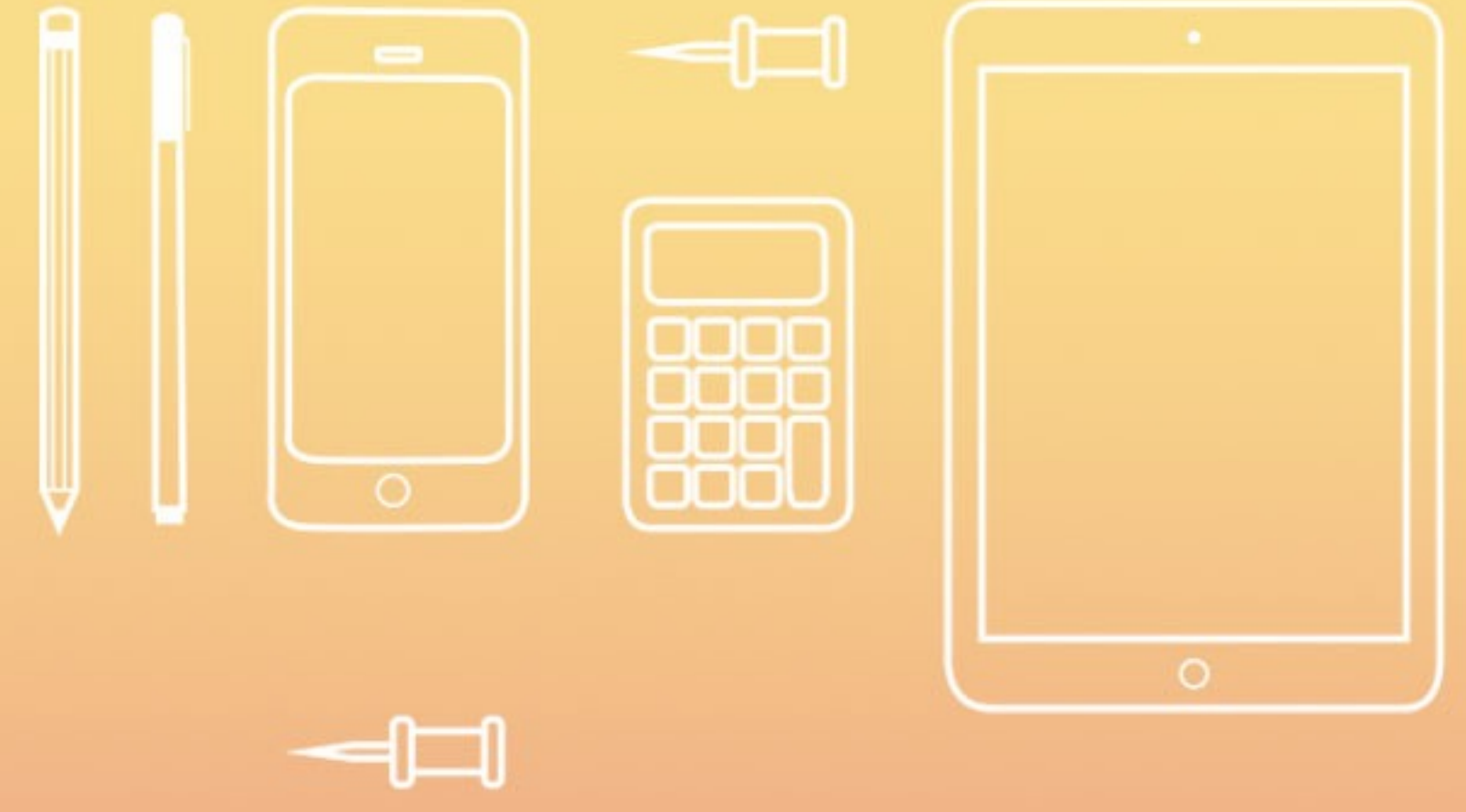


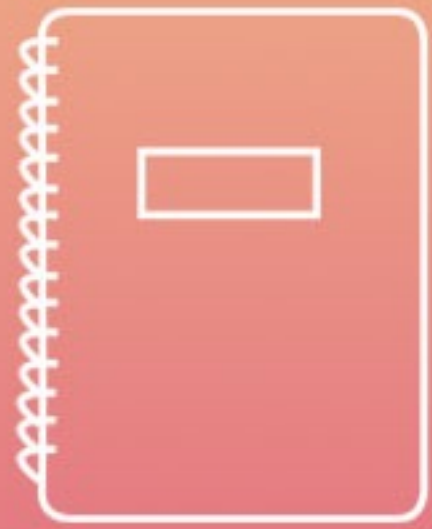


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learning



dreaming



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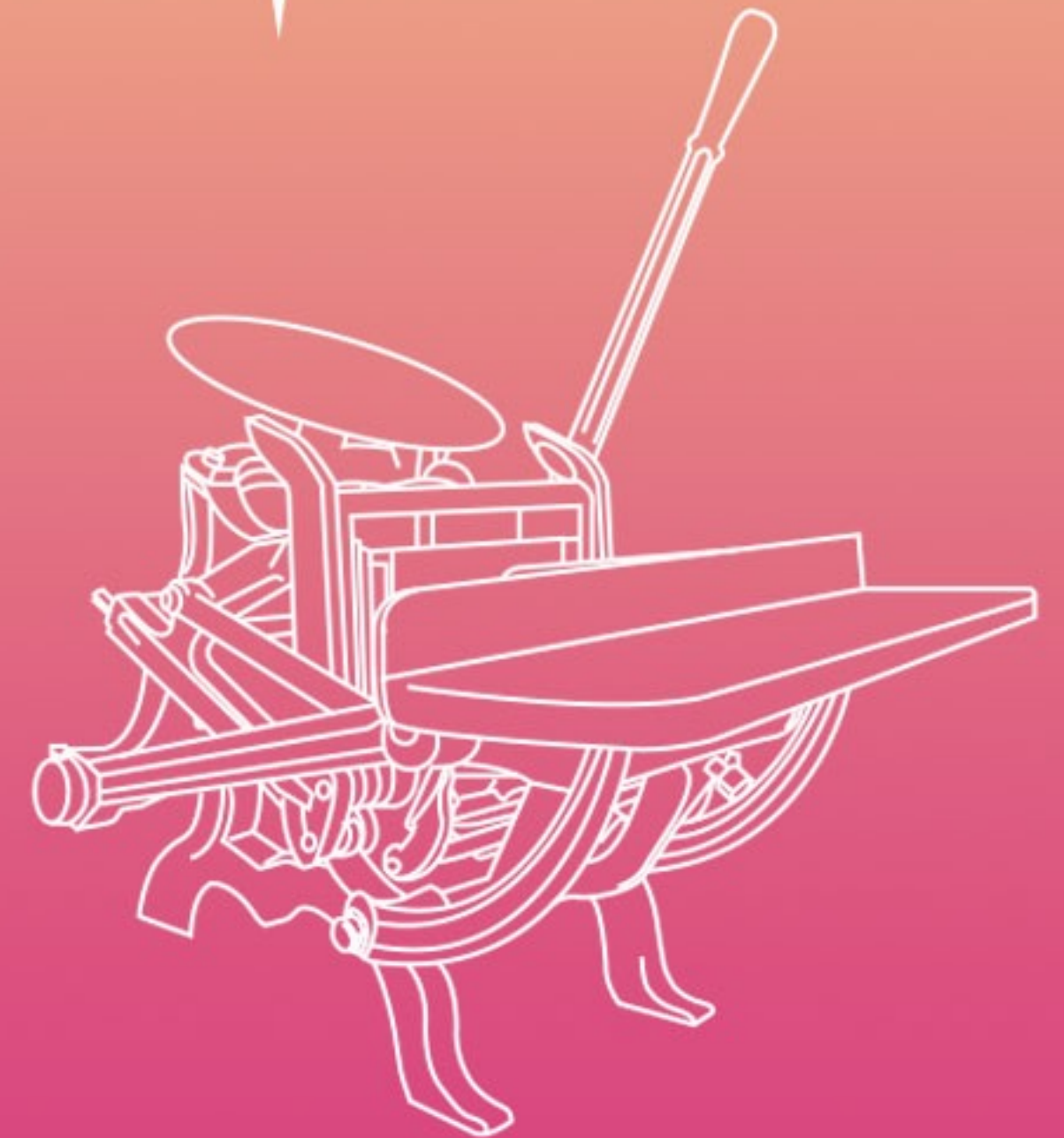
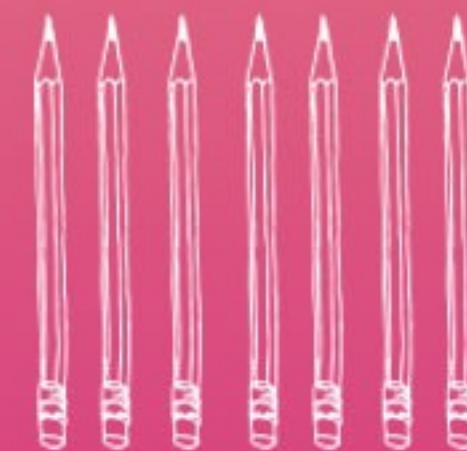


