

free



Norf Guide **Spring/Summer 08**



Welcome



Hello and welcome to Norf Guide, the little black book of the north. Born from the idea of sharing with locals and visitors alike all the great places, spaces and unique little discoveries that can only be found in Melbourne's inner north.

The northern side of the city enjoys a distinct cultural difference to that on the otherside of the Yarra, one that needs to be experienced to be appreciated, this is what we set out to do.

There's certainly plenty of great spots to check out. We've visited each and every one of them so if it's in here then it's worthy of your time. Go forth, venture north and tell em we sent ya.

For the latest updates and events
visit us online:
www.norfguide.com.au

Conceived By
Troy Mendham

Organised By
Hot Rod Design Pty Ltd

Photos
Tim Gresham

Printed in Melbourne by
Finsbury Green (Carbon Neutral)

Norf Guide Standard Terms & Conditions

1. Norf Guide Hot Rod Design Pty Ltd (ACN 114 670 898) (Hot Rod) owns and publishes Norf Guide, including the Norf Guide website located at www.norfguide.com.au (Site) and guide book. Norf Guide is a free publication available on the street & online. Hot Rod publishes two issues of Norf Guide annually. The Site is updated for each issue, and at other times.

2. Acceptance of Terms All bookings you make and any content you submit are governed by these terms & conditions. Hot Rod may update the terms & conditions from time to time. By placing a booking or submitting content, you accept unconditionally the terms & conditions applying at the time.

3. Content Norf Guide includes content created by Hot Rod as well as content submitted by other parties, such as contributors and advertisers. Hot Rod compiles the information contained within Norf Guide in good faith and makes all reasonable efforts to confirm the accuracy of such information at the time of publication. However, due to the type of information contained in Norf Guide, Hot Rod does not warrant or represent that the information is accurate, without error, or current when you access it. Hot Rod makes no warranty or representation that the products or services referred to in Norf Guide are suitable for a particular purpose. You should verify information (including details such as telephone numbers and addresses) before relying on that information.

4. Intellectual property Unless specifically stated, Hot Rod owns or has permission to use the intellectual property rights (including copyright) in the content and layout of Norf Guide. You can use the content in Norf Guide for personal use and to inform others about Norf Guide but otherwise you must not copy, reproduce, modify or circulate the content in Norf Guide except with written permission from Hot Rod. You must not interfere with Hot Rod's rights in the intellectual property contained in Norf Guide. You acknowledge that use of the Site does not grant you any rights in respect of any content contained in the Site. All trade marks displayed in Norf Guide are owned by the respective trade mark owners.

5. Submitting content You are responsible for submitting content to Hot Rod in complete and error free form, in a format that complies with Hot Rod's technical specifications and by the deadlines that Hot Rod determines. By submitting content to Hot Rod, you agree to grant Hot Rod a non-exclusive, perpetual, royalty-free licence to use, modify and reproduce the content. Hot Rod may use the content you submit without restriction, including in Norf Guide. Hot Rod may modify, update or remove your content at any time. You acknowledge that Hot Rod is under no obligation to use your content at all, and may decide not to include your content in Norf Guide. You agree that Hot Rod owns all rights, including intellectual property rights, in content designed and developed by Hot Rod on your behalf.

6. Warranties You are responsible for the content you submit to Hot Rod. You warrant to Hot Rod that:

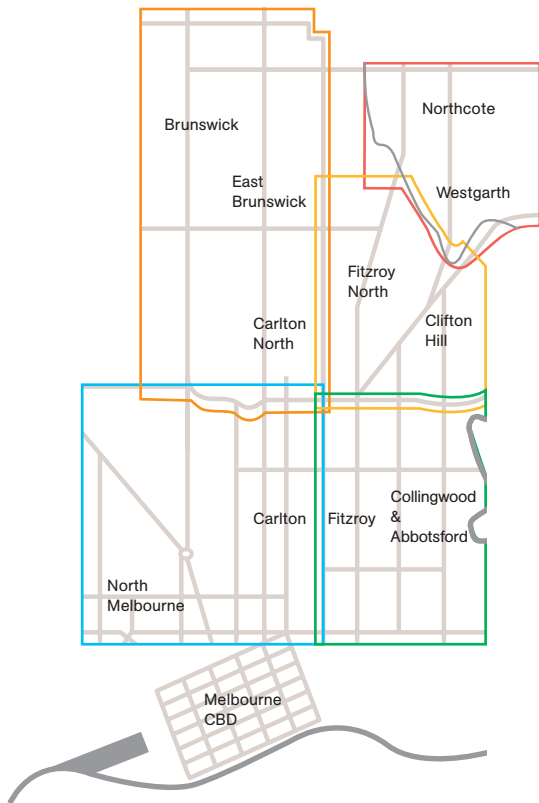
- (a) you are authorised to submit the content you contribute;
- (b) the information you submit is true, accurate and complete;
- (c) the content does not contain illegal, obscene, offensive, defamatory, or misleading statements, images or meanings;
- (d) the content does not infringe any intellectual property rights of any person;
- (e) the content does not contain information primarily identifying any person without their consent (whether directly or indirectly); and
- (f) you consent and have obtained all appropriate consents for Hot Rod to modify the content or use it without reference to the persons who created it.

