



"JAHROC IS WIDELY KNOWN FOR IT'S DIVERSE ART REPRESENTATION AND ITS CUTTING EDGE FURNITURE DESIGNS"



JAHROC GALLERIES

It's almost as if the site of Jahroc Galleries, at the entrance to the Margaret River township, was always meant to be a gallery. Originally established as a gallery in the eighties by a local collective of artists, the current incarnation still enjoys its position, near the river, with the beautiful karri forest as its backdrop.

In a wonderful example of the area's artistic continuity, some of those original artists who opened the gallery still exhibit their work at Jahroc today, now under the ownership of Lara and Gary Bennett & Joanne and David Paris who purchased the property in 2002.

They undertook extensive renovations and added a contemporary central pavilion, creating a massive floor space with three separate gallery areas, plus outdoor sculpture gardens.

"We present a diverse collection in our galleries, made up of local Margaret River, Western Australian and Eastern States artists" says Joanne. "We're constantly changing paintings, artworks and furniture

on display creating an exciting and dynamic experience for first time and repeat clientele.

On average Jahroc host six major exhibitions per year held in their central pavilion, while at the same time all of their artists are still showcased in the remaining areas of the gallery.

"We have an advantage in enjoying such a large professional gallery space - it's a great bonus for all our artists who enjoy year round exposure."

Never afraid to try new approaches to introducing art to their visitors, their unique collaborative exhibitions of their own designer furniture teamed with artists such as Shaun Atkinson and Larry Mitchell showcasing iconic areas like the Margaret River Region and the Abrolhos Islands have proved highly successful.

Lara, Gary, Joanne and David have been in the art gallery business for three decades (in Perth, York and Margaret River), and still find it 'very rewarding'.

"Yes, the landscape has changed considerably," says Joanne. "In particular the winter months were

often very quiet but these days, we don't have a quiet time at all. The tourism industry here is flourishing and compared to ten years ago, the art buyers are extremely well educated and demand high quality, professional artworks.

"Our visitors enjoy being able to peruse the diverse showcase of locally made designer furniture & artworks from our large stable of artists all in one location, an important consideration when they may only be in the region for a short stay."

The changing face of art in the region is reflected in the type of works that prove popular with Jahroc's clients.

"Over the last 5 to 10 years, our clientele has developed a much wider appreciation across all artistic genres," says Joanne. "Seascapes reigned for many years and while still popular, clients now appreciate a broader collection."

Jahroc Galleries is also well known for its unique collection of one-off fine furniture designs

made by their own Jahroc Furniture (Gary Bennett & David Paris). "Our unique furniture is displayed alongside fine artworks in the gallery, making it easy for our clients to visualize how these could work in their own home" says Joanne.

The Open Studios movement has undoubtedly driven more business through Jahroc's doors says Joanne.

"Many Open Studios visitors enjoy the convenience of seeing our large exhibit of local artists all in the one gallery location and the visitor experience is heightened with Open Studios Artists creating their work in our gallery during the event".

Jahroc Galleries really is a one-stop gallery destination in the Margaret River Region with many of their clients describing their visit as a 'feast for the soul' says Joanne. "Our goal is to give every visitor an awesome experience that will keep them pondering long after they leave and we are constantly driven to achieve this"

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