September 22-23

The 2022 GCA WORKSHOP + RETREAT



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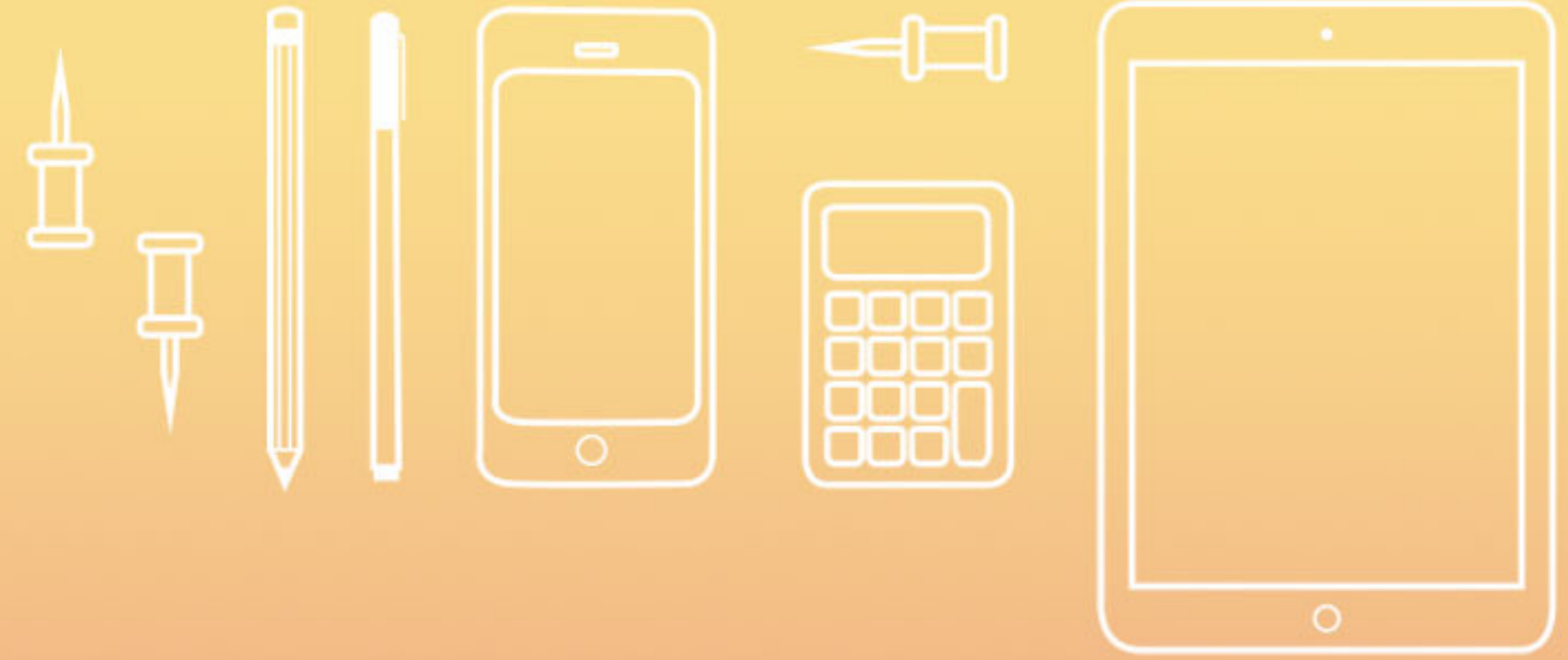




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Finding Joy In Diversity

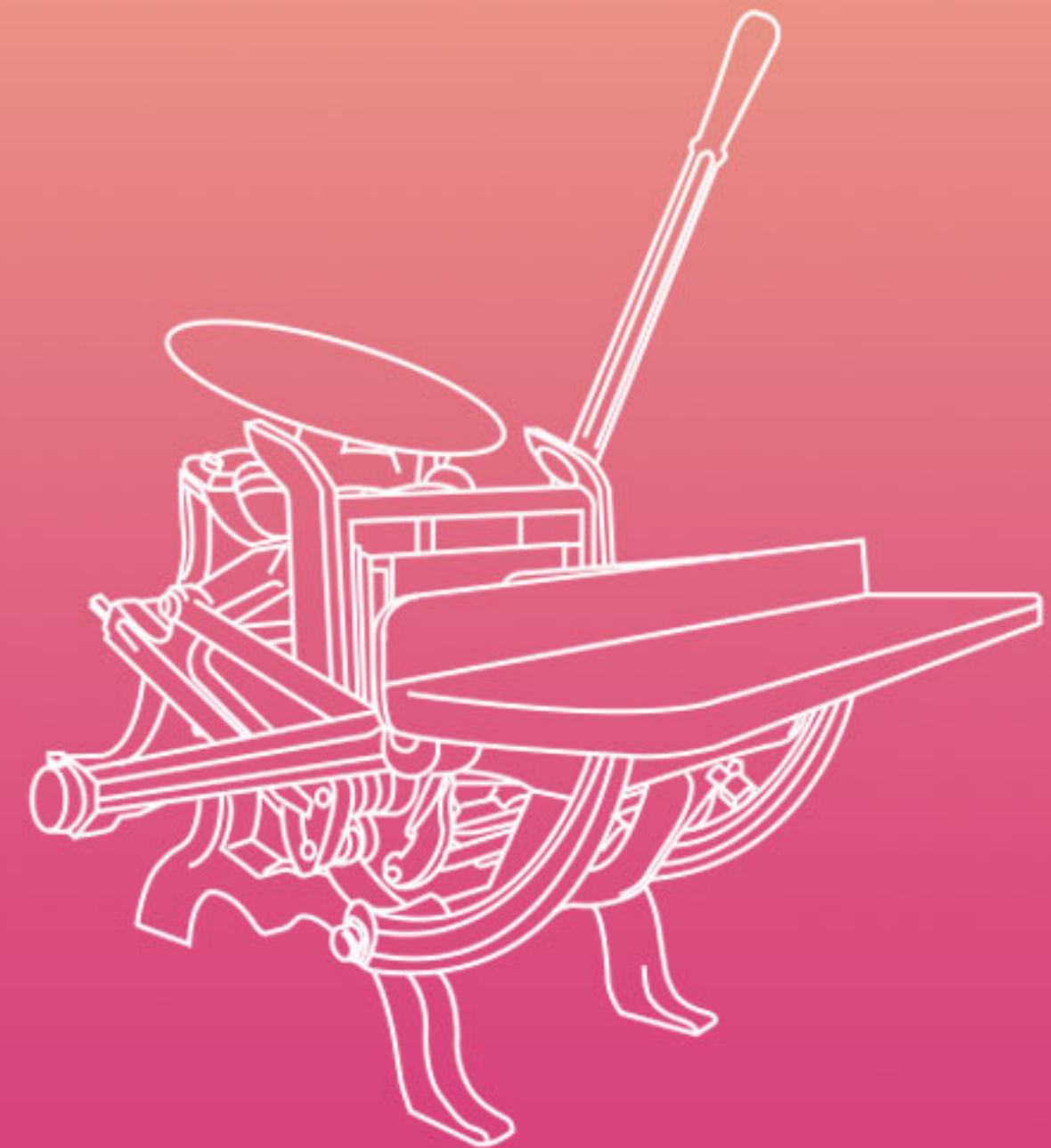
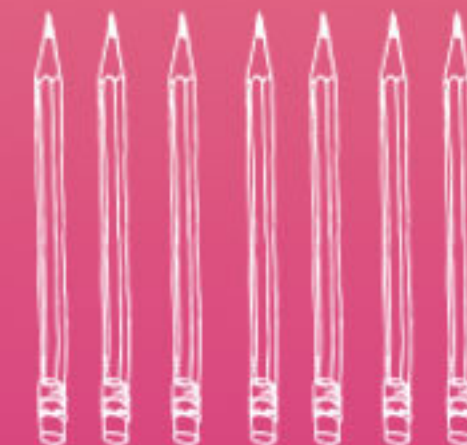
With Black Joy Paper



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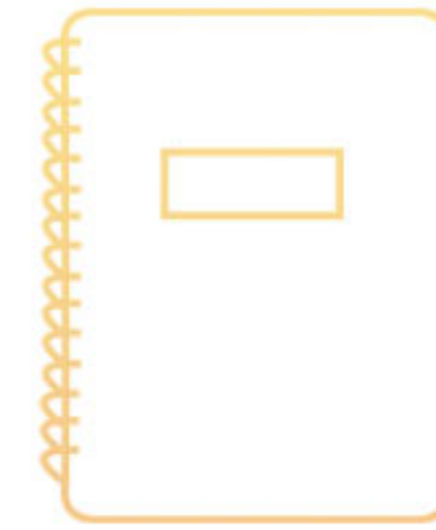


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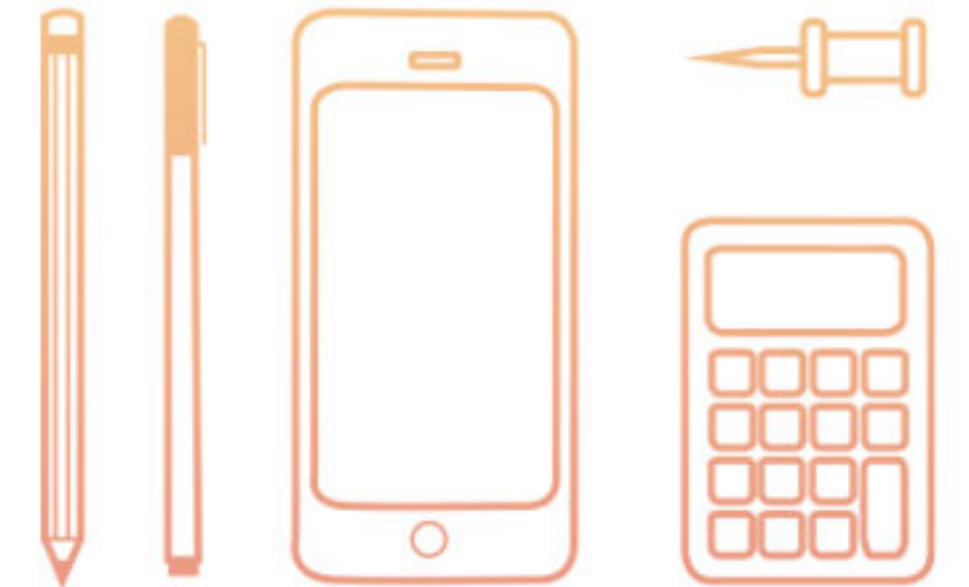


What We Will Cover

- Meet the Team
- How We Got Started
- What does diversity look like in action
- How To Support Black Makers
- How to Get Involved



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Meet the Founders



Andrea Williams //
Paisley Paper Co.

