



YARDFOLK

2010 CALENDAR

YARDFOLK

CALENDAR PROJECT 2010
SPONSOR & RETAILER KIT



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1. MISSION STATEMENT

We would like to bring awareness to the different wildlife that exists within urbanized metropolitan areas, as well as alerting people that their actions, whether noticeable or not, can impact these species' habitats.

Another objective of this initiative is to bring attention to *Earthroots* and all the positive work they do in conserving wildlife, ecosystems and watersheds within Ontario. *Earthroots* helps preserve wildlife in your area.

Our city is brimming with creative talent. *Yardfolk 2010* aims to unite talented local artists and share their work in an effort to showcase talent and inform citizens of their wildlife neighbours in the city.

2. WHO ARE WE?

SQUAB is a small creative studio based in Toronto with big shop skills and a dose of goodwill. We are an independent graphic design studio with a sustainable green approach and contribute a percentage of our profits towards worthwhile causes. www.squabnest.com

3. ABOUT *YARDFOLK 2010*

Yardfolk 2010 is a self-initiated project that brought together thirteen local artists, each creating their own original portrait of an urban-dwelling animal. The result is a charming 11"x17" hanging wall calendar printed on 100% Recycled Mohawk paper, with artwork ready to trim for framing when the month is over.

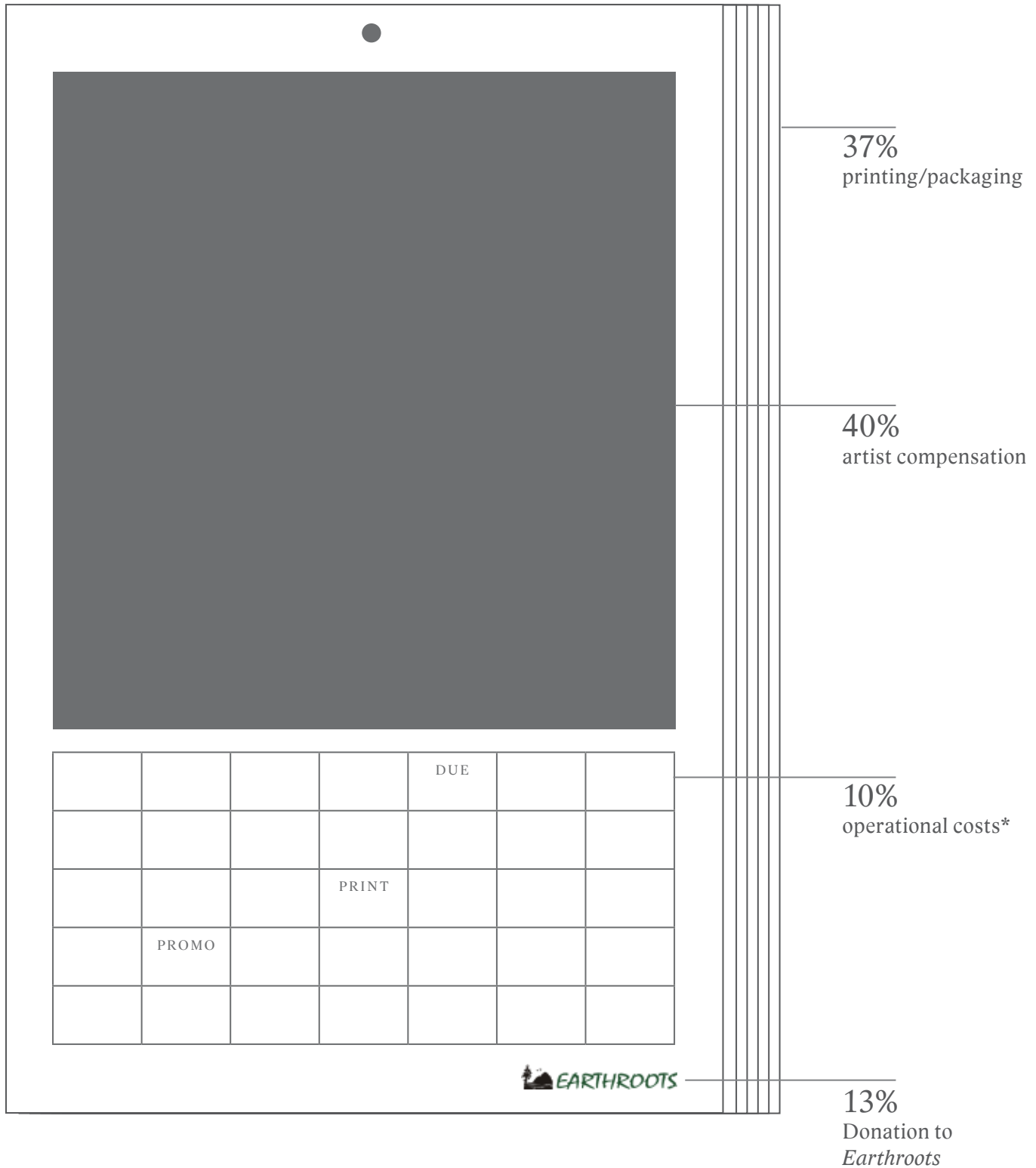
4. ABOUT *EARTHROOTS*

Earthroots is a leading non-profit conservation organization dedicated to the preservation of wilderness, wildlife, and watersheds in Ontario.

Since 1986, *Earthroots* has been combining grassroots campaign strategies with effective research and educational programs. *Earthroots* uses many techniques to gain increased protection for Ontario's wild spaces and the wildlife that live in them; these include public education and mobilization, advocacy, research, media awareness, and peaceful activism. Acting on behalf of over 12,000 supporters, *Earthroots* empowers thousands of people to advocate for better environmental protection each year. www.earthroots.org

