

Title: The Perfect Diary 2005 - Introduction

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## The Perfect Diary 2005

### A brief introduction

**The Perfect Diary** is a gorgeous, useful, entertaining and inspiring week-to-an-opening diary which features the works of Australian artists, poets, photographers and writers. For nine years **The Perfect Diary** has been bringing magnificent art and writing to its happy owners and has helped hundreds of Australian artists and writers to get their work to a large and discerning audience.

The diary is sold throughout Australia and New Zealand, distributed by Peribo Pty Ltd, in bookshops, gift shops and gallery shops, it costs A\$29.95.

Each year readers can vote in the **Perfect Diary Readers' Choice Award**, one of the few truly popular art and literature awards in Australasia. The voting forms appear in each diary, readers nominate their favourite work that year and post the the forms to us (the closing date for votes this year is 14 July 2005). The contributor who gets the most votes receives \$1,000!

The diary is in a week-to-an-opening, landscape format, with the featured work on the left hand page each week. On the right hand pages there are background images sourced from a different collection theme each year - this year the images are from printed tin toys. Each spread also has festival, holiday and historical event information, great quotations, a monthly planner and plenty of space to organise a busy life.

*The Perfect Diary - ten years of proudly supporting and promoting contemporary Australasian art and writing*

### What kind of artists and writers appear in The Perfect Diary?

Many well-known writers, poets, visual artists and photographers have had their work published in **The Perfect Diary**, and many emerging artists and writers have started out in its pages. But fame and fortune is not what our diary is about.

Behind this unique diary is a simple idea: tenacity does not equal talent - there should be a way that great work can get to a huge audience\* irrespective of the marketing skills of the person that made it. Artists and writers should not have to dedicate their lives to networking in one creative niche in order to get their work seen. This is some of what we say on our nationally - distributed, contribution call postcards:

The Perfect Diary selection team doesn't care about biographies, artists statements and quasi-academic flummery, they don't mind if you wrote a poem over lunch, or made a picture waiting for a bus. They don't care if you're old or young, if you're black, white or pink, if you live in the bush, the city or on the street. All they care about is the work you send in, all they require is that it is *perfect*.

The selection team look carefully at every contribution (even the really bad ones) at least twice. Thousands flood in each July (over 3,000 last year) and the selectors have to whittle that number down to 55. Of those 55, one exceptionally perfect work will win the \$1,000 Readers Choice Prize, voted for by The Perfect Diary Readers themselves (one voting slip is printed in each diary).

So what are you waiting for? It's free to send in your contributions and you've got until July 14th to do it.

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\*2,500 diaries are printed, if each is seen by only one other person per month, then 30,000 people will see the works in the diary each year!