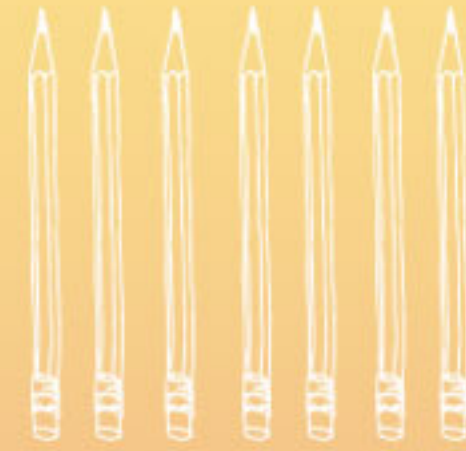


Tiffany McGraw //
Paper Rehab



Natalie Henry-Charles //
Pretty Peacock Paperie

Andrea

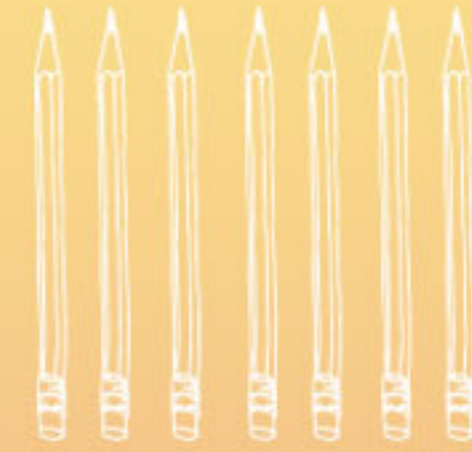


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Andrea Williams is the owner of Paisley Paper Co. I started with a simple question: how can I use my talents to help people? Through design, I'm able to spark connections, trigger laughter and inspire fearlessness. I'm obsessed with vibrant colors, bold designs and simple and beautiful patterns. I am overly excited about seeing how Black Joy Paper can affect change within the stationery community.



Natalie

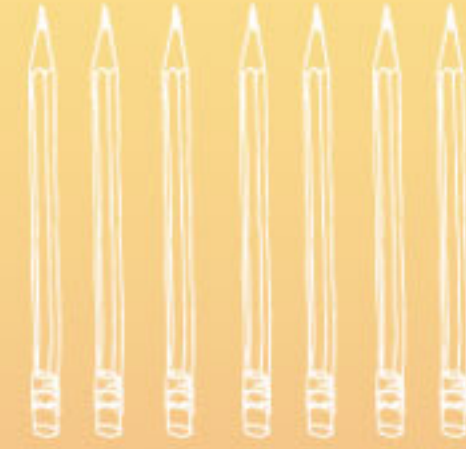


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Natalie Henry-Charles is the owner of Pretty Peacock Paperie, a lighthearted and fun stationery brand that focuses on empowering and feel-good stationery. We believe that life is short, and we should spend it celebrating the people we love in everyday moments. The journey to grow Pretty Peacock Paperie led Natalie to join forces with the Black Joy Paper Team and the rest is history.



Tiffany



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Tiffany McGraw is the owner of Paper Rehab a stationery company that creates paper goods that aim to heal, restore, celebrate, and cultivate relationships among women. Black Joy paper represents what I desired to see growing up and that was designs that reflected me, more black artist representation, and a chance to receive and create opportunities within the stationery industry.



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Meet the Team



Greta Heida



Glen Biely and Tom Shoaf

The Collective

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Lauren-Ashley Barnes //
Pineapple Sundays Design Studio



Amy Slaughter //
Aims Moon Paperie



Tiffany Grimes //
Posterity Paper



Cherrymae Golston //
CherryMae Designs



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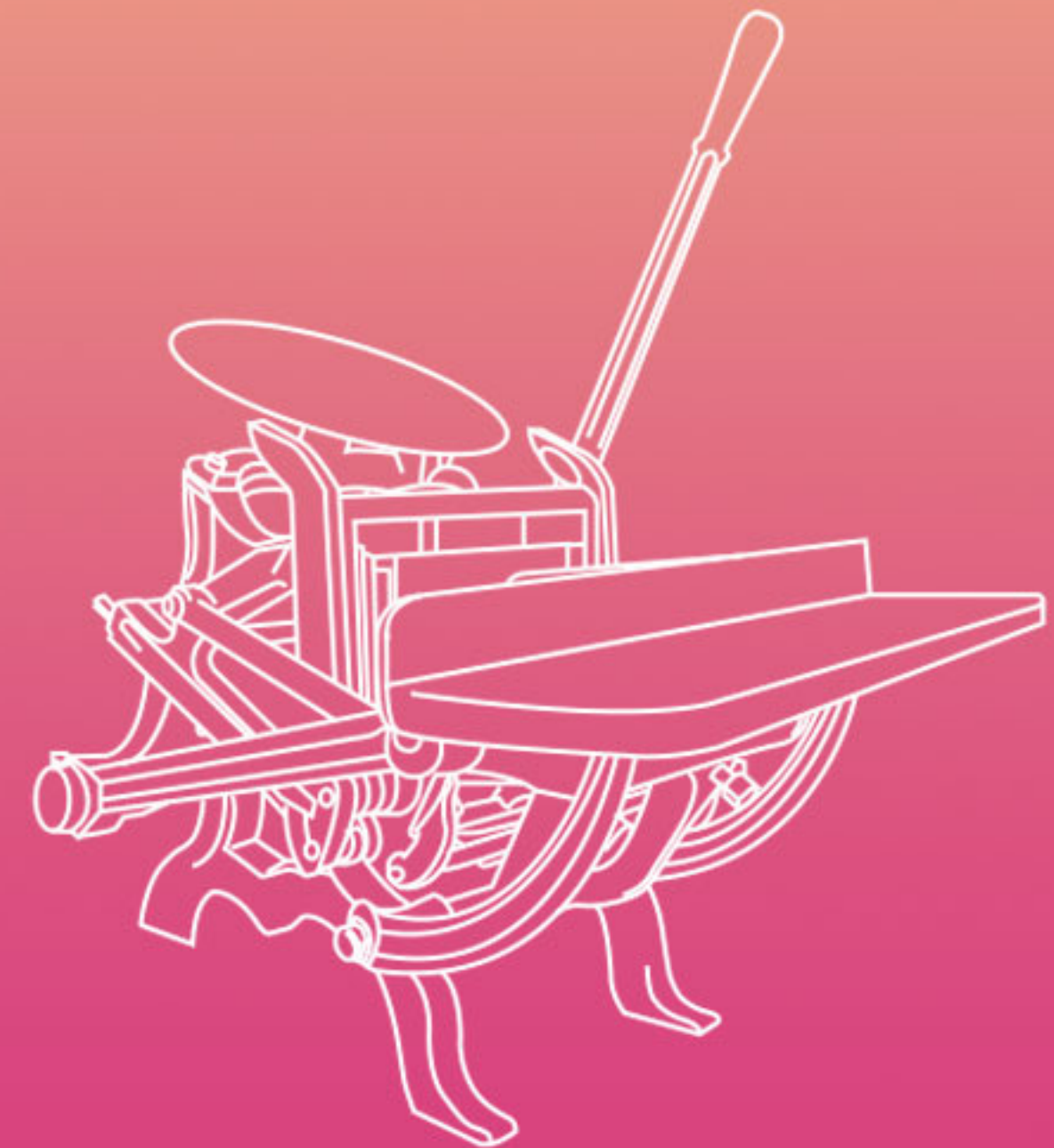
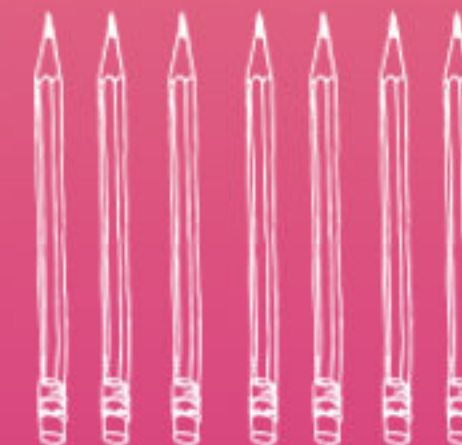
First, let's talk about life pre-pitch...