5. THE BREAKDOWN

We'd like to be as transparent as possible in our projects. As a potential retailer or sponsor, you will know exactly where your money goes in supporting this product.



*Operational costs include transportation, materials and promotional expenses
Costs reflect per calendar and overall expenses. Diagram is for representational purposes only.

6. TIMELINE

October 25, 2009

Original artwork submitted

October 26, 2009

Artwork submitted to printer

November 2-9, 2009

Delivery to retailers

There are also plans to hold a launch event at the beginning of November to bring together the artists, sponsors, retailers and supporters alike who have come together for this project.

8. MEET THE ARTISTS



Clare Chow

Clare is a graphic designer specializing in branding and communications. Her clients range from corporate to editorial to lifestyle, as well as not-for-profit. She is a lover of puppies, 7-Eleven and mimes.
www.itsquitenice.com
clare@itsquitenice.com

7. SPONSORSHIP

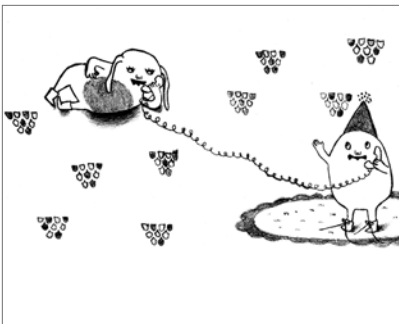
We are incredibly grateful for any and all donations towards this project. As a gesture of our appreciation for your support, we are happy to include your name/organization on the calendar under our *Thank You* list.

Generous donations of \$150-\$349 will be honoured with space for a medium-sized logo, and for donations of \$350 or more we will allot a larger space for your logo on the *Yardfolk* calendar.



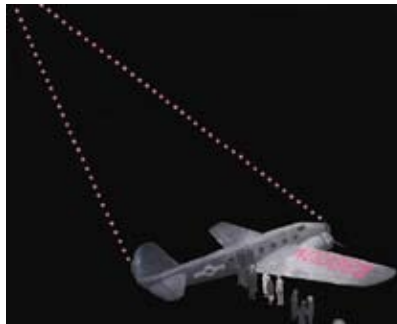
Eric Quebral

A Graduate of the Visual Studies program at U of T. I am an artist who finds comfort in the world of Pop Art, and would classify my work as curious juxtapositions. Clients include Marc Ecko, Adidas and Reebok. Works featured in publications such as East Touch and Lodown.



