

NEWSLETTER 30





# Hello COLLECTORS

We are all eagerly awaiting the Extravaganza and plans for the day are now going full speed ahead.

The first painted sample of *Guardian of the Orb* has reached our offices and it looks brilliant. We are also pleased with the Paint Your Own piece for 2001 which features an armed assailant and a crystal. Turn to page 8 for an illustration.

We are pleased to welcome back sculptor, John Woodward. His name is well known to many long standing Enchantica collectors but to newer members he needs an introduction. Turn to page 9 where John and our other modellers are featured. They all hope to attend the Extravaganza in May and look forward to meeting you then.

The news that the Holland Studio Craft production area is closing has been greeted with much understanding by collectors. We appreciate your calls and pass on your messages of thanks to the painters and personnel involved. This news has raised many questions and Fiona Hawthorne, director of marketing, themed collectables, answers these on page 5.

Until the Extravaganza, enjoy your collecting, but if you have any queries or comments please get in touch.

## Competition Time

What was the Collectors Membership Piece for 1994?

Please send your entries by the end of May 2001 to the Collectors Club.

Please see contact details.

## Contact Details

Enchantica Collectors Club,  
Minton House, London Road,  
Stoke on Trent, ST4 7QD  
Telephone 01782 292375  
Email [enchantica@royal-doulton.com](mailto:enchantica@royal-doulton.com)  
Fax 01782 292099

## USA Collectors Club

Munro  
1220 Waterville-Monclova Road  
Waterville, Ohio 43566-1073  
Telephone: 419 878 0034  
Fax: 419 878 2535  
Email: [robcamjac@aol.com](mailto:robcamjac@aol.com)

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## GOODBYE JANET AND HELLO SAM

We bid farewell in this issue to Janet Ball who has been a member of the club team for some years. She is moving to a new position at the Royal Doulton Visitors Centre and says goodbye to collectors with sadness. Sam Sayer is joining the club. Sam has already worked at Royal Doulton for around a year and is pleased to be taking on new responsibilities and is looking forward to her first Extravaganza experience in May this year.

The rest of the team remains unchanged and Karen, Glynnis and Carole are pleased to hear from you whether by letter, phone or email. The team is kept extremely busy answering all your queries and we are delighted to say that membership is growing steadily. So a big welcome to all new collectors and members and a thank you to all those who have renewed membership for another year.



Karen Hand



Glynnis Cuthbert



Carole Bailey





## GUARDIAN OF THE ORB

Modelled by Rob Simpson  
Height 18cm approximately  
EN2306

“Many stories are told of fabulous treasures and prizes acquired from warring factions from the old age. None however, are as unique as one such treasure contained within the majestic halls of Pantheera.

Years ago, a great battle was fought, a war of such ferocity, only a few live to tell of its tale. The prize was a magnificent orb of power, promising wealth and future prosperity. Those who had died, of man and dragon alike, were to be remembered for their great sacrifice. The grim remains of a battlefield were gathered and the bones of man and dragon from both warring factions were fabricated into a macabre monument, embellished with gold, bronze and the chains and horns of war dragons.

The Orb was placed upon its ghastly legs of the dead, its menacing purple glow swirling deep within, pulsating and withering as if it were alive, for all to see and be remembered.

Set upon a prize was a chosen dragon, for those thinking of acquiring such a treasure would surely think upon seeing the bared teeth and threatening pose of the guardian, a dragon known as PinzerThra the Guardian of the Orb, Watcher of the Dead.”



# Rob SIMPSON

INTERVIEW BY DEMI JHAGRA



## Rob Simpson's original design for the Guardian of the Orb

This original design will be included in the auction at the Extravaganza. Rob Simpson will personally sign the design and present it to the successful bidder following the auction.

A limited edition of 50 prints will be on sale on the day. See page 8 for more details about the Extravaganza.

Rob has been working for Holland Studio Craft for eight years, first as a graphic designer and then progressing to design manager. Many of his designs and drawings illustrate the Enchantica books. Now as senior designer he not only designs for the Enchantica range but uses his talented sculpting skills to create the models as well.

Other collections he has modelled include Mr Men and Little Miss and more recently, a set of figures based on the children's television programme, Trumpton.

His first sculpture for Enchantica was the *Guardian of the Orb*, which he started in early 2000.

Rob developed the idea of a dragon and an orb about three years ago but the first real drawing came together with the Extravaganza 2000 T-shirt featuring both elements. He drafted the story around two years ago. The resulting model is a wonderful 3D sculpture that is something of a first as it is a new concept for the fantasy area. The idea is very much a result of Rob's own vivid imagination.

Rob, like many other sculptors, is inspired by a variety of sources. Fantasy fiction and science fiction films like Star Wars, Indiana Jones, Sinbad, The Crow and Bladerunner all have an influence, as does his own very vivid and rich imagination. He likes watching films to escape from reality into a fantasy world, amongst his favourite artists are Michael Kaluta, Brom, Boris and Keith Parkinson.

His favourite Enchantica pieces to date are Vrorst and Glimmerscale, because he enjoyed creating all their intricate details. He likes Vrorst because of his character - everyone loves to hate a baddie! Turn to page 12 and 13 to see waxes of Glimmerscale and Vrorst which are due to be launched in July 2001.