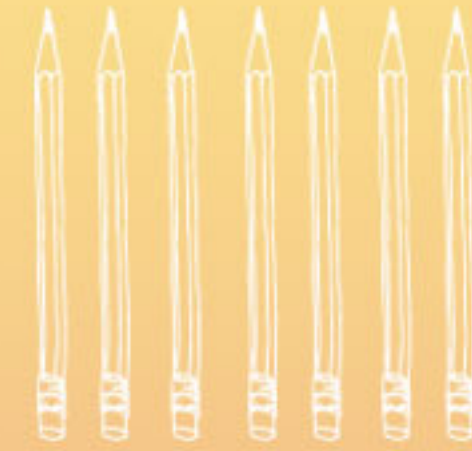
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The Backstory

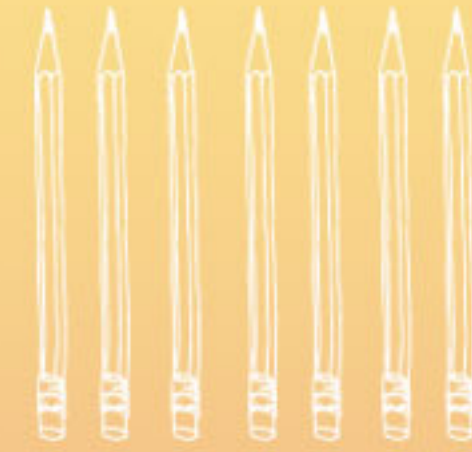


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- In the summer of 2020 six artists were selected to participate in the GCA's first diversity inclusion Black Pitch Program.
- After the pitch, Greta Heida conveyed that she felt compelled to do more and she did just that. With a vision in tow, she brought the six of us together. With her experience and resources + our talent and creativity, Black Joy Paper was formed.
- With the support of Beily and Shoaf, we were allotted the opportunity to turn Black Joy Paper into a black-owned brand. Three of the six artists decided to lead in this process so that we could further define and elevate the brand.
- This collective was created to diversify shelves around the world so that consumers can see more reflections of themselves.



Why Black Joy?

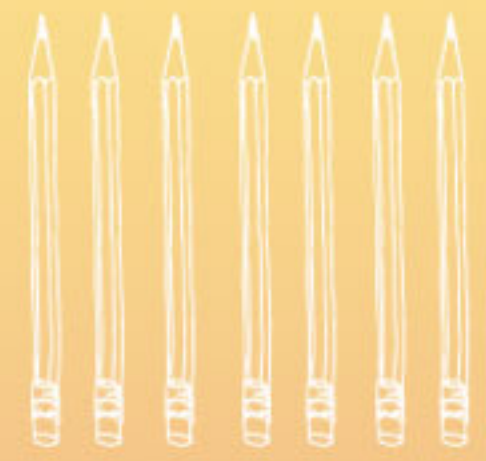


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- Black joy was chosen because it is a term that celebrates happiness within the Black community and is used as a form of resistance. It's a way of taking back the way we are portrayed in the media. UCLA sums it up nicely by stating,

“Black Joy is anything that inspires, supports, and uplifts Black culture. This phrase is dedicated to highlighting, celebrating, and uplifting the Black Community. The idea of Blackness is oftentimes limited to a particular lens or perspective.”





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***Noted**
A Focus on Diversity





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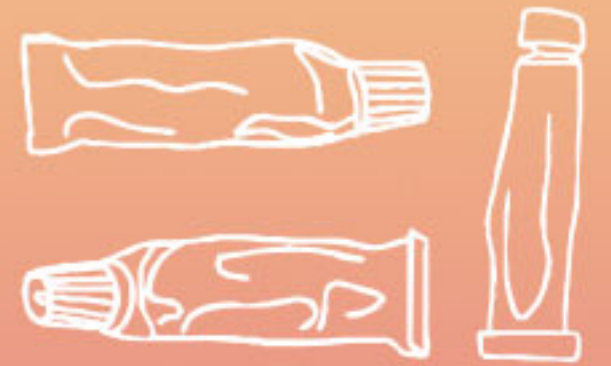
learning



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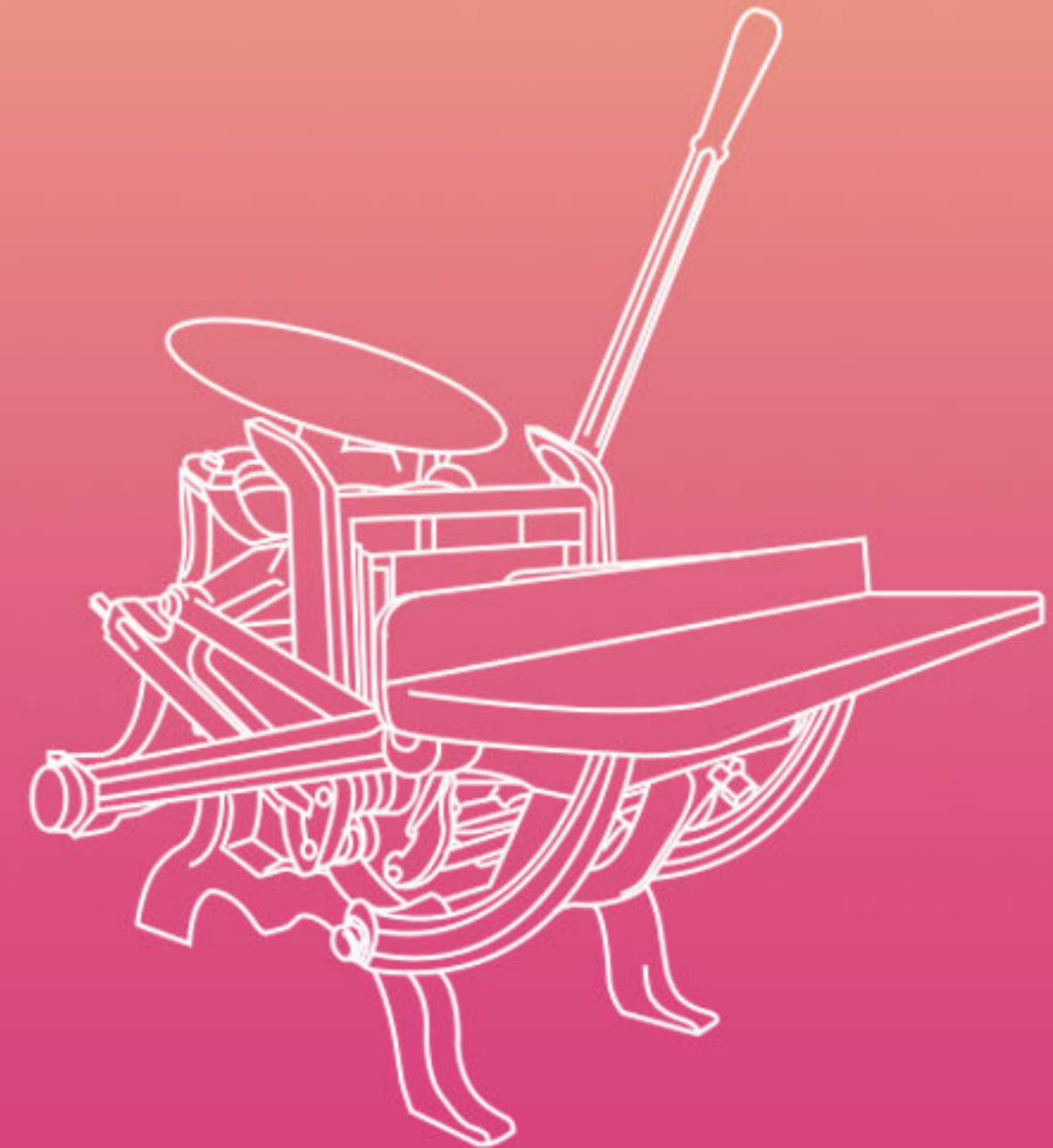
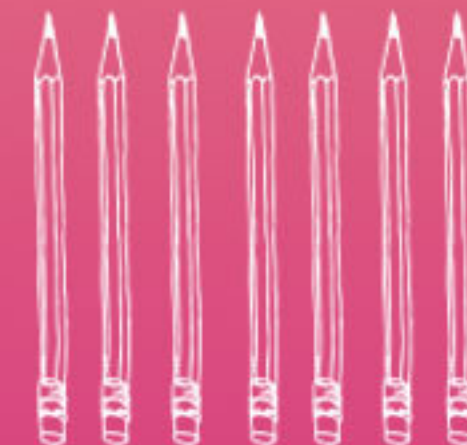
What does diversity look like in action?

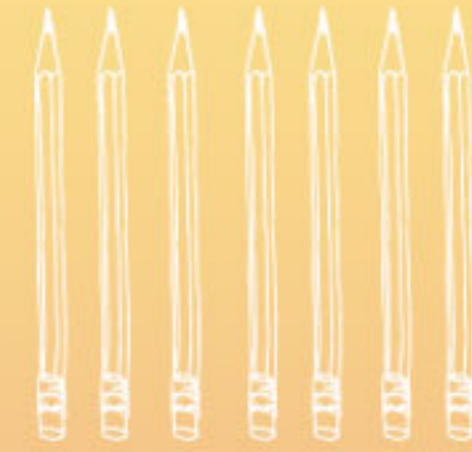


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In the current economy, people vote with their dollars, and as a small store, we must create space for our customers to support more Black women and women of color so that we can see more of their talents and products on the shelves of our favorite shops. There is a saying that "a rising tide lifts all boats" and being able to carry Black-owned brands has a mutually beneficial relationship from the artisan, to the store, and our customers!

- Angie Chua //
Bobo Design Studio Palm Springs

Helping to open more doors in the marketplace was a privilege and an honor, and the best part was the inspiration received, both personal and on a business level, that came about as relationships with the artists, the publisher and the retailers grew and continue to grow....Honestly, we need to truly see everyone as having the same fabulous worth, and that all people's faces and talents are part of 'normal' representation.

