

# Media Release

For Immediate Release

## **New Artisans Collective opens in Wollombi, strengthening Hunter Valley's creative hub**

A new chapter in Wollombi's long-standing creative story will open this May, with the launch of the **Artisans Collective at the Wollombi General Store**.

Set within the old barn behind the store, the Artisans Collective is not a traditional gallery, but a working space where local artists and makers create on site. Visitors can expect to see everything from painting and textiles to leatherwork and floral design in progress, alongside finished pieces available to purchase.

The collective brings together a diverse group of local artisans, each with their own style and discipline, united by a shared focus on quality, individuality and connection to place. The space has been designed to feel open and accessible - somewhere visitors can spend time, ask questions, and engage directly with the artists rather than simply passing through.

Importantly, the Collective also provides practical support to its makers, with the Wollombi General Store team assisting with sales, promotion and events, allowing artists to focus on their craft while reaching a wider audience.

"We kept coming back to the same idea - there are all these incredibly talented people around here, but not always a space for them to just get in and do the work," said owner Matt. "If we can take care of the other bits and give them a place to create, then people get to see something real. Not just something sitting on a shelf, but the work actually happening."

The opening of the Artisans Collective reflects Wollombi's deep artistic heritage. The village is already home to multiple galleries and creative spaces, alongside well-known events such as the Wollombi Sculpture Festival, the Laguna Art Show and performances by Valley Artists - confirming Wollombi Valley as one of the Hunter Valley's most vibrant creative communities.

The Artisans Collective adds a new dimension - a place where art is not only exhibited, but actively made.

### **Grand Opening Weekend: May 2-3**

The official opening weekend will bring the space to life across two days:

#### **Saturday**

- Workshops in the garden: resin, floral and hands-on creative sessions
- Food Truck dinner from The Mexican Cantina from 5pm

- Live music, drinks and official welcome at 5pm
- Raffle draw featuring artworks from the collective

### **Sunday**

- Workshops continue
- Local makers market (olive products, honey, candles, soaps and more)
- A relaxed day to explore the space and meet the artists

The Artisan Collective will also begin a soft opening in the lead-up, with artists gradually moving in and starting work. See their progress on Instagram:

[https://www.instagram.com/wollombi\\_general\\_store](https://www.instagram.com/wollombi_general_store)

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## **About the Wollombi General Store**

The Wollombi General Store has been part of village life for 175 years, evolving from a traditional country store into a central meeting place for locals and visitors.

Owners Matt and Michael are also behind Redleaf Wollombi - a private country estate widely regarded as one of New South Wales' standout wedding destinations. Set across expansive grounds with a distinct European feel, the property offers an immersive, whole-of-weekend experience that has helped redefine what a regional wedding can be.

The Artisans Collective is a natural extension of that approach - creating spaces that are considered, experience-led, and deeply connected to place.

## **MEDIA CONTACT**

Daniela Riccio 0407 224 150

[danielariccio99@gmail.com](mailto:danielariccio99@gmail.com)

Euan Wilcox 0409 988 457

[euanwilcox@gmail.com](mailto:euanwilcox@gmail.com)

Matthew Low 0414 653 085 (owner)

[matthew.low@redleafwollombi.com.au](mailto:matthew.low@redleafwollombi.com.au)