Eunice Luk

Eunice is an illustrator living and working in Toronto. She is interested in printmaking, bicycling and the other exciting adventures.
www.euniceluk.com



Mahmood Popal

Photography / Illustration / Collage
www.deptofhomeandland.com

MEET THE ARTISTS CONT.



Jamieson Child

Jamieson Child considers himself a local artisan of the Toronto community; only because he cannot decide what it is he really likes doing. He has studied and enjoyed visual art for many years working mostly in ink and acrylic paint. He later graduated from film school at Ryerson University and currently acts in theatre and film. Jamieson is pleased to be collaborating with SQUAB for the first time.

Photo credit: Ryan Hughes



Lauren Pirie

After a post secondary year of gallivanting around the world, Lauren studied Communication Design and Fashion Communications at Ryerson University followed by Illustration at OCAD. Lauren likes finding meaning (or simply amusement) in things that make little sense, especially if they look like they might be magical or taste like cupcakes. She finds pleasure in imperfections, is attracted to things that are falling apart and frequently rescues them from the side of the street. Lauren now spends her days working on a children's book, illustration and design projects for clothing brands, Skate4Cancer and the About Face Collective, an art and environmental project of which she is also co-founder.



Danielle Hession

My artwork is an exploration of society's relationship with treasured objects and personal memories. I revere old photographs and found ephemera as time capsules and storehouses of information. My work is also inspired by an ever-growing collection of found objects and imagery. From various moves to Colorado, California and New York, my search for discarded imagery never ceased. There is always an intrigue in the lost story behind each found treasure. There is great satisfaction in recycling discarded items and giving them a new life while still imparting a sense of mystery and nostalgia.



Sapna Chhitta

Sapna Chhitta is a dreamy girl who has recently taken the plunge into suburban life. Creating art is her connection to lovely, floaty memories and thoughts. Her work is inspired by and infused with love.

MEET THE ARTISTS CONT.



Junichi Zacks

Not an artist by trade, with a degree in Urban and Regional Planning, Junichi has decided to do the right thing. Since graduation he has pursued his creative interests with submissions to art shows and full-time work at SQUAB, where he is known as the “hammerhead shark”. He draws his inspiration and creativeness from the community and grassroots levels. In his spare time he plays chess.



Karen Lo

My habit for illustrations started when I was a child. As an only child, I spent much of my time entertaining myself. My pencil and crayons became my best friends and eventually my circle of friends expanded to digital platforms as Photoshop and Illustrator. Doodling during class in high school refined my hand drawing abilities while my natural born geekiness led me to spend hours on the computer mastering my computer illustration techniques. Portraits are amongst one of my favorite subject matters and are usually inspired by people I love around me.



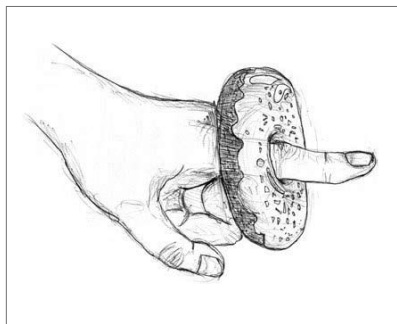
Derek Ma

Derek Ma is a designer, illustrator, occasional musician and the recipient of first place of the Kiwanis Club of Hamilton Music Festival One Year’s Instruction Violin award. He can usually be found wearing cardigans working on his design site at www.imaginaryeye.com. Everything he does is inherently asian.



Ted Gudlat

Ted Gudlat is a maker of things.



Tammy Yiu

Once an artsy kid and then an artsy teenager and now an artsy older-ish person, Tammy is an illustrator with shows from Toronto to Japan. When she’s not getting into bike accidents, she enjoys asian food, Einstein on the Beach, and designing for SQUAB.

9. CONTACT

We would be happy to answer any and all questions you may have.

Thank you so much for your interest in this exciting project and we look forward to connecting with you.

For **retailer inquiries**,
please contact Junichi:
junichi@squabnest.com
(416) 824-4311

For **sponsorship inquiries**,
please contact Tammy:
tammy@squabnest.com
(647) 830-6446

THANK YOU