Greta Heida //
Producer, Black Joy Paper



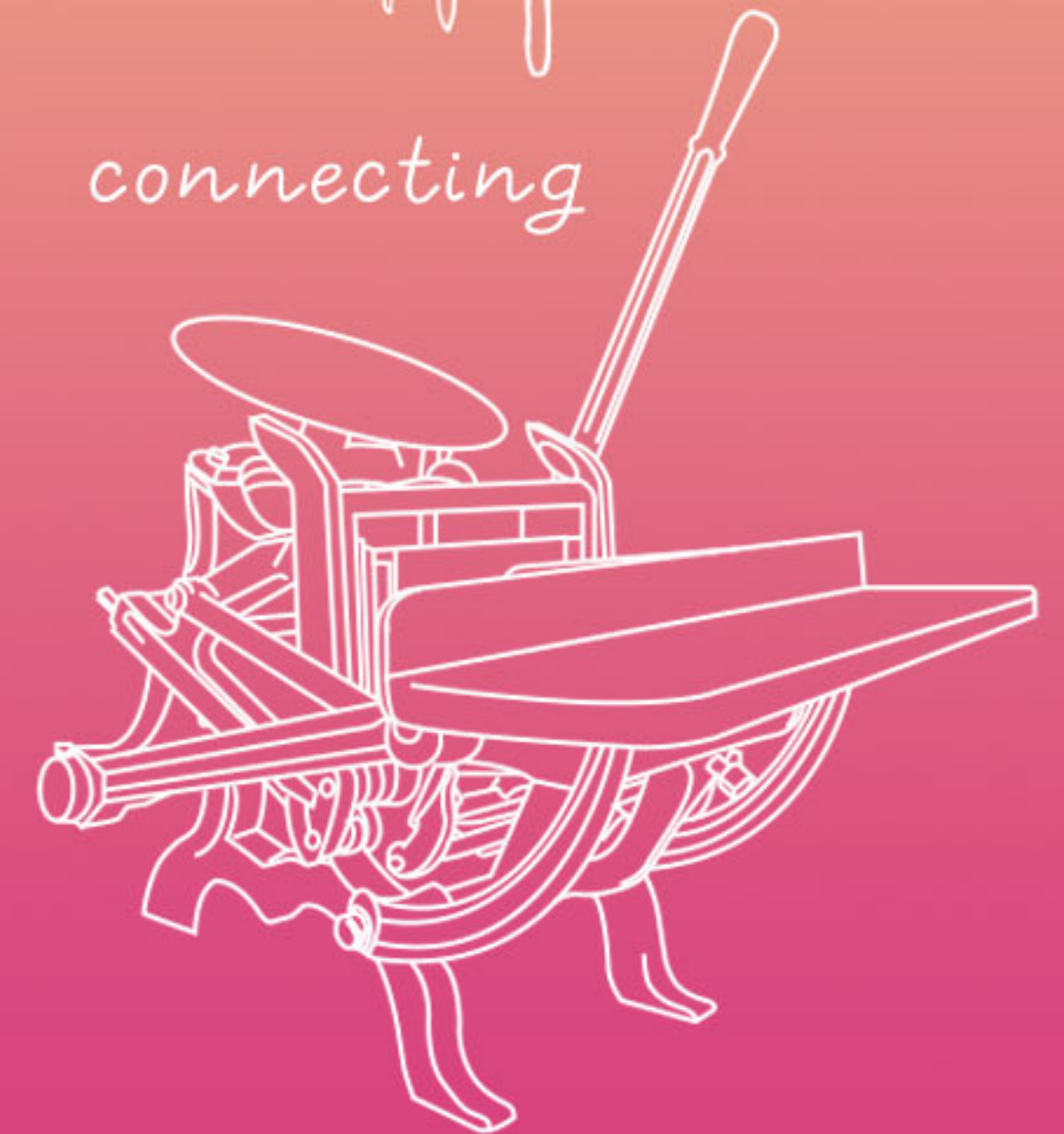
What does this mean for the stationery industry?

- Diversity and representation Matters – many people are searching for intentionally inclusive spaces. We want to see ourselves represented and reflected on shelves.
- Community – this is the opportunity to build a space that is reflective of inclusivity, love, and kindness.
- Now more than ever the Black community is more concerned with where they are spending their money.

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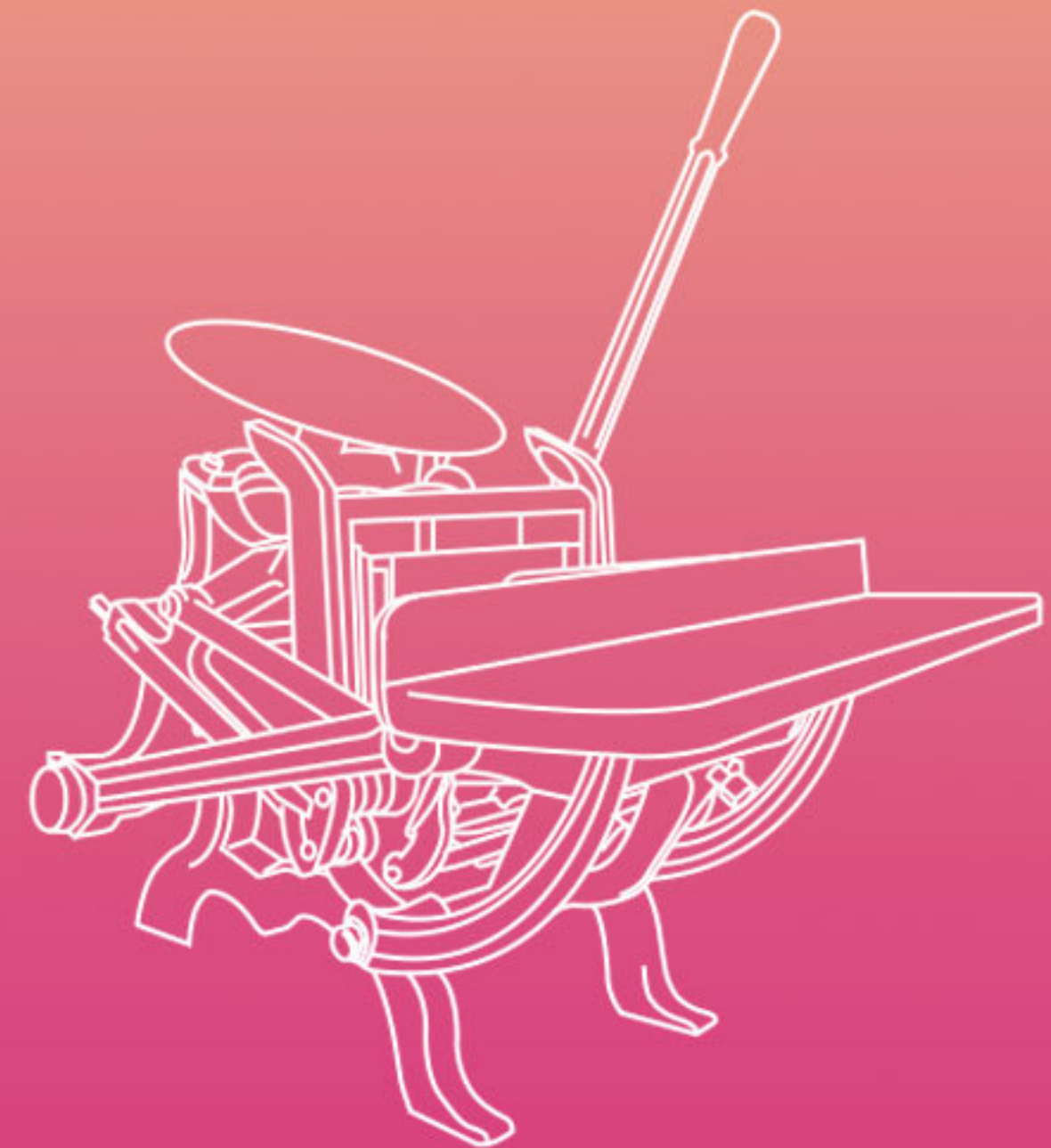
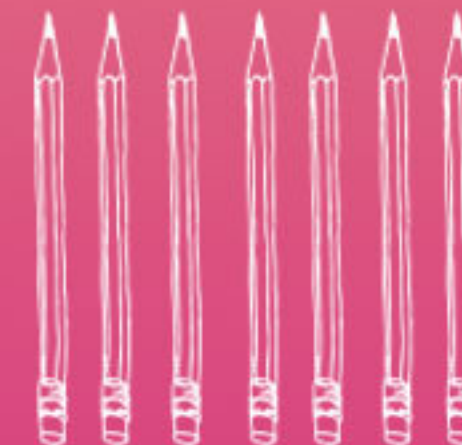
How to support Black Makers



