

**Media release**

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### **MTNS MADE and Scenic World put local artisans on world stage**

The work of 14 Blue Mountains artisans is set to reach vast new international audiences, thanks to a new initiative by Scenic World and Blue Mountains Economic Enterprise (BMEE).

Scenic World, Australia's most visited, privately owned tourist attraction, will soon begin stocking the work of selected local artisans under the MTNS MADE banner. MTNS MADE is the cultural identity for the creative industries in the Blue Mountains, and was commissioned by BMEE to promote the region and its world-class creative talent.

In November BMEE facilitated a MTNS MADE showcase where artisans, illustrators and designers exhibited their work for buyers from Scenic World, who were looking to expand the local product range in Scenic World's retail visitor store.

"Scenic World's adoption of MTNS MADE in their retail space is proof that the collaborative, cluster approach to economic development in the creative industries is succeeding. Creating a brand such as MTNS MADE for the whole industry to market themselves under is leading to tangible, commercial outcomes," said BMEE CEO Jacqueline Brinkman.

"Scenic World is committed to supporting our local creative community through events such as Sculpture at Scenic World and Off the Rails music festival, and now this wonderful partnership with BMEE and the MTNS MADE brand," said Scenic World Joint Managing Director David Hammon. "We are delighted to expand our retail offering of locally made products, showcasing the work of 14 local artisans to more than 850,000 tourists who visit every year."

The 14 artisans whose work has been selected to be stocked by Scenic World are:

- Deanne Palmer, Kookabubble
- Erin Vincent, B Creative Studios
- Ian Fitch, Wyck Luxury Candles
- Ian Swift and Geoff White, Drop Bear Gorgeous
- Julie Paterson, Cloth Fabric
- Kevina-Jo Smith
- Lisa Forrest, the Natural Soap Emporium
- Narelda Joy
- Pam de Groot
- Rachel Szalay
- Simon Hearn, Goodworks
- Simone Lindout, Promenade Design
- Woodford Academy
- Zoya Kraus

“With MTNS MADE fast becoming the recognised symbol of quality, locally produced creative work, it opens up opportunities to expand the marketplace for Blue Mountains products. Visitors who purchase locally made products at Scenic World will be taking not only quality creative work but the MTNS MADE brand home with them. I have no doubt the reputation of the Blue Mountains and its creative talent will continue to grow as MTNS MADE opens up more markets and opportunities for those creative professionals who choose to participate in MTNS MADE and the Creative Industries Cluster,” said Ms Brinkman.

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