

FOR IMMEDIATE RELEASE

JUNE 2006

THE NEW HEIDE STORE

The new **Heide Store** opens Tuesday 18 July 2006. A purpose-built specialist retail environment, located in the newly developed Heide III building, **Heide Store** will offer exclusive Heide product along with a wide selection of items by emerging Australian designers.

Featuring exhibition catalogues and merchandise, homewares, jewellery, special gifts, cards, stationery and the exclusive range of Heide products, **Heide Store** provides a unique shopping experience.

The **Heide Store** range will change with each season, with new product introduced at the beginning of winter, spring, summer and autumn.

'**Heide Store** is inspired by the art and gardens of Heide. With a strong design objective and a focus on supporting new and emerging Australian designers, the range at **Heide Store** will always be unique and surprising', says Bruce Thomson, Retail Manager and Buyer.

Heide Store products available from Tuesday 18 July 2006:



Heide Honey

Exclusive to Heide, this honey is harvested on-site in Heide's apiaries. 100% yellow box honey, 200g jar. RRP \$7.50 each



Mirka Mora Glasses

From Melbourne-based, French born artist Mirka Mora come these beautiful tall drinking glasses. Pattern detail available in orange, blue, green or yellow. RRP \$9.95 each



Heide Cow Greeting Cards

The much-loved Jeff Thomson Cow sculptures are now available as die-cut greeting cards. RRP \$4.95 each



Nite Light

Change the mood of your room with some clever lighting, designed by Lightly Living. Available in either black or white. RRP from \$56.95 each



Pendant

From Melbourne designers Kif and Katast, comes a beautiful range of garden-inspired pendants. A selection of designs is available, each made from anodised aluminium and suspended from an Italian sterling silver omega chain. RRP \$159.50 each



Splash Umbrella Stand

Add a bit of fun and colour to dreary winter days with this rubber umbrella stand. Available in blue, red, yellow and black. RRP \$80.00 each



Counting Birthday Cards

Personalise your birthday wishes with these delightful cards featuring perforated slits to customise the age. Made from environmentally friendly paper and using vegetable based inks, the cards are available in assorted patterns. RRP \$6.95 each

Heide Store will hold a special media launch Monday 24 July 2006 at 11am.

Heide Museum of Modern Art and Heide Store open Tuesday 18 July 2006.

Heide Museum of Modern Art

7 Templestowe Rd Bulleen Victoria 3105 Australia
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Museum & Heide Store Hours:

Tue-Fri 10.00am – 5.00pm; Sat/Sun/Public Holidays 12.00noon – 5.00pm

Exhibition admission: All Areas - Adult \$12, Seniors \$10, Concession \$8.
Single Area (Heide I only) - Adult \$8, Seniors \$7, Concession \$5.
Gardens – Free

For further media information:

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Heide 2005-06 Redevelopment Program Partners



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