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FOR OTHER MAKERS

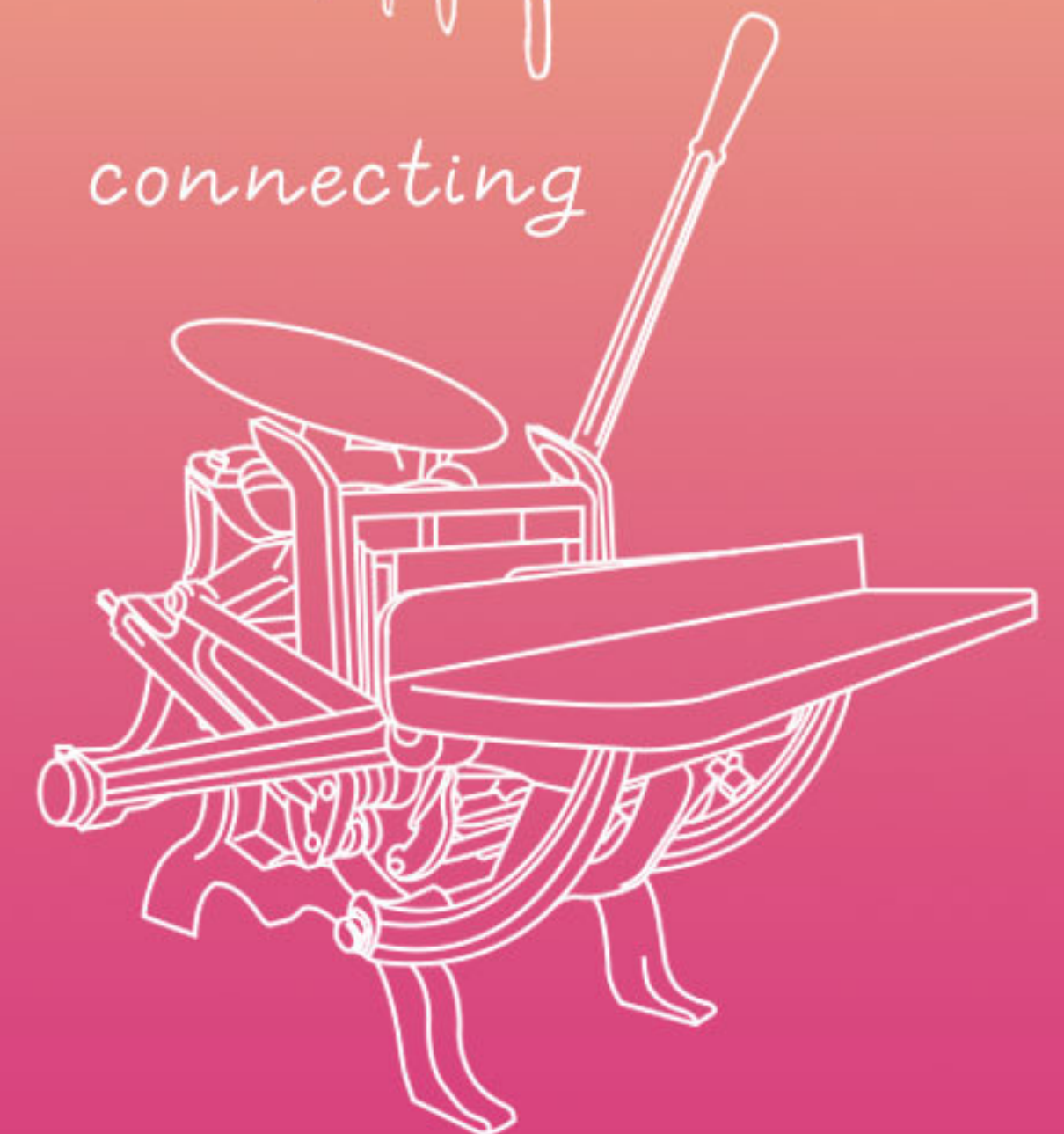
Do Your Research and Be Intentional

- Look for established Black Owned Indie Brands to collaborate with
- Be aware of appropriation- it is important to note that Black culture is being profited from with no earnings going towards the artists and creators who created them.
- Sharing opportunities that are for BIPOC Makers.

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FOR RETAILERS

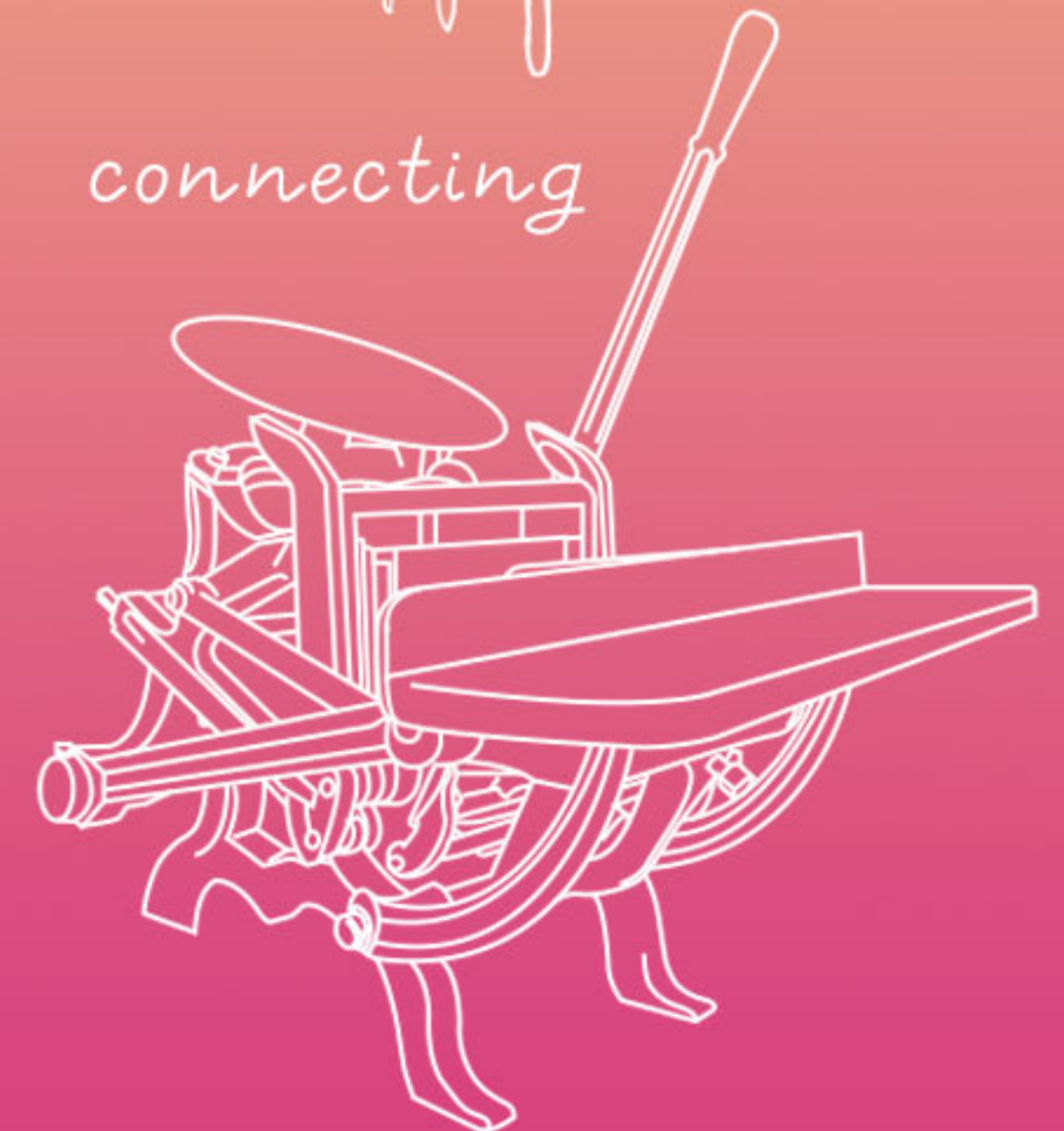
Do Your Research and Be Intentional

- Look for established Black Owned Indie Brands
- Allocate a minimum percentage that can go to Black Owned Brands, pre-establish this budget before attending market. It is essential to be intentional with how and where you spend this budget.
- Highlighting products / profiles of BIPOC Makers

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FOR RETAILERS

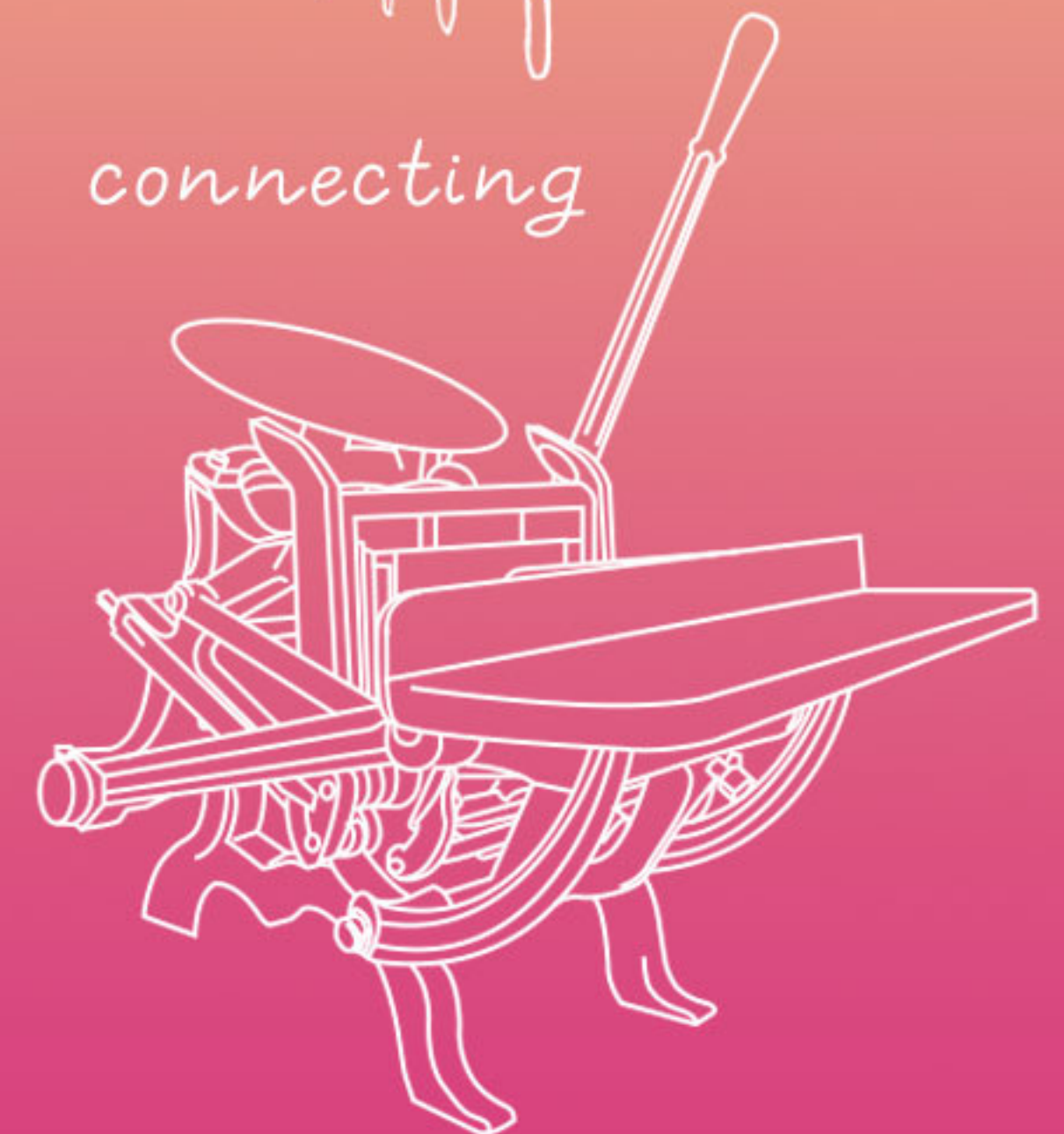
Start Small

- Don't be afraid to start with small quantities at first and work your way up.
- Take a percentage of your buying power and allocate it specifically to black owned businesses.
- Feature these items in your shop in prominent locations.

