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Wow, what a year...

Colour, canvas and so much more



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Morrison's Mercedes

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traffic jam galleries, 2011 the year that was...

As the year is now coming to a close **traffic jam galleries** would like to recognise and recap a few of the moments throughout 2011 that made our first year of operation such a pleasure. Now we would hate to labour on with a novel sized rendition of the year, but more take you through points during our start up that we will never forget.

From polishing concrete and wading through rubble, to opening our doors for the first day of opening, we were babes in the woods and had no idea what to expect. We knew that "the island" we sit on is probably the least foot travelled part of Neutral Bay, and the gallery site itself was essentially an unknown quantity to the locals, and even more so to Sydney residents as a whole. Despite this we were visible and as construction progressed and a colourful life was breathed into a once bland multi purpose structure, a stream of interested and interesting people began to make their way across the road to visit. Soon we were becoming "the gallery on the island" to people from all over Sydney, and "a real pain in the ass" to courier companies.

On February 17th at 7 pm Her Excellency Professor Marie Bashir, Governor of NSW officially opened **traffic jam galleries** to a crowd of over 300. It was a great night and something we will not forget with people spilling out onto the street and covering the island, and food and drink flowing until the last person had walked out the door many hours later. The Governor even proclaimed she had walked into "a real Australian street party!"

March saw the opening of our first ever solo exhibition with Di Taylor's "Surf and Turf" being a great success and a near sell out, not bad for Exhibition #1. As we were on the back end of a beautiful and hot summer the watery beach and harbour scenes were greatly admired by passersby, and for the first time as the traffic piled up on Military Rd in the afternoons we began to receive calls from people on their mobiles staring through our windows while sitting in their cars, enquiring about specific pieces and the artists.

As the year progressed we hosted, as well as solo's, some wonderfully colourful thematic and mixed exhibitions which really gave the gallery an exciting feel, and showed the diversity of mediums, subject matter and art forms we exhibit. The exhibitions progressed and we had our first regulars! Some great people from all over town are now familiar faces and friends, and the support from these people, local businesses, and publications around Sydney really kicked things up a notch and made us busier than ever.

This brings us to the stars of the show, our artists! All very different and all extremely exciting, we are so proud to be working alongside such a talented and individual group of people. Each new artist increases our determination and desire for that artist to succeed and having over 40 artists, a number some people may think is too high, is something we relish and have excelled at for our first year of operation. It seems there is no such thing as "too many" if determination and support can outweigh the challenge!

Everyone of our artists performed extremely well throughout 2011 and the relationships we have built with them are one of a kind. Some artists now have dedicated new fans, while others are hanging all over the world. Danielle McManus achieved a new personal best sale price and two of her series, "The Kiss" and "On The Stairs" are now exclusive to **traffic jam galleries**. Ji Chen's bold and striking pieces are hanging proud in some of the most beautiful homes we have ever stepped foot in, and Starr and Tracey Keller's unique pieces are continuing to find many new homes! New addition and 2010 Archibald Finalist Dean Reilly, also a finalist in the Morrison's Mercedes for the second time in 2011, a sculpture in the gallery by Ian Swift also made it into Sculpture By The Sea, and many of our other artists continued to kick goals and measure up in a number of art awards throughout the year.

Something that has really been a memorable part of 2011 are the collaborations we are now involved in with a variety of other corporations. We are currently, and will be well into 2012, showing works in the Morrison's Mercedes showroom in Chatswood. It has been wonderful working with such great people in such an outstanding venue, and beginning early 2012 we will be co hosting events relating to both **traffic jam galleries** and Morrison's Mercedes, with a few surprises in store. We have also been working with aviation specialists Hawker Pacific, who are a leader in aviation sales and support in both the civil and military fields, and their Mascot lounge/FBO is now full of works from **traffic jam galleries**. We have had a great response from both of these ventures and are currently in the midst of planning more for 2012 and beyond.

The past year has also resulted in great exposure for **traffic jam galleries** on the internet. After creating our Facebook and Twitter accounts we began to see spikes on the website and now, with already nearly 3000 friends/followers, our blog posts are read all over the world and we are able to receive feedback and thoughts on our activities from people we never thought we would know. Our first Twitter sale also happened only a few weeks after opening so the possibilities of "getting a bit more techy" seemed very positive from the onset.

What does the future hold? Well the foreseeable future is definitely something we are very much looking forward to with great excitement, with the aforementioned increase in business collaborations, a **traffic jam galleries** truck and mobile gallery on the horizon, and special events in the gallery.

It is also our 1st Birthday in February, with our celebratory 'bumpadabumpa' themed exhibit and 'The 40 Zone' (40 x 40cm canvases), and in March we will be part of ART MONTH SYDNEY for the first time with our Starr solo and some other interesting events. Our current exhibition schedule is also full until mid end 2012 with everything currently falling into place.

All in all it has been a great first year for **traffic jam galleries** and we are sure 2012 will be even more exciting! We would like to thank you all for your continuing support and hope that you have a great holiday period, and a very happy, safe and prosperous 2012!

Looking forward to seeing you all in the New Year !

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