

Joy de Gruchy and Craftsman's Market archive

Accession number 32969

Date 1948-1988

Author / Creator

de Gruchy, Joy, creator

De Gruchy, Graham, contributor

Craftsman's Market, creator

Abstract This collection consists of Joy de Gruchy's business records for Craftsman's Market. The business was a significant contributor to art, craft, design and culture in Brisbane from 1963 to 1988. Included in the collection are interior and exterior photographs of Craftsman's Market, home photographs, exhibition photographs; greeting cards sold at the Craftsman's Market; magazine and newspaper articles about Joy de Gruchy and Craftsman's Market and Marimekko trade catalogues.

Scope and content Collection contains two albums displaying business records, clippings and photographs that showcase the development of the business Craftsman's Market and associated ventures. Also included are Joy de Gruchy's professional papers notably her involvement in the Society of Interior Designers (SIDA) and Craft Australia part of the Australia Council for the Arts. Further there are original Marimekko and other notable suppliers trade catalogues.

System of arrangement Arranged into 4 series

Description 15 bolts of cloth

Additional format Digital copies available for selected items.

Administrative / Biographical history Joy de Gruchy, who set up the craft and design studio Craftsman's Market in Queensland, was born in Cape Town in 1922 and died in Brisbane in 2011. Joy, architect husband Graham and three children (Jon, Ian and Rayne) moved to Brisbane in 1962. Joy set up the Market after discovering that local homemakers were struggling to find good design and craft to furnish their homes. She operated the business in Jephson Street, Toowong and partnered with local artists and craftsmen to provide designs and products to the Queensland market. Joy discovered the bold colour and simplicity of Marimekko fabrics and soon after Marimekko fabrics for curtains, blinds and wall hangings were in demand in Queensland. Craftsman's Market provided a large range of samples and bolts of the fabric for sale. In the early 1970s Joy expanded the interior design side of the business to include cutting-edge European products that she had chosen when travelling in Europe to research trends, ideas and products to bring back to Queensland. She was also actively involved in promoting art and craft and supporting associations helping to develop Australian art and craft. Joy and Graham de Gruchy sponsored an

acquisition art prize, the Darnell-de Gruchy Art Prize, at the University of Queensland, from 1969-1977. In 1973, the Whitlam government asked Joy de Gruchy to sit on the Crafts Board of the newly revitalised Australian Council for the Arts, in recognition of her work. She was also a member of the Society of Interior Designers of Australia (now the Design Institute of Australia), eventually stepping down in 1993 after 22 years. In the 1970s and 1980s she operated the De Gruchy Gallery, a showcase for the work of leading artists and craftsmen, including: Danish textile artists; the weaving art of Hawaii; Milton Moon and Jack Laird ceramics; the watercolours of Jane Evans; and oriental rugs. In 1988, she closed the doors of Craftsman's Market.

Access restrictions Restricted access. 24 hours notice required. Please contact Queensland Memory, State Library of Queensland for more information.

Copyright status In copyright.

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Preferred citation

32969, Joy de Gruchy and Craftsman's Market archive, John Oxley Library, State Library of Queensland.

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Series 1: Craftsman's Market business records, clippings and photographs (1963-1988)

Series number 1

Series title Craftsman's Market business records, clippings and photographs

Date 1963-1988

Scope and content

Correspondence, photographs, catalogues, clippings, ephemera and memorabilia relating to the business Craftsman's Markets.

Author / Creator

Craftsman's Market

de Gruchy, Joy

Description

Description 2 folders 7 digital photographs

Access

Copyright status In copyright

Items in this series:

Business records, clippings and photographs (1963-1988)

Unit ID 32969/1

Date 1963-1988

Scope and content

Two folders containing correspondence, photographs, catalogues, clippings, ephemera and memorabilia relating to the business Craftsman's Markets.

- Photographs of exhibitions, gallery and shop events. Includes photographs used in newspaper articles; the rebranded shop Arredorama and Craftsman's Market installation at Hot Modernism held at State Library of Queensland in 2014.
- Clippings including reviews, interviews and events. Publications include The Australian; Australian House and Garden; Vogue; Australian Women's Weekly and Belle Home Living.
- Clippings, correspondence, photographs and ephemera regarding the launch of Marimekko in Australia.
- Exhibitions Catalogues including Denis Croneen; Edit Richards; Peg Mecham; Tadeck Beutlich; Milton Moon; Sam Herma; Jack Laird; Flores de Papel (Paper flower shop); Don Ross; Ase Pryor; Bristow & Tupicoff; Pam Wilson; Bill Jones; Amand Wade-Ferrel; Jane Evans; Pietro Agnolette
- Retrospective articles mentioning Craftsman's Market and Joy de Gruchy. Helen Fridemanis's Artists and Aspects of the Contemporary Art Society, Queensland branch; Graham de Gruchy's The de Gruchy Gallery: interior design.
- Correspondence with Returned and Services League (RSL) over building lease; the South Australian Craft Authority; Babette Hayes interior design editor for Women's Day.
- USB contains additional photographs of de Gruchy family and family home; Joy in Europe including 1948 graduation; family and artists at gallery openings and photographs of Craftsman's Market site before 1988 demolition. The USB also contains copies of much of the material contained in these folders.