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FOR RETAILERS

Create the need

- Market these products the same way you would any other product. You don't have to overthink it.
- Stay committed to Black owned businesses for the long haul and build real relationships. Recognize that this is an investment and opportunity to reach a different market. It is a process. Don't give up if something does not immediately sell.
- Understand that this need exists all year long. It should be intrinsic, not only during Black History Month or popular holidays

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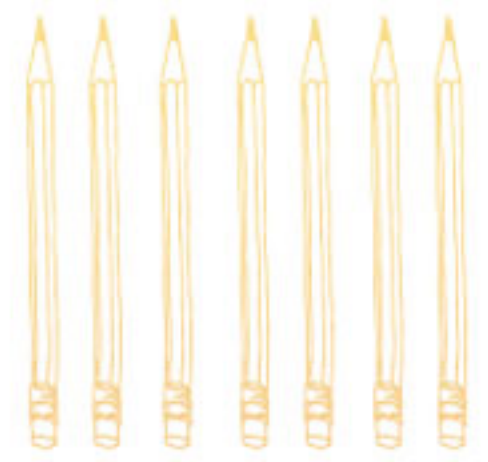


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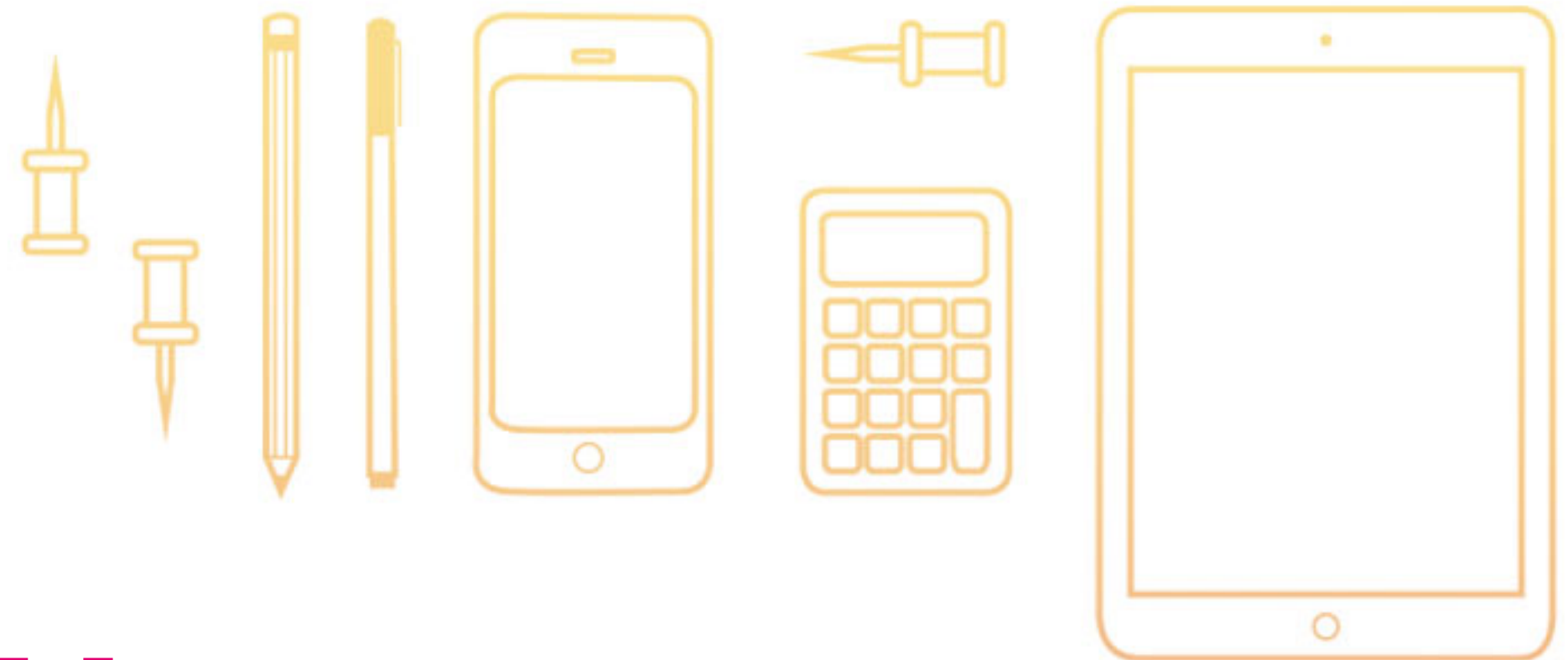




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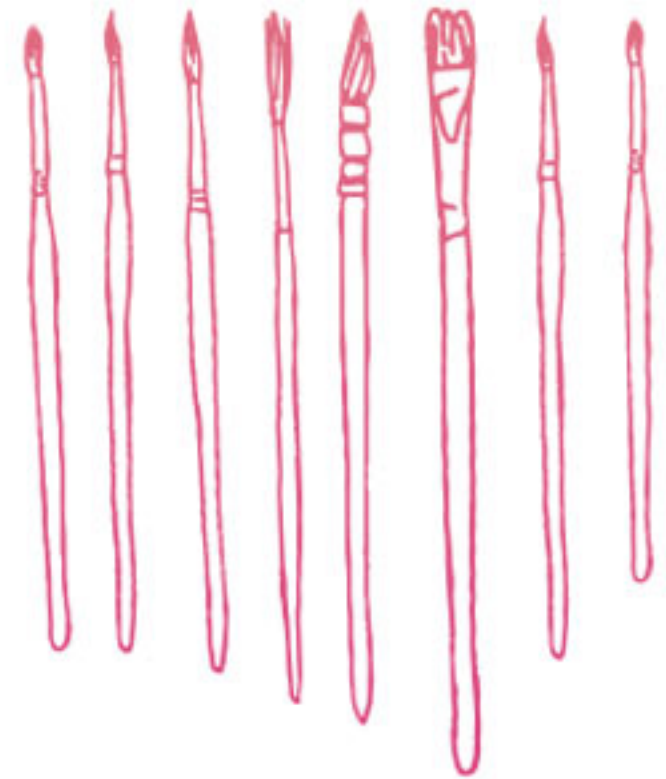
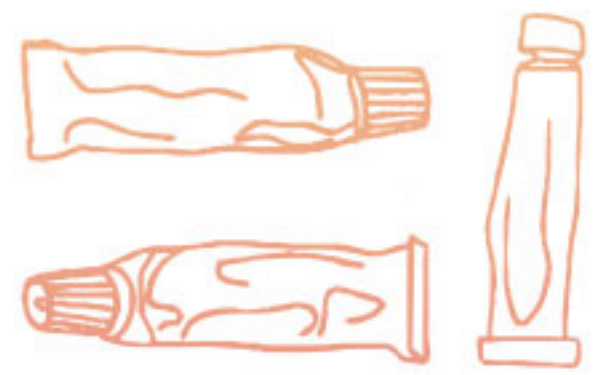
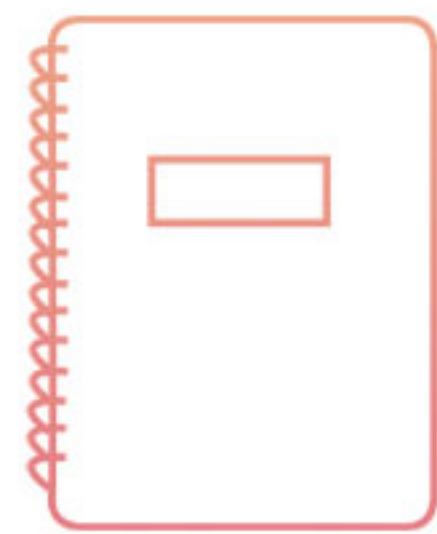
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How Can YOU Make A Difference Today?

