>\$3,000.00</u>

This sum be paid out of the surplus leaving \$2,000 net
surplus after the printing of this title.

Sale of 2,000 copies @ 5.95		\$4,760.00
less 60% to wholesaler		
<u>less</u>		
20 Review copies	119	
2 copies each for the		
sculptors represented (10 copies)		
Promotion & Advertising	200	
Royalty	1,190.00	
		<u>\$1,569.00</u>
Surplus		<u>\$3,191.00</u>
Add surplus from sale of three		
previous titles		<u>\$2,000.00</u>
Expected net surplus		<u>\$5,191.00</u>
		<u>=====</u>

TIME RIDERS - 1,000 copies published at \$6.95

size 8 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ ", 16 pages of text, 80 pages of colour
illustrations, total 96 pages

Printing	\$2,368.00
Typesetting	300.00
Freight	65.00
Author's fee	Nil
Design etc.	1,000.00
Total production cost	<u>\$3,733.00</u>

This sum be paid out to the surplus leaving net surplus after the printing of the title		\$1,458.00
Sale of 1,000 copies @ \$6.96		
less 60% to wholesaler		\$2,738.00
<u>less</u>		
20 Review copies	139.00	
Promotion & Advertising	200.00	
Royalties to Kotkowski and Davidson	<u>695.00</u>	<u>\$1,034.00</u>
	Surplus	<u>\$1,704.00</u>
Total surplus after CENTRE 5		\$5,191.00
Less provision for contingencies		<u>191.00</u>
		<u>\$5,000.00</u>
Expected net surplus		
Less production cost of Time Riders		<u>\$3,733.00</u>
Surplus		\$1,267.00
Plus surplus of Time Riders		<u>\$1,704.00</u>
Conclusive net surplus		<u><u>\$2,971.00</u></u>

Therefore on publication of 6000 art books on four different subjects for an initial grant of \$4,900 would yield a surplus of almost \$3,000. This money then could be used for the production of further titles which would be submitted to the Commonwealth Art Advisory Board for the approval by the Controlling Board of "EXPRESSIONS".

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