Folder 1 - 1962-1976 in box 23460 O/S Folder 2 - 1977-1988 in box 23459 O/S

Description

Description 2 albums

Locate OMOSBOX Box 23459 O/S, Box 23460 O/S

Access

Copyright status In copyright

Digital photographs (1963-1988)



Unit ID 32969/2

Date 1963-1988

Scope and content

7 digital photographs digitised from a selection of photographs taken from folders described in item1.

Author / Creator

de Gruchy, Graham

Description

Description 7 digital photographs

Access

Copyright status In copyright

Copyright status de Gruchy, Graham

Conditions of use CC-BY-NC-SA

[View the items](#)

[View the item](#)

(1 digital)

Series 2: Joy de Gruchy professional papers and biography (1922-1988)

Series number 2

Series title Joy de Gruchy professional papers and biography

Date 1922-1988

Scope and content

Professional papers relating to the education and career of Joy de Gruchy.

Author / Creator

de Gruchy, Joy

Description

Description 3 folders

Access

Copyright status In copyright

Items in this series:

Records and correspondence (1948-1988)

Unit ID 32969/3

Date 1948-1988

Scope and content

Records and correspondence pertaining to the professional career of Joy de Gruchy.

- Correspondence regarding participation in board of Society of Interior Designers (SIDA)
- Correspondence with Dr Gertrude Langer; Past lecturer at University in Johannesburg.
- 1962 resume
- Certificate of incorporation for 'Demaricam'
- Correspondence and clippings regarding the Crafts Board, part of the Australia Council for the Arts
- Included in the folder is The Cost of Living for Urban Africans by Joy de Gruchy. Published by the South African Institute of Race Relations in 1960. A copy of this book is held by the National Library in Canberra.
- Two original letters to Joy signed by Prime Minister Gough Whitlam.

Description

Description 1 folder

Locate OMBOX Box 4390

Access

Copyright status In copyright

Lectures and presentations (1968?-1970?)

Unit ID 32969/4

Date 1968?-1970?

Scope and content

Lectures and presentations written and performed by Joy de Gruchy.

- Address to the Royal Institute of Architects, 1968
- Series of 8 lectures on the history of interiors presented for the Adult Education Department, 1970. Includes transcripts of lectures and notes for presentations and lectures.

Description

Description 2 folders

Locate OMBOX Box 4390

Access

Copyright status In copyright

Biography of Joy de Gruchy (1922-1988)

Unit ID 32969/5

Date 1922-1988

Scope and content

Biography of Joy de Gruchy written by daughter Rayne de Gruchy.

Author / Creator

de Gruchy, Rayne

Description

Description 1 book

Locate OMBOX Box 4390

Access

Copyright status In copyright

Series 3: Trade catalogues and clippings (1963-1988)

Series number 3

Series title Trade catalogues and clippings

Date 1963-1988

Scope and content

A selection of trade catalogues and clippings used in the course of running Craftsman's Market.

Description

Description Approximately 2 folders 5 point-of-purchase display posters

Access

Copyright status In copyright

Items in this series:

Marimekko trade catalogues (1963?-1988?)

Unit ID 32969/6

Date 1963?-1988?

Scope and content

A selection of Marimekko trade catalogues.

- Designs of apparell and fabric swatches - sketch of clothing or accessories design and fabrics for said design with notations from Joy de Gruchy regarding style, availability, client names and ordering (some include prices)
- Clippings from magazines regarding Marimekko. Titles include Australian Home Journal, Business Week, Daily Telegraph, The Scandinavian Times, Courier mail. Clippings include of fashion events, write-ups on Marimekko styles and brand
- Photographs of models wearing Marrimekko clothes.
- Point-of-purchase displays

Author / Creator

Marimekko Oy

Description

Description 1 folder

Locate OMOSBOX Box 17829 O/S

Access

Copyright status In copyright

Other trade catalogues and clippings (1963?-1988?)