Outside of work Rob has many interests and hobbies. You may be interested to learn that his favourite colour is green because it reminds him of his youth when he was fascinated by Spitfires, Hurricanes and aviation in general. He also likes motor sports and Green is the British racing colour. He has no preference to any particular shade, just green because it is natural peaceful colour.

Motorbikes are just one of his many interests and he is especially interested in the mechanics and workings of their engines. He enjoys going to cinemas and theatres with his fiancé, Sharon, although this means he has to leave his four cats behind. Any other free time is spent on his computer playing games - currently his favourite is "Thief", a medieval inspired adventure. No doubt he will get another game on his birthday on July 7th, when he will be 35 years old.

He has attended all the Extravaganza events and really enjoys participating in them. As in previous years Rob is looking forward to Extravaganza 2001 and meeting collectors, both familiar faces and new ones, again. He finds that feedback from collectors about his pieces and Enchantica in general is vital because people's reactions and views inspire a great deal of his work and gives him the motivation of producing ever more fantastic and creative pieces.

Finally, Rob would like to say to all collectors everywhere, 'A big thank you for collecting Enchantica. Please continue to write in with your comments about the pieces as it is only by hearing from you that we can develop our ranges. I love seeing your wonderful pictures of your own fantasy ideas and sharing in the excitement and thrill of collecting Enchantica.'





# Fiona Hawthorne

## Answers Your Questions - The Way Forward

Fiona Hawthorne joined Royal Doulton in early 2000 as marketing director of themed collectables which includes responsibility for Enchantica and Holland Studio Craft products. Prior to Royal Doulton, Fiona worked for Wedgwood for eight years. Fiona is Australian and although she makes annual trips back to see her family she misses immediate contact with them. She brings immense passion, honesty and a fresh and direct approach to the development of Company products.

A major part of Fiona's first nine months with the Company was taken up with a review of the ranges and defining the strategy for the future. Enchantica has been part of this process and Fiona has very much enjoyed learning about the world of Enchantica, reading the novels and understanding from collectors and retailers what ideas were popular and where there were areas for concern.

Collectors via the discussion forums, through our full postbag (electronic and by post) and by telephone have raised all kinds of questions about Enchantica and Fiona is now able, through the pages of the newsletter, to answer some of these concerns.

### **What is the future of Enchantica?**

I am passionate about the future of Enchantica and I want to develop dragons, wizards and other fantasy characters inspired by the books which will continue to inspire, delight and enthral our collectors. Development plans are in place to ensure two launches a year. These will include a variety of product including limited editions, general range and a selection of price points for each launch. There is massive potential for new subjects from the Enchantica novels including old favourites in new poses as well as characters who have never been modelled before.

### **What are the new products?**

July 2001 launches include Glimmerscale, Hexerne, Juvula, Grawlfang and Vrorst and the approved wax models of these pieces can be seen on pages 12 and 13. We hope that

decorated examples will be on show at the Extravaganza, when I will be talking in more detail about these new pieces and highlighting some of our plans for January 2002.

### **Are there any other developments?**

We are developing a new range of packaging and certificates which will be more in keeping with the Enchantica range. We hope to launch these in January 2002, if not before.

### **In recent year events have been notified very late in the year, can you tell us if there are any events planned for this year?**

The Extravaganza is planned for May 27th and full details are on pages 8 and 9. We have also confirmed five UK events with retailers and the details are given on page.

### **What is the country of origin for Enchantica pieces?**

From the launches for mid year 2001 Enchantica collectables will be manufactured either in Thailand or China. The country of origin will be clearly marked on each piece. We have had to move to overseas manufacture for various reasons and to ensure that we continue to offer collectors the highest quality of design at the best value. Most of our competitors already source from overseas.

Enchantica collectables will continue to be designed in the UK by our talented team of artists and the current Enchantica collection will continue to be manufactured in the UK.

### **What will you do to ensure consistent quality?**

We will insist that rigorous quality controls and inspections are enforced by our partner manufacturers.

### **What will happen to the current production team?**

Unfortunately we have had to inform the current team that their positions will be phased out during 2001. All employees affected by this change will be offered alternative roles by the company and we hope that they will continue to work for Royal Doulton.

## WELCOME TO WELLINGTON GIFTS

Irish members will be pleased to learn of a new stockist in Northern Ireland, Wellington Gifts, at 9 Wellington Place, Belfast are a foremost retailer of china, glass and gifts and are delighted to add Enchantica to their ranges. To contact them please telephone, 02890 325932, they look forward to meeting you and helping you with your collecting.

## CLUB MATTERS

### Membership Card

Members should look out for the smart new membership card which will arrive when subscriptions are renewed. Keep your card in a safe place and remember to show it

when you order your club exclusives. This year we have enclosed the redemption form for club exclusives with the Spring magazine. This will allow all members to purchase

this piece during the year at a time to suit you rather than having to wait until membership is renewed.

We think this change, in response to requests to members, will be beneficial to members, but if you think differently – please let us know.

These changes do not apply to USA club members.

