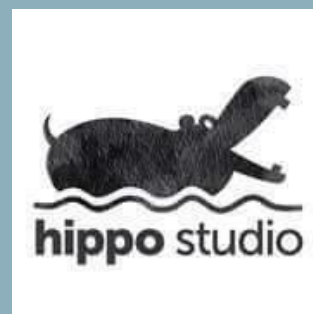




## HIPPO STUDIO Bulawayo, Zimbabwe



June 2018

### HAND PAINTED CERAMICS BRINGING AFRICA – IN ALL HER GLORY – TO YOUR HOME

Greetings from Hippo Studio in Bulawayo, Zimbabwe. For you, our readers, whether distributors, customers, or simply friends of Hippo Studio, we hope our newsletters are informative and that we help you to understand our product to make better choices.

We have a distributor in USA. Chekari Trading Company, based in Jupiter, Florida, have brought authentic African art products to the US market. Chekari Trading Company have strong ties to Zimbabwe. They gave us the name: Chekari. If you've visited our website [www.hippo.studio](http://www.hippo.studio), then you know Chekari is from one of our local languages, Shone, referring to something that is timeless, and priceless.

Our first container arrived there at the end of last year, and we wish their sales team all the best.

Our website is functioning well, both the enquiries it generates and in browsing our catalogue. We took some time in photographing and cataloging our product range in each of the design concepts. We hope this can be helpful for all your information needs.

The potter has been very busy trying out new pieces. For these, we must thank our new South African Distributor, Margie Midgley, for her suggestions. Margie will be showing

Hippo Studio at an event to be held at end of July in Johannesburg.

These new pieces will be posted onto the website in due time, but in the meantime, you can follow us on Facebook, [thehippostudio](http://thehippostudio), to view new images of our pieces weekly.

Another feature of our website worth mentioning is the 'Decorators' Page'. Browsers can learn a little more about each decorator; their families, their hopes and dreams, and their achievements.

It is not only the decorators that make the Hippo story so special, it is also the small permanent staff we have. We are lucky to have a team of workers that are always positive and that know our products 'inside-out'.

Our next big marketing project is an online shopping programme. We are starting small, and each month we intend to place up to nine parcels of carefully selected pieces available for online shopping. We have entered into an agreement with DHL as our official carriers and we hope to go live mid-July.

In closing, we want to wish all our distributors well in their selling, and to friends and customers we have, thank you for your support.



### Our Market Appeal

Some thoughts on the where our products can be positioned.

Page 2



### Design Revisited

And helping you to make choices when building a collection of hand-painted African ceramics.

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# Where in the market do we fit?

We are essentially African by design; a celebration of our natural and cultural heritage.

## Safari Hospitality

We have a perfect fit with the African safari lodges. By bringing a little African art on ceramics, whether it be used functionally or decoratively, can only expand on the African story.

Our ceramics are both decorative and functional. Whether for a breakfast table setting, the lunch buffet table, or simply a warm cup of coffee on the early morning game drive. Whatever you choose from our wide range of up to 80 products, will create a fascinating effect for the guests.

## Interior Decorators

We have the capacity to meet Interior Decorators' requirements for decorative pieces that are intrinsically African. Our wide range of design collections can capture the many different mood elements required of interior designs. From the whimsical African bushveld, to vibrant monochromes in the geometric patterns of our Tribal Fusion, to the more classic Bird designs for a quieter, classic touch.

## Curio Trinkets

In our range of products, we have what we call "the small pieces". These have always been intended for the tourists; curio markets, as they are small enough to carry as gifts for family and friends back home.

## The home

Hosting a lunch – or dinner - party, be it formal or informal, is always made pleasurable when you can set out the table in much loved pieces of ceramic tableware.

We have a wide range of designs, and even cross-pollinating between different designs can be effective.

Extending our pieces through the home, with table lamps, plant-holders or our larger dinnerware (both square and round) would give any small, bare space of wall a pop – that will provide endless pleasure.



## The Collector

The studio's management, staff and decorators have formed a collaboration that is built on high integrity. Each piece of Hippo Studio product is unique and a one-of-a-kind.

A collector - or follower - of our products will come to know each decorator's style and design.

A collector of African art is benefitting the livelihoods of people that are pursuing their dreams and contributing financially to their communities.





# Product & Designs revisited



The Chekari Collection including Mashona, Matabele, Papillon and Private Collection.



There can never be two pieces alike as each is hand-decorated, and so we can give you some tips to choose from afar.

The central theme of each of our designs is interpreted by each decorator differently, the result is both conformity and individuality.

The outer design, or pattern, is that of the decorators. Below shows the distinction between the inner content and the outer design in an April Pasta Bowl decorated in Papillon.



Colours, patterns and Individual decorator's styles can be relevant when selecting dinnerware to make up a service, or a collection of other tableware for serving. The decorators have

their preferred colour palette, differing styles of drawing and painting techniques, and their personalities interpret the world around them also, differently.



Coasters in Mashona by Cleophas, we love his range of patterns and colour too.



## DINNER SERVICE IN MASHONA

For those special occasions you might want to share with friends or family and bring the wilderness and warmth of Africa to your table, our Mashona dinner service should be your 'go to'.

We encourage our decorators to be mindful of colour and to ensure that through colour their outer pattern design reflects the central composition's colours. We take special care in hand selecting each piece to ensure that you receive the dinnerware you request. Above is Mashona in Presentation Plate, Dinner Plate, Salad/Bread Plate and a small Rice Bowl.

# Products & Designs revisited



## The Belinda Mary and Nkosi Collection including Birds, Mkwasha, and Tribal.

These design lines began with Belinda Mary Dearlove two years ago and are mostly monochromatic; blues and white or black and white.



These collections are a strong departure from the Chekari Collection and are developing nicely. There is something special in all these lines belonging to these collections.

Mkwasha is 'brother -in-law' in the local Shona language, as it is Shaun Dearlove's brother-in-law that introduced this design to us. The upturned bowls in the Mkwasha design show you the Decorator's signing off each piece and the brand logo's decaled onto each piece for authenticity.

The Tribal Fusion designs in monochromatic patterns possess a certain zingy and vibrant quality. Each decorator puts their unique quality of style or interpretation to their patterned work and design.

Earlier in the year, we announced a "Piece of the Week Award" and the week we asked for Tribal Fusion, and in the following image we show some of the pieces we had to choose from.

We might be biased, but we felt a 'rumble in the jungle.' The Award went to Khulani Ncube (his picture on Page 1.) because in his design he

introduced many twists and turns. My photographs don't do him justice.



Then there's the Birds. They wake us in the morning and again in the early evening. In the garden we watch them feed and preen and play, because of this, birds are part of our homes and lifestyle. Birds were intended for the classic blue and white theme, but when a customer commissioned them to be done in black and white, we thought it worked well.



An Oval Platter in blue and white birds and two lamps and a dinner plate in black and white Birds.





## IN CLOSING

We hope you have learnt a little more about who we are and especially about our products.

Please feel free to contact us if you have any further questions, or if you are interested in distributing our products wherever you are. You can do so through our website contacts or through our Facebook page, or directly through to my email address below.

Time marches on so quickly, we started our marketing campaign in January and already the African Winter Solstice has passed us by. I am hoping to write to you every quarter, and so until our next Newsletter, on behalf of all at Hippo Studio we wish you all well.

Warm regards,

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Giraffe Handle Tray