Unit ID 32969/7

Date 1963?-1988?

Scope and content

A selection of trade catalogues and clippings from suppliers to Craftsman's Market, including Louis Poulsen (lighting), Fritz Hansen, Eames, Arabia Leikki cook ware, B&B Italia (furniture)

Description

Description 1 folder

Locate OMBOX Box 4390

Access

Copyright status In copyright

Marimekko point-of-purchase display posters (1963?-1988?)

Unit ID 32969/8

Date 1963?-1988?

Scope and content

5 large point-of-purchase display posters showing Marimekko fabric styles details of the fabric. Folds into catalogue style brochure approximately 23 x 21 cm.

Folded out: 1 = 48 x 86 cm

2 = 70 x 85 cm

2 = 94 x 86 cm

Author / Creator

Marimekko Oy

Description

Description 5 posters

Locate OMCABINET

Access

Copyright status In copyright

Series 4: Craftsman's Market ex-stock (1963-1985)

Series number 4

Series title Craftsman's Market ex-stock

Date 1963-1985

Scope and content

Clothing, textile materials and greeting cards previously sold at Craftsman's Market. Dresses included in this series were worn by Joy de Gruchy and her daughter Rayne in the 1970s.

Description

Description 34 ex-stock products

Access

Copyright status In copyright

Items in this series:

Fabric: Siniparta (no date)

Unit ID 32969/9

Date no date

Scope and content

Design name: Siniparta

Designer: Maija Isola

Colour: grey/blue

Length: small piece

Notes: Maritextil fabric - had been used as the cover of the first gallery visitors book

Author / Creator

Marimekko Oy

Description

Description 1 piece of cloth

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Fabric: Hussari (1969)

Unit ID 32969/10

Date 1969

Scope and content

Design name: Hussari Designer: Maija Isola Colour: hot pink/orange/cumquat Length: 4.2m

Notes: Marimekko - new style cotton weave from 1969 Condition: very good - some grime on centre fold

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

4.2 metres long

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Fabric: Hussari (1968)

Unit ID 32969/11

Date 1968

Scope and content

Design name: Hussari Designer: Maija Isola Colour: orange/blue/yellow/cream Length: 2.6m

Notes: branded Maritextil - cotton was a slightly coarser weave than later Marimekko fabrics.

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

2.6 metres long

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Fabric: Hussari (1960-1969)

Unit ID 32969/12

Date 1960-1969

Scope and content

Design name: Hussari Designer: Maija Isola Colour: hot purple/pale orange/pale salmon/white

Length: 2.8m Notes: branded Maritextil - cotton was a slightly coarser weave than later

Marimekko fabrics Condition: one excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

2.8 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Marionetti (no date)

Unit ID 32969/13

Date no date

Scope and content

Design name: Marionetti Designer: Maija Isola Colour: black/orange/taupe/cream Length: 4.5m Notes: branded Maritextil - cotton was a slightly coarser weave than later Marimekko fabrics Condition: fair - cream areas stained

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

4.5 metres long

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Fabric: Onnea (1972)

Unit ID 32969/14

Date 1972

Scope and content

Design name: Onnea Designer: Maija Isola Colour: cumquat/mustard/olive on cream background Length: 0.85m Condition: good

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

0.82 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Onnea (1972)

Unit ID 32969/15

Date 1972

Scope and content

Design name: Onnea Designer: Maija Isola Colour: red/purple/pink/yellow on white background Length: 3.3m Condition: good - soiled around the centre fold in parts

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

3.3 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Seireeni (1965)

Unit ID 32969/16

Date 1965

Scope and content

Design name: Seireeni Designer: Maija Isola Colour: red/blue/white Length: 2.6m Condition: good - but with staining on the white in parts

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
2.6 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Seireeni (1965)

Unit ID 32969/17

Date 1965

Scope and content

Design name: Seireeni Designer: Maija Isola Colour: blue/navy/white Length: 3.8m Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
3.8 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Ananas (1963)

Unit ID 32969/18

Date 1963

Scope and content

Design name: Ananas Designer: Maija Isola Colour: blue/navy/white Length: 2.2m Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
2.2 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Oona (1969)

Unit ID 32969/19

Date 1969

Scope and content

Design name: Oona Designer: Maija Isola Colour: red/greens/black on white background
Length: 3m Condition: fair condition with some staining around the centre fold

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
3 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Istuva Harka (1967)

Unit ID 32969/20

Date 1967

Scope and content

Design name: Istuva Harka Designer: Maija Isola Colour: black/white Length: 2.6m Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
2.6 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Nauru (1981)