## SNARLGARD

In the last issue of Enchantica we printed the photograph of Snarlward the wrong way round. Many apologies for this and for confusion caused. Special thanks to our eagle eyed collectors for letting us know!



## EVENTS

The following Enchantica events have been confirmed for 2001.

5th August Kingfisher Pewter, Coventry 02476 632029

8th September White Dove Crafts, Edinburgh 0131 220 1566

23rd September Cinnamon, Poole 01202 684 968

6/7th October Gallery Gifts – Sutton, Surrey 0208 642 0990

28th October GoldenHands Tunbridge Wells 01892 513613



Paul Bodsworth and partner with Karen Hand

A colourway of Arangast auctioned at an event.



Events are fun, collectors have the opportunity to meet each other as well as members of the club team. A special event piece is on sale at each event.

Sculptor Rob Simpson, will be attending the events. We are also hoping to hold a Treasure Chest on the day and there will be a last chance to buy.

## NEWSLETTERS

Collectors have contacted us for confirmation of the number of newsletters due in any one year. Generally three newsletters are issued a year, in the Spring, the Summer and the Winter.

## Goldenhands 15th Anniversary Event

Awakening from a deep sleep, Snarlward is alarmed to hear the question, "Would you like some more pizza?" With flaring nostrils and watering mouth, the great dragon hunts for the intruder. Raising a mighty claw the aroused beast realises that the sound of merriment exudes from his treasure chest. With a thundering, flaming roar, Snarlward tears open the chest, and to his amazement he watches excited humans run to and fro, while other humans enjoy a party atmosphere. With a sideways glance and a probing claw he spears a delicious pizza. On retracting his talons he snares a banner which reads 'Goldenhands 15th anniversary Enchantica event'. The dragon relaxes as he recalls having this treasure in his chest for as long as he can remember. With a protective touch, Snarlward lovingly closes his great treasure chest before setting down with his tasty morsel.

The adventure continues...

Terry, Pauline, Barbara and all the staff at Goldenhands look forward to greeting you on the 28th October.

*Congratulations on your 15th Anniversary from all at the club.*



## WELCOME BACK QVC

We are more than pleased to announce that the very popular and talented designer and sculptor, Rob Simpson, is back on Q.V.C. Television. He will appear as the guest on 'The Enchantica Show' on Monday 23rd April during the evening, but the actual time was not confirmed before we went to press. On the show Rob will be talking about Enchantica pieces, and describing how they were created.

Q.V.C. can be found via Sky Digital Astra IC Satellite on Channel 630 or through your local cable operator.



## LETTERS AND EMAILS

*A selection of letters and emails received since the last newsletter are printed below. We do welcome all comments, whether negative or positive, as it is only by hearing from you that we can hope to change or improve our service to you. All we ask is that such views are courteously made.*

*The letters in our last issue provoked responses from many collectors, including Linda Beecham who said 'I would like to say I do NOT like the addition of other info in the Enchantica magazine. Maybe other info on all other Royal Doulton products could be put on a separate leaflet which could be distributed with the magazine and which can be discarded by those not interested in those other products. This is a collectors club for Enchantica after all.'*

## OUR YOUNGEST COLLECTOR

As one of your long standing members I thought it was about time I put pen to paper and wrote to you about the birth of my new baby daughter, Leah Emily, who was born on the 14th November. Sorry it has taken so long to tell you about her, but I'm sure you know that having children makes the time fly past!

Leah was no light-weight, being 8lb 6½oz at birth and now weighing in at 15 lb. She also has shown an interest in my dragon collection, already she smiles at them and talks to them.

I have already got a little boy called Connor who is six and he likes having a little sister. He is very helpful with her.

Tracy Wootton

*Thank you, Tracy, for writing to us and congratulations to you and your family on the birth of your daughter. We think Leah is the youngest fan we have – unless you know differently!*

## NEW COLLECTOR DARREN WALSH

New collector Darren Walsh has sent these photographs of his collection which he displays in forest scenes.



*Darren created this setting because he felt the pieces looked lonely sitting on a shelf and using imagination and inspiration he created this wonderful setting with very little cost. Find out more about Darren and how he created this scene in the Summer issue.*



# EXTRAVAGANZA

## EXTRAVAGANZA MAY 27TH 11.00AM TO 4.00PM

This year the Extravaganza will take place on Sunday May 27th at Trentham Gardens from 11.00am to 4.00pm. This year admission will be free. The Extravaganza piece will be *Guardian of the Orb* EN 2306, modelled by Rob Simpson. This piece will be manufactured in Thailand. Activities planned for the day include:

### Auction

The annual auction is eagerly awaited by collectors as it is a special opportunity to bid for unique and highly collectable Enchantica pieces. This year the auction includes an original drawing by Rob Simpson of the *The Guardian of the Orb* and a selection of prototypes and unique colourways that have been produced during the previous year. In addition a *Wings of War* in white will be auctioned, the successful bidder can choose either to take this away in white and paint at home or ask an artist to paint it in specific colours.

The pieces will include the following, a full list will be available on the day.

Zenith, Malgromoth Bronze, Alkaan, Jewel Thief Blue.



