

# McGRATH

THE WEEKLY MAGAZINE



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# Contents

## 02 Pulp fiction a reality

The dream of two graphic designers who bought a stationery store together six and a half years ago, Pulp Creative Paper has become a treasure trove for paper and stationery enthusiasts.

## 04 Café/recipe

Xxx  
Xxx

## XX Property of the week

Xxxx

## XX Stamp duty guide

\$250,000	\$7,525	\$1,000,000	\$40,775	\$1,750,000
\$300,000	\$9,275	\$1,050,000	\$43,525	\$1,800,000
\$350,000	\$11,525	\$1,100,000	\$46,275	\$1,850,000
\$400,000	\$13,775	\$1,150,000	\$49,025	\$1,900,000
\$450,000	\$16,025	\$1,200,000	\$51,775	\$1,950,000
\$500,000	\$18,275	\$1,250,000	\$54,525	\$2,000,000
\$550,000	\$20,525	\$1,300,000	\$57,275	\$2,050,000
\$600,000	\$22,775	\$1,350,000	\$60,025	\$2,100,000
\$650,000	\$25,025	\$1,400,000	\$62,775	\$2,150,000
\$700,000	\$27,275	\$1,450,000	\$65,525	\$2,200,000

## XX Office locations

## Issue X\*

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### Editor

Edwina Keighery 9386 3333

### Advertising

marketing@mcgrath.com.au

### Design

Edwina Keighery and Lucy Malone

### Distribution

marketing@mcgrath.com.au

### Editorial Photography

richardbirchphotography.com.au

### Property Photography

imagination.com.au

### Subscription

isubscribe.com.au

### Words

Editorial copy by Michael Church



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## Pulp fiction a reality

**The dream of two graphic designers who bought a stationery store together six and a half years ago, Pulp Creative Paper has become a treasure trove for paper and stationery enthusiasts.**

By Michael Church



PULP CREATIVE Paper specialises in funky paper products, gifts and custom made invitations with a distinctly individual twist. Friends Nicky Crowley and Tracey Martin recently relocated the store from the Sydney beachside suburb of Manly to neighbouring Balgowlah, where the shop and its online counterpart are booming. "We started by designing our own cards, stationery and invitations," explains Nicky. "Then we began sourcing unique products from all over the world!"

These include popular sellers such as balsa wood trees, hanging ceramic swallows, sectional globes and vintage notebooks. "They're fabulous creations," says Nicky. "But we're both a bit more crafty I suppose. Sometimes we see things, especially at Trade Fairs, and we get them in and people are just amazed at where they come from or what they're made of."

Pulp sources unique Australian-made pieces and also sells work by many local artists and craftspeople. "There's a massive independent craft scene in Australia, the U.S.A. and the U.K.," says Nicky. "It's not about just what 'Nanna' makes anymore, though that's still pretty cool. There are Goths with tattoos

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and piercings sitting at home knitting and crocheting. So we're getting a lot more craft items which are a bit funkier."

As designers, Nicky and Tracey seem to have developed a natural eye for spotting the unique or unusual. They want the shop to become a treasure trove where people can enjoy spending time discovering interesting bits and pieces. "It's great for people to come in and be inspired," says Tracey. "They can go to a paper shop or art supplies store, but nothing looks pretty or particularly beautiful. What we're trying to do is develop a space that encourages creativity."

**"There are Goths with tattoos and piercings knitting and crocheting. So we're getting a lot more craft items which are a bit funkier!"**

**Nicky Crowley**

Tracey particularly loves the classic French stationery and the interior design books featuring inspirational decorating ideas from Europe, while among Nicky's personal favourites are the Sukie iron-on transfers, notebooks and journals imported from the UK.

"There are also a lot of items available in pink," says Nicky. "It's still very popular with young girls and anything pink seems to almost walk out the door. The scrapbooking items and things like patterned sticky tape also do well." Some of the products they stock are simply there because of

their uniqueness, such as the Nic Nac Nappywrap and "monkey in a cage" – a soft toy made from recycled T-shirts – which is one of a number of items made from recycled clothing.

Along with a fascinating range of paper accoutrements, Pulp also specialises in exclusively designed handmade cards and wedding invitations, some of which feature Nicky's own illustrations and those of two graphic design students currently working for the girls part time. Many of the invitations can be ordered online, along with their other products, but Nicky says it's easier for people to come in and see how best the invitations can be customised for the occasion. They have specific templates to work with, but their clients can feel free to experiment with colour, fonts and accessories. "We get a lot of fantastic feedback about the invitations," says Nicky. "It's all word of mouth. They're really our calling card, so we put a lot of work into making them perfect. But the retail side of the business is becoming just as popular, which is great because we both love shopping!"

"People attracted to what we sell are likely to enjoy working with something tactile. The texture of paper is something quite special. From making notes to writing music, people use our products for all sorts of things." \*

**Pulp Creative Paper**  
**294 Sydney Road**  
**Balgowlah**  
**T 02 9948 1191**  
**[pulplife.com.au](http://pulplife.com.au)**