Unit ID 32969/21

Date 1981

Scope and content

Design name: Nauru Designer: Fujiwo Ishimoto Colour: pinks Length: 2 m Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth
2 metres long

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Fabric: Sankari (1985)

Unit ID 32969/22

Date 1985

Scope and content

Design name: Sankari Designer: Fujiwo Ishimoto Colour: grey blue/white Length: 1.4m

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

1.4 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Fabric: Sankari (1985)

Unit ID 32969/23

Date 1985

Scope and content

Design name: Sankari Designer: Fujiwo Ishimoto Colour: purple/pink/orange/red/yellow

Length: 1.4m Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 length of cloth

1.4 metres long

Locate OMOSBOX Box 23749 O/S

Access

Copyright status In copyright

Liidokki long smock dress with bands of bright colour (1974)

Unit ID 32969/24

Date 1974

Scope and content

Design name: Liidokki long smock dress with bands of bright colour

Colour: White with large colour bands

Notes: Rayne's dress worn 1974

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23571 O/S

Access

Copyright status In copyright

Pitka Sandra long sleeveless dress (1970)

Unit ID 32969/25

Date 1970

Scope and content

Design name: Pitka Sandra long sleeveless dress

Colour: grey and grey stripes lengthwise

Notes: Joy's dress

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23750 O/S

Access

Copyright status In copyright

Tent-style Mila dress designed by Mari Villanen (1975?)

Unit ID 32969/26

Date 1975?

Scope and content

Design name: Tent-style Mila dress designed by Mari Villanen with two fabrics "Muija" and "Babuska" both designed by Maija Isola

Colour: blue with beige

Notes: Rayne's dress mid 70s

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23750 O/S

Access

Copyright status In copyright

Tunic style dress (1975?)

Unit ID 32969/27

Date 1975?

Scope and content

Design name: Dress unknown design - tunic style

Colour: black, brown and red

Notes: Joy's dress in the mid 70s

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23571 O/S

Access

Copyright status In copyright

Lightweight cotton long dress with small white bird shapes (1975?)

Unit ID 32969/28

Date 1975?

Scope and content

Design name: Lightweight cotton long dress with small white bird shapes

Colour: pale purpley-brown

Notes: Joy's dress in the mid 70s

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23750 O/S

Access

Copyright status In copyright

Black evening dress (1976?)

Unit ID 32969/29

Date 1976?

Scope and content

Design name: Black slim-line evening dress brushed cotton with olive, rust and brown contrasts

Colour: mainly black with colour highlights

Notes: Rayne's dress in 1976

Condition: excellent

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23571 O/S

Access

Copyright status In copyright

Dress unknown design (1976?)

Unit ID 32969/30

Date 1976?

Scope and content

Design name: Dress unknown design - long dress in tent style - black with bands of colour in red, brown & blue

Colour: mainly black with colour highlights

Notes: Joy's dress worn as an evening dress in the mid 1970s

Condition: fair to good

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23570 O/S

Access

Copyright status In copyright

Iloinen Takki (Happy Coat) dress (1970)

Unit ID 32969/31

Date 1970

Scope and content

Design name: Iloinen Takki (Happy Coat) dress with pockets no collar

Colour: grey with bright coloured pockets

Notes: Joy's dress 1970 worn out, included as it is a favourite

Condition: worn out

Author / Creator

Marimekko Oy

Description

Description 1 dress

Locate OMOSBOX Box 23750 O/S

Access

Copyright status In copyright

Hat (no date)

Unit ID 32969/32

Date no date

Scope and content

M-A115 Hattu (hat) in colour Keidas 61. Black and white dots.

Author / Creator

Marimekko Oy

Description

Description 1 hat

Locate OMOSBOX Box 23571 O/S

Access

Copyright status In copyright

Cushion cover (no date)

Unit ID 32969/33

Date no date

Scope and content

Marimekko branded cushion cover in Kivet, one of Maija Isola's famous designs. Purple/white colour. Condition is fair - sun faded on one side.

Author / Creator

Marimekko Oy

Description

Description 1 Cushion cover

Locate OMOSBOX Box 23752 O/S

Access

Copyright status In copyright

Greeting cards (1970?-1975?)

Unit ID 32969/34

Date 1970?-1975?

Scope and content

Three iconic cards from a Australian company called Jigsaw which designed posters and cards. Six greeting cards sold in CM in the early 1970s, four of which are stamped 'dajer handprinted Australia', one includes artists name David Rose.

Description

Description 9 greeting cards

Locate OMBOX Box 4390

Access

Copyright status In copyright