Some of the auction pieces

### Extravaganza Exclusives

The exclusive encantica model is *Guardian of the Orb* modelled by Rob Simpson. See page 2 and 3.

A limited edition of 50 prints of the original *Guardian of the Orb* drawing, signed and numbered by Rob Simpson, will be available on the day.

Souvenirs from previous Extravaganzas including posters, mugs and T shirts will be available to purchase so that you can complete your collection. In addition a new poster depicting this year's piece, the *Guardian of the Orb*, will be on sale.

### Meet the Sculptors

Our talented team of sculptors will be at the Extravaganza, and they are all looking forward to getting to know you better. You will be able to ask the sculptors to sign purchases made on the day. Please keep your receipt!

### Talks

For the first time a programme of talks by Rob Simpson, senior designer and Fiona Hawthorne, director of marketing, themed collectables, will give details about the inspiration for the range and future directions. This is your chance to ask Fiona and Rob your questions and to find out more about the future of Enchantica.

### Retired Product

Missed a piece? Perhaps we will have it on our retired stand. Strictly run on a first come, first served basis this is always a favourite with collectors.

### Current Product

A selection of current products will be on sale on the day. Why not ask your favourite modeller to sign your new purchases so creating personal mementos of the 2001 Extravaganza?

### New Product

July 2001 launches will be unveiled along with, *Haakura*, the Event piece for 2001. See pages 12 - 13 for waxes of the new launches but May 27th will be the first opportunity to see *Haakura* and the decorated samples.

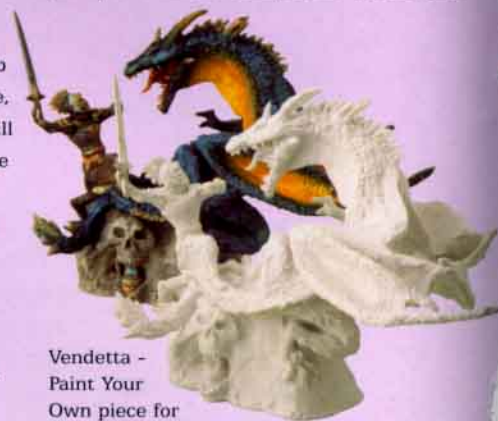
### Design a Dragon

**Indulge your artistic and creative instincts and passion by designing a dragon.**

All entries must be submitted on our special forms available on the day along with a range of crayons and pencils. There will be four categories of entry: 5-9 years, 10-15 years, 16-21 years and 21 and older. The entries will be judged after the Extravaganza and judges will include Fiona Hawthorne, Mike Poulson, product manager, Justin Clarke and Rob Simpson. Each winner and runner up in each category will be awarded a prize and the winning designs will be featured in a future issue of Enchantica newsletter. In addition we will consider modelling the winning designs for inclusion in the forthcoming Enchantica ranges.

### Paint Your Own

Fancy your skills as a painter? A selection of paint your own models will be available on the day along with expert help if you want to paint it there and then. Alternatively you can take your piece home to complete at your leisure.



Vendetta - Paint Your Own piece for 2001, Modelled by Rob Simpson

### Kids Corner

- Activities will include face painting, story reading, lucky dip and sweets.
- Punch and Judy show

### Collectors Club

You've seen our photographs, now come along and meet us in person. We are eagerly looking forward to meeting you. We want to hear your comments and questions and we have a questionnaire for you to complete. Why not renew your membership and have one of the team sign your piece?

New this year is a collectors message board, so if you want to make contact with a fellow collector, use this board for messages and for buy and selling.

### The Internet Zone

Look at Enchantica web sites, catch up with other collectors and web developments.

### Fancy Dress

Collectors are welcome to attend the event in fancy dress. A prize will be given for the best child and best adult entry. This year we are theming the competition and ask for entries to be inspired by the Spring characters in the World of Enchantica.



## Accommodation details

We have negotiated special accommodation rates with a selection of hotels in the Stoke on Trent area. The details are listed below. To take advantage of these rates please call the hotel direct, mention that you are a member of the Enchantica Collectors Club attending the Extravaganza and you will be eligible for these rates. All bookings must be entered into direct with the hotel or bed and breakfast as neither the Enchantica Collectors Club, Holland Studio Craft or Royal Doulton can be responsible for the booking.



## Programme of Activities

As we go to press the following programme has been confirmed and we print it so you are able to plan your day. However, some revisions may be necessary, and a new programme will be available on the day.

- 11.00 Extravaganza 2001 Opens
- 12.30 Talks by Fiona Hawthorne and Rob Simpson
- 1.00 Judging of Fancy Dress Competition
- 1.30 Talks by Fiona Hawthorne and Rob Simpson
- 2.00 Karen Fenton reads from Enchantica
- 2.30 Talks by Fiona Hawthorne and Rob Simpson
- 3.00 Auction commences
- 3.30 Draw of raffle ticket winners
- 4.00 Extravaganza 2001 closes

## Other activities

A variety of other stalls are planned including Kingfisher Pewter who will bring a selection of jewellery.