Here Are Ways You Infuse A Little Black Joy Back Into Your Community

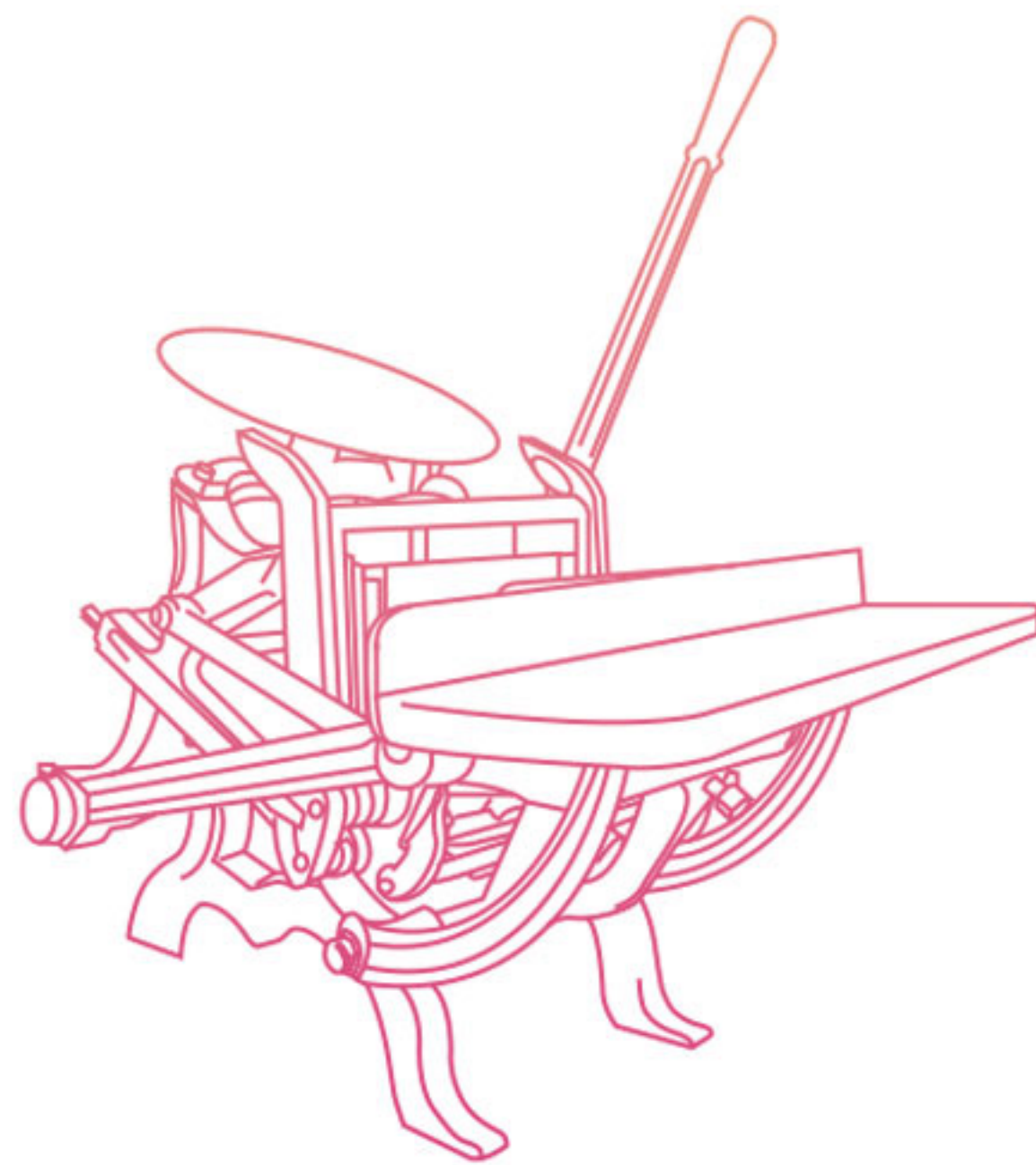
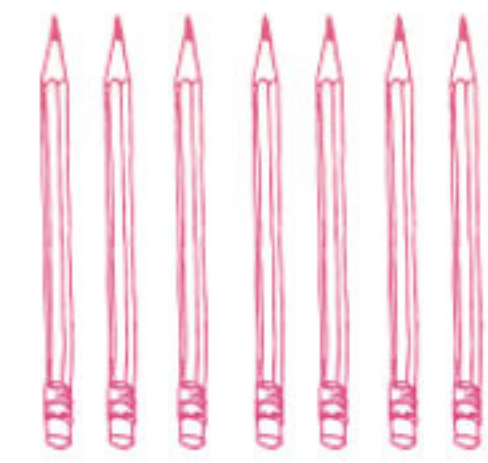
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Finding Joy in Diversity

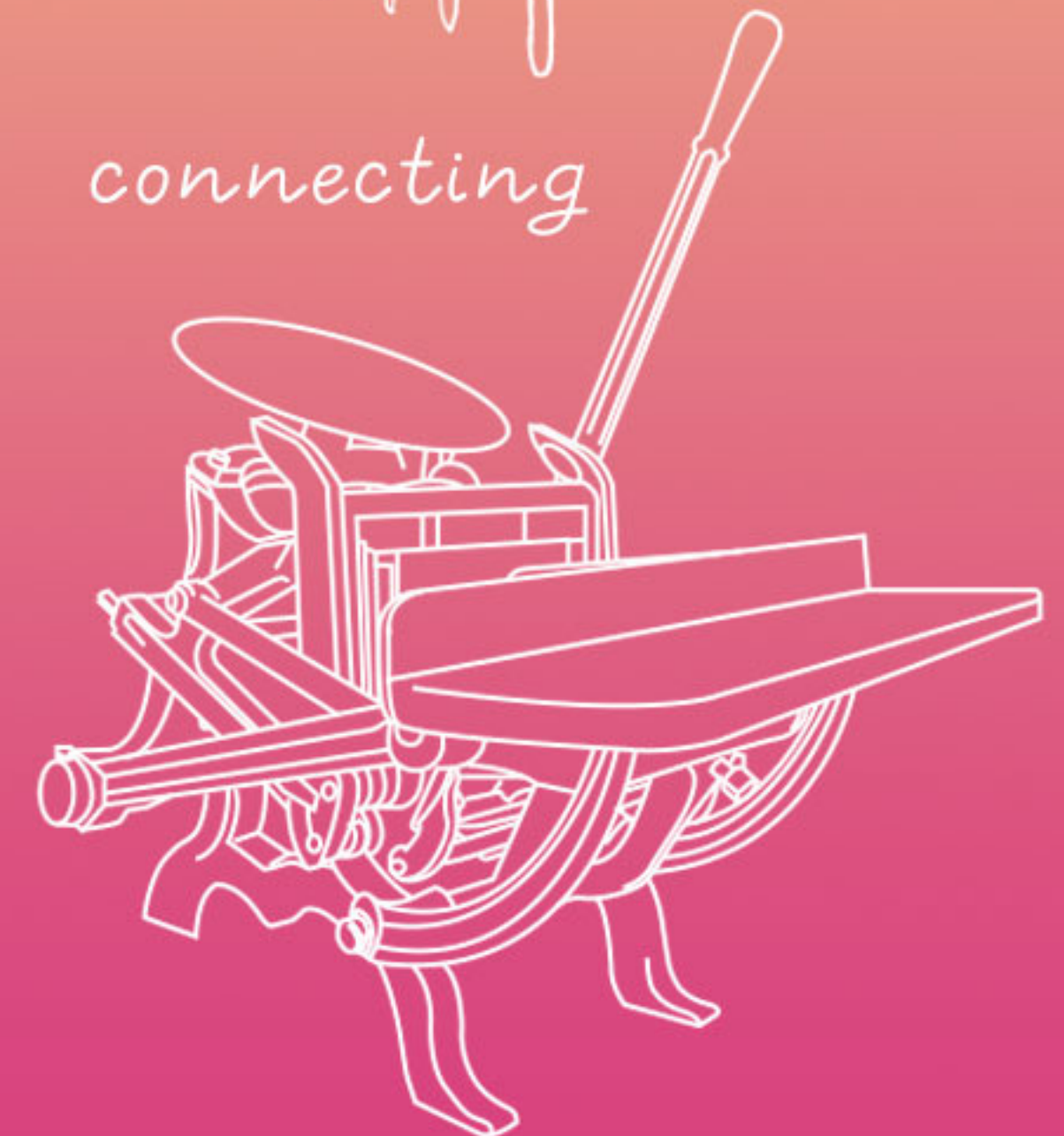
- Select a black owned brand: Here are a few ways to get started
- Click Link in the comments to find a list of brands and contact information (Andrea maybe we can put this with the bullet above)
- Make the commitment
- Be intentional about supporting BOB
- Highlight Black artists that you work with monthly by doing so you are letting other stores and your followers know that you believe that inclusion matters and understand how it adds more joy into your community.
- If you agree and support Black Joy's mission join us by reposting the hashtag #IAmBlackJoyPaper



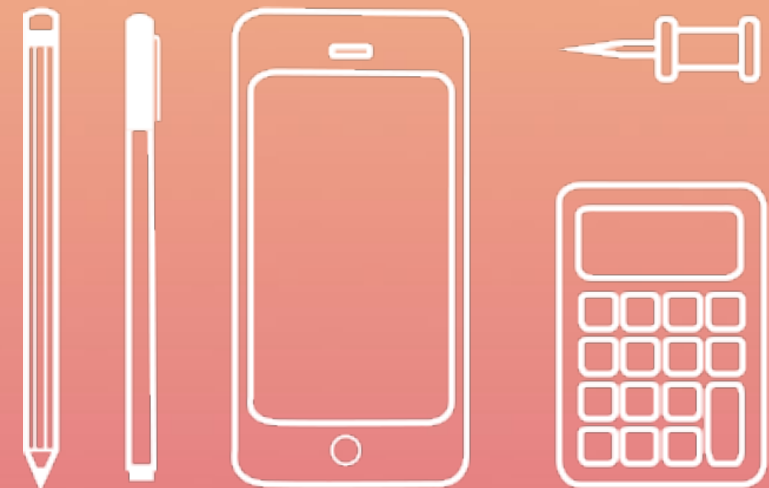
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