## Event PIECE 2001 HAAKURA

Modelled by Craig Davidson  
EN2305  
Event piece for 2001

## ENCHANTICA MODELLERS

At long last we have persuaded our freelance modellers to have their photographs taken so you can see the person behind your piece! In this issue we have a brief write up for each modeller but we will be writing longer profiles in future issues. In the meantime all modellers are hoping to attend the Extravaganza and so why don't you come along and talk to them and find out about the way they work.



### John Woodward

John first designed dragons for Enchantica in 1991 but after a period of time decided to become a freelance modeller. We are delighted that he is now able to work for us again

and we are sure collectors will eagerly anticipate his models. The first are due to be launched in January 2002. Welcome Back John.



### Ken Fallon

Ken Fallon has been freelancing for Enchantica for six years and describes Enchantica very refreshing to work on.

He thinks that the Enchantica badges designed by Rob are

very collectable and feels that they do not get the attention that they should deserve. His favourite piece is the Summer Wizard, Ken will soon be opening his new Studio in a month's time so we wish him the Best of Luck!!



### Joe Bailey

Joe has been sculpting Enchantica pieces for 8 years. As well as Enchantica pieces he has modelled a variety of artist sculptures, but he finds Enchantica to be the most

fascinating of all. It will be Joe's first time at the Extravaganza and he is eagerly anticipating meeting collectors on the day.



### Craig Davison

Craig has been modelling pieces for Enchantica for five years and loves the freedom of a freelancer's life. The first piece that he designed and modelled was the pair of

Dragon Bookends whilst his last major piece was Juvula. He is inspired by the anatomical structure of real life lizards rather than from illustrations or other people's work. Craig enjoys the Extravaganza and the opportunity to meet members and learn about their reactions to his work. He has been to them all except the first one.

The following is a list of Hotels with preferential rates for Enchantica members only for the Extravaganza weekend on Sunday, May 27th.

#### TOLLGATE HOTEL AND LEISURE

Ripon Road, Burton, Stoke-on-Trent  
01782 313029

#### Special Rates

£45.95 (W/End Rate)  
Consisting of Double/Twin and Full English Breakfast

#### Fixed Rates

£49.95 Per Room Per Night Only.

#### POSTHOUSE

Clayton Road, Newcastle Under Lyme, Staffordshire 0870 400 9077

#### Fixed Rates

£40.00 Per Person Inc. Breakfast.  
£59.00 Per Room Only

#### MOAT HOUSE HOTELS

Etruria Road, Festival Way, Etruria, Stoke-on-Trent 01782 609988

#### Special Rates

£77.00 Single - Inc. Breakfast  
For a Double £10 supplement Per Night

#### Fixed Rates

£120.00 Room Only  
£140.00 Double/Twin

#### TOBY LODGE HOTEL

Longton Road, Trentham, Stoke-on-Trent 01782 644448

#### Fixed Rates

£39.95 Per Room  
Inc. Continental Breakfast

#### THE GEORGE HOTEL

Burslem, Stoke-on-Trent  
01782 577544

#### Special Rates

£40.00 Single Bed & Breakfast  
£60.00 Double Bed & Breakfast

#### Fixed Rates

£65.00 Single Bed & Breakfast  
£85.00 Double Bed & Breakfast

#### TRAVELODGE

Newcastle Road, Talke, Stoke-on-Trent  
01782 777000

#### Special Rates

£39.95 Per Room Per Night

#### Fixed Rates

£49.95 Per Room Per Night

#### THE STONE HOUSE

Stone, Staffordshire 01785 815531

#### Special Rates

Leisure Break  
£37.00 Bed & Breakfast

Per Person Per Night  
£47.00 Dinner, Bed & Breakfast

Per Person Per Night  
£37.00 Bed & Breakfast

Per Person Per Night  
£47.00 Dinner, Bed & Breakfast

(Minimum of 2 Night Stay)

#### EXPRESS by HOLIDAY INN

Sir Stanley Matthews Way, Stoke-on-Trent 01782 377000

#### Special Rates

£47.00 + Per Room Per Night  
Continental Breakfast

#### Fixed Rates

£54.00 + Per Room Per Night  
Continental Breakfast

#### THE NORTH STAFFORD HOTEL

Winton Square, Station Road, Stoke-on-Trent 01782 744477

#### Special Rates

£60.00 Per Double Room  
+ Breakfast

#### Fixed Rates

£80.00 Per Double Room  
+ Breakfast

#### JARVIS CLAYTON LODGE HOTEL

Clayton Road, Newcastle-under-Lyme, Stoke-on-Trent 01782 613093

#### Special Rates

£30.00 Per Person + Breakfast  
£40.00 Per Person Per Night

Inc Breakfast & Dinner

#### Fixed Rates

£40.00 Per Person + Breakfast  
£45.00 Per Person Per Night

Inc Breakfast & Dinner

#### TRENTHAM GARDENS

CARAVAN PARK  
Trentham Gardens, Trentham, Stoke-on-Trent 01782 657519

#### Special Rates

£7.50 Per Night for the Pitch  
£2.00 Electric £1.00 Awning

£1.00 Per Dog

#### Fixed Rates

£8.50 Per Night for the Pitch  
£2.00 Electric £1.00 Awning

£1.00 Per Dog

Please contact the place of your choice and please quote when making a booking that you are member of Enchantica attending the Extravaganza at Trentham Gardens.



# Exhibiting Enchantica

Have you ever wondered how retailers select their stock for their shops? How do they make the decision on which products to stock?

Throughout the year gift manufacturers attend trade shows and exhibitions to which retailers are invited. From these shows, many of which are massive, (for example the major industry Spring Fair held at the National Exhibition Centre (N.E.C.) fills 12 of the vast exhibition halls) a retailer decides which products to stock.

With such competition manufacturers have to ensure that their own displays are eye-catching and this is an area where Royal Doulton expertise is applied with outstanding success. At the two UK shows attended by the Company so far this year some fantastic displays were created showing ingenuity and empathy with Enchantica product.

One of the shows took place within our own headquarters showrooms at Minton House and the second was at the N.E.C.

Planning for the shows begins with a meeting of the Visual Merchandising team led by Pat Booth with product managers to discuss all the new products that are to be launched and the layout of the showroom and the stand at the N.E.C.

The in-house team work very much together on planning the overall layout and budgets for the projects and once these have all been approved work begins in earnest.

This year's Enchantica display at Minton House was developed by

Sarah Astley, retail and exhibition designer, who has worked for the Company for more than 16 years. Sarah designs and draws up plans for shows, exhibitions and shops.

For this year's display she wanted to create an extravagant display for Enchantica and so with Pat Booth she developed some exciting colourful concepts.

John Smith and Richard Wood, the company's in-house joiners built the foundation for the display from wood, leaving Sarah to construct the surface from plaster. Sarah wanted to create a cavern and as the plaster was fast setting it had to be built up bit by bit so it was a long painstaking process. When dry there was more time to decorate the structure and Sarah used different coloured car sprays to achieve the look she was aiming for.

Sarah admires the inspiration that comes from the designers and modellers of Enchantica dragons and she appreciates all the shapes, details and colours. She loved the chance to design an imaginative display for Enchantica and was delighted with the outcome.

The exhibition at the N.E.C. was more formal in concept and was designed by another member of the team, Neilson Jones, again with input from Pat Booth.

Neil has been at Royal Doulton for six years but prior to joining the Company had worked as a visual merchandiser in a retail environment for more than 20 years.

Planning is an essential part of all exhibition design as there is an immovable deadline but it is even more important when working off

site and Neil has to ensure that all safety issues, transport, delivery of products and other needs such as electrical supply are considered and organised.

Once the concept and product layouts for the stand have been agreed the units are built or existing units re-painted. At the appropriate time these will be transported to the N.E.C for Neil to display using Enchantica and other Holland Studio Craft products. Graphics are often an important part of exhibitions and these needs are discussed and then carried out by the in-house graphic designer, David Lovatt.

This year the stand had a very clean welcoming image, which encouraged retailers to visit.

Following the end of the show Neil has to return to supervise the dismantling of the stand and the return of stock, units and props.

Many retailers visited the exhibitions, whether at Minton House or at the NEC and complimented our visual merchandising team on the success, professionalism and creativity of their work. Now the planning starts for the next round of shows – it is a never ending process but an essential part of the business.





Building the exhibition stand at the National Exhibition Centre



Elements of the colourful and eye-catching display at Minton House



The finished result



Offering retailers the last chance to order retired collectables





In this issue we are able to show collectors the waxes of forthcoming Enchantica collectables. These are due to be launched in July 2001. As many of you know the modelling and production process is very much a changeable one and so some details on these these models may be varied between now and their eventual launch. We hope that decorated examples will be on show at the Extravaganza on May 27th. Why not make a date to come along and see them in real life and listen to marketing director, themed collectables, Fiona Hawthorne, who will be giving regular presentations about the new launches?



## GRAWLFANG

Limited edition of 2,950

Modelled by Ken Fallon

Height 30cm

EN2361

Grawlfang is the faithful servant of the Wizard, Vrorst. He is the fourth in a series of seasonal dragons following on from Snarlgard, Arangast and Gorgoyle.

Grawlfang, the winter dragon, is an important dragon featured throughout the Enchantica stories and Ken has created an impressive study which conveys all his character and personality. It took over two months to create this model.

## GLIMMERSCALE

Limited edition 950

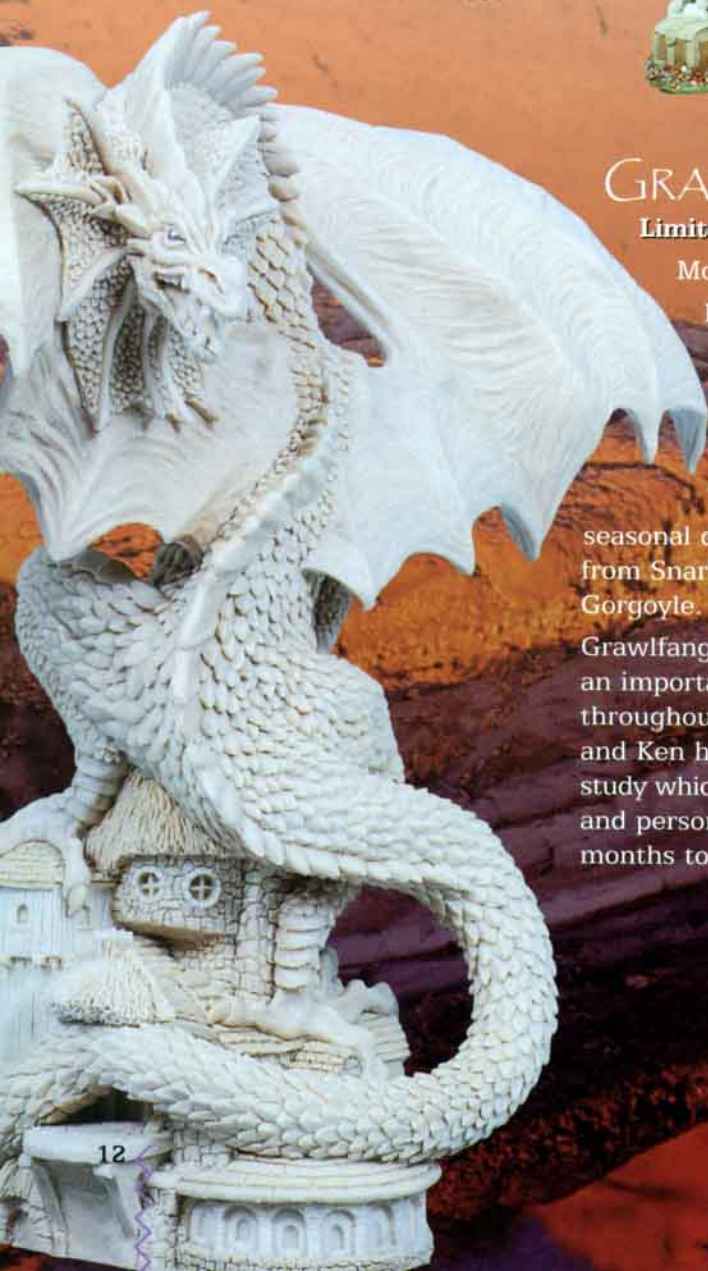
Modelled by Rob Simpson

Height 26cm approx

EN2357

Glimmerscale is an impressive dragon described in the stories told by the wizard, Throstle. For many years he had lain on guard in an old tower protecting a hoard of gold, silver and gems and so a second skin of princely treasure had become permanently attached to his underside. This meant that when he left his resting place and reared his formidable shape before those that had dared his wrath, his whole trunk sparkled and shone with a priceless coat.

Rob has captured all the power of this dragon in this piece which took approximately nine weeks to sculpt.







## HEXERNE

Limited edition 1,950

Modelled by Rob Simpson

Height 19cm

EN2358

Hexerne is a witch and is one of the main characters in Book Three. This is the first time Hexerne has been included in the Enchantica collection.

Rob was inspired when creating this piece by reading the dream sequence in *The Glory of the Golden Dragon*. In her dream of a vast hall of ice she describes her costume:

'I was no longer wearing the drab garb of an ale-wrench, I was dressed in a long queenly robe of shimmering white silk and furs. Soft slippers embroidered with pearls were on my feet, and my hair, rich and shiny with well being, was threaded with silver.'

In this model Hexerne is depicted with her back to the wind, wearing Winter adornments and holding a crystal and ornate staff.



## VRORST

Limited edition of 2,950

Modelled by Rob Simpson

Height 25cm

EN2360

Vrorst is the fourth in a series of four wizards following on from Orolan, Fantazar and Waxifrade. In this figure Vrorst is shown conjuring up a serpent from the dark powers of the Winter orb. It is a powerful model which conveys the full evil of the Winter characters. Vrorst, like Grawlfang appears throughout all the Enchantica tales.



## JUVULA

Limited edition 1,950

Modelled by Craig Davison

Height 24cm

EN2359

Juvula is revealed at the end of Book Three, *The Glory of the Golden Dragon*. Described as, 'A very unsavoury character...He's ambitious, cruel and ruthless', Juvula is a court magus, a wise man and minor sorcerer based at Anconeus, King Hadros's residence.

# HOT PREVIEW





NAME: James Ritchie

AGE: 12

HOBBIES: My favourite hobbies are karate, football and rugby but I generally like all sports. I also like to draw quite a lot.

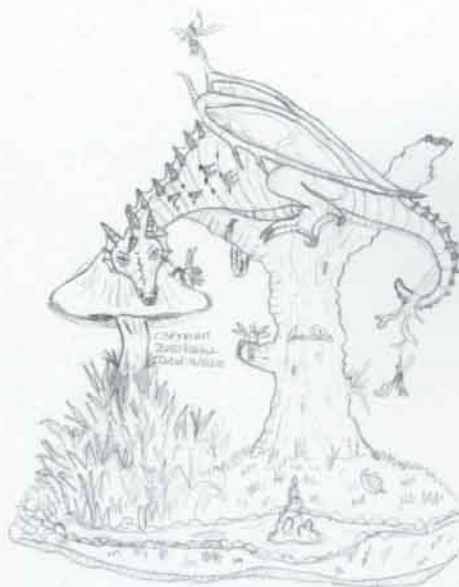
LIKES: I like reading and amongst my favourite books are: The four Harry Potter series, and Yeti Boy by Kara May. I like films and my favourites are Fight Club, The Matrix and Gladiator and Predator.

MUSIC: I like musicians such as Eminem and Sisqo.

ANIMALS: My favourite animals are lizards (like water and other komodo dragons) and I like other reptile or amphibians.

FAVOURITE PIECES:

These are Jureda, Gorgoyle and Alkaen.



MY COLLECTION: As I have just joined the club, I have only five pieces – Zaugros, Baross and Nakatch, Knight and Ice Dragon.

I joined the Enchantica Collectors Club last summer when we were on holiday and went to the Royal Doulton factory. I enjoy drawing and making up animals and people. I have not yet been to an Extravaganza, but I hope to be able to go to the next one.

When I am older I would like to work with people who make things like dragons and do drawings for them to work from.

James has also sent along examples of his drawings. – feature Coraourus and Mercredil

*Thank you James for these drawings, we hope to meet you at the next Extravaganza and perhaps you will be able to enter the Design a Dragon Competition. We think you have tons of talent and wish you well in pursuing a career as a designer.*



## COLLECTOR PROFILE

NAME: Mark Rebholz

AGE: 48

HOBBIES: Bowling, Football, Bike riding

MUSIC: Classic & Hard Rock

FILMS: Star Wars, Aliens, X-Files, Highlander, Jurassic Park

BOOKS: Fantasy & Science Fiction

LIKES: Good times with friends & family

DISLIKES: Dishonest and insincere people

FAVORITE ENCHANTICA PIECES: Avenger, Terragor, Xedrethor

I first encountered Enchantica rather innocently while receiving a catalog of items pertaining to dragons. I've always been fascinated with dragons from my earliest memories, but never thought there were so many others who felt as I do. While looking through that catalog, I was immediately impressed with a photograph of "Calislahn, the Forest Dragon" EN2235 and I placed my order on the spot.





## WOW!

I received that first piece in mid March 1999. The following month, I was visiting family three thousand miles away when I discovered Enchantica in all its glory at "The Garden of Enchantment" in Old Sacramento, California. After feasting my eyes for a good half-hour, I filled out a membership application for the Enchantica Collectors Club as fast as I could write!

The following month I found my local Enchantica source - "Ellie's Limited Editions" in Selden, New York. Noreen Bilsky and her staff are absolutely first rate in both service and personal care.

I now find myself with well over 100 pieces and experiencing some difficulty with display room in my cozy but small two bedroom house. I realize however that I am hopelessly hooked on Enchantica so all I can do is...

*Let the adventure continue!*

Club renewals for 2001 are coming in at a brisk pace. The renewals received through February claimed all available pieces. Those of you joining in March and April will receive your pieces as soon as our April shipment arrives to restock us.

Response to the competition in newsletter # 29 was pretty strong. All entries were correct - (but can anyone tell me how to correctly pronounce it?) And the winner is... James LeBlanc of Washington, Michigan. James' prize is a free Tzabezeus. Can you think of an easier way to add to your collection? Be sure to enter the next competition!

Thank you, Mark Rebholz, for sharing your personal Enchantica story with us in this issue's collector's profile. Mark is one of our members who has done a lot of collecting in a short time. What's your story? Please share it with us. Send your information to Janice at the USA club (address below). You may soon see it in a newsletter.

A group of USA collectors (with friends and family) will be attending the Extravaganza event in late May. After the event, we'll go on to tour Scotland. We'll report highlights of the event and tour in the following newsletter.

As you know, the world of Enchantica has undergone many changes. Some may argue whether they've all been good or not, but they've all been meant for the good of continuing to develop the Enchantica line. (As the old saying goes, "You can't please all of the people all of the time".) While it is great to hear your comments - good and bad - it is not always possible to act on them in the manner you'd prefer. Multiple

perspectives and implications all need to be considered in each stage of growth. It seems to be human nature that we're eager to experience growth and see that as a good thing, but find the idea of change as uncomfortable, unwelcome and even scary. A seed that doesn't change, doesn't grow!

The Enchantica Collectors Club membership changes each year. We lose a few members (for a variety of reasons), gain new members (they've just discovered us!), but retain the majority (your renewals). Every year the USA club has grown a bit larger. For that, we have you and our dealer network to thank!

Please continue to let us know what you think, but please keep an open mind to the realm of wonderful possibilities that lie ahead as Enchantica continues to develop. It really has been an on-going adventure. With your support and loyalty, it is continuing. **Thank you!**

You can contact us...

by mail:

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1220 Waterville-Monclova Road  
Waterville, OH 43566-1073

by e-mail: [robcamjac@aol.com](mailto:robcamjac@aol.com)

by phone: 419-878-0034

by fax: 419-878-2535





Limited  
EDITION PRINT



THE GUARDIAN  
OF THE ORB

Limited edition print

Artist Rob Simpson

50 copies of this print, numbered and signed by Rob Simpson will be available at the Extravaganza on May 27th 2001.



ENCHANTICA  
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