The word content when used in these terms & conditions means content in any format, including any text, images, photographs, graphics, video and audio content.

7. Liability You are liable to Hot Rod if you breach these terms & conditions and for negligence in relation to your use of the Site or content submitted to the Norf Guide generally. You agree to indemnify Hot Rod, its officers employees and agents against all claims, damage, loss, liability, costs (including legal costs on a full indemnity basis) or expenses suffered or incurred by each of them as a result of a breach of these terms. To the extent permitted by law, Hot Rod excludes all warranties, express or implied, in relation to the content of Norf Guide. Hot Rod, its officers, employees or agents will not be liable for any claims, damage, loss, liability, costs (including legal costs on a full indemnity basis) or expenses whatsoever including but not limited to loss of profits, loss of information, consequential, indirect, incidental or special damages suffered or incurred as a result of your use of Norf Guide (including the Site), or reliance on the information contained in Norf Guide. You acknowledge that Hot Rod makes no warranties in respect of any content or the level of impressions to be achieved. Hot Rod's liability for breach of any implied warranty or condition which cannot be excluded is limited at the option of Hot Rod to supplying the relevant goods or services again or payment of the costs for the supply of equivalent goods or services.

8. Listings and advertising By submitting a listing or advertising booking to Hot Rod, you agree to pay all relevant fees & costs for your booking according to Hot Rod's current published rates. All listings and advertising bookings must be paid in full before publication in Norf Guide. Any booking you place is binding and can only be cancelled upon payment of Hot Rod's cancellation fee. The listing and advertising rates are subject to change. All fees, rates, advertising and other payments specified by Hot Rod are exclusive of GST. You must pay all taxes, duties and charges payable or assessed. Hot Rod may refuse or cancel any listing or advertising booking at any time.

9. Miscellaneous These terms & conditions and the booking form you complete taken together constitute the entire agreement between the parties and supersede all prior arrangements with respect to its subject matter. The parties acknowledge that any supplementary or extrinsic arrangement for services falling outside the subject matter of this agreement will be subject to a separate services agreement between them. Hot Rod may send an email to you for any notices. If any provision of the terms & conditions is held to be void, unenforceable or unlawful it is to be severed so that the validity and enforceability of the remaining provisions are not affected. These terms and conditions are governed by the laws of Victoria, Australia.



Area Guides

- 4 North Melbourne & Carlton
- 14 Fitzroy, Collingwood & Abbotsford
- 34 Fitzroy North & Clifton Hill
- 42 Carlton North & Brunswick
- 52 Northcote & Westgarth

Extras

- 40 Top Dog
- 8 Local Artist
- 58 Local Designer
- 51 Gluten Winger



Shop

Shops & Boutiques

- 01. Bamakko
- 02. Kids in Berlin
- 03. Milly Sleeping

Vintage & Recycled

- 04. Arthur's Circus
- 05. Martin Fella Vintage

Indulge

Cafes & Restaurants

- 06. La Peña

Pamper

Hair

- 07. Avia 170

01 *Shops & Boutiques*

358 Victoria St, North Melbourne
T 0401 062 545 | www.bamakko.com.au

Bamakko



Home to the Keec studio, and featuring a great selection of bags, tees, homewares and accessories, everything at Bamakko is handmade in Melbourne by local artists and designers. **Open** Tue–Thu: 10–6. Fri: 10–7. Sat: 11–4. Sun: 11–3.

03 *Shops & Boutiques*

157 Elgin St, Carlton
T 9347 1333 | www.millysleeping.com

Milly Sleeping



Tempting you with something extraordinary this Summer... why don't you... drop by with your Norf Guide before Christmas to choose a Milly Sleeping bag, free with purchase (limit 1 per guide)? **Open** Tue: 11-5. Wed: 11-5. Thur: 11-6.30. Fri: 11-6.30. Sat: 10-5.30. Sun: 1-5.

02 *Shops & Boutiques*

472 Victoria St, North Melbourne
T 9329 5578 | F 9329 5578 |
www.myspace.com/kidsinberlinshop

Kids in Berlin



Kids in Berlin exclusively stocks Independent Australian Designers and has some of the most original design and street wear fashion around. It has both mens, women's clothing including limited edition T-shirts as well as bags, jewellery, graphic novels and toys - all made in Australia. **Open** Mon–Thu & Sat: 11–6. Fri: 11–7. Sun: 12–5.

04 *Vintage & Recycled*

631 Queensberry St, North Melbourne
T 9329 8194 | www.arthurscircus.com

Arthur's Circus



A quirky and colourful shop, specialising in nostalgia. With vintage finds, original artwork and handmade items, a trip here is certain to brighten your day. **Open** Thu–Sun: 11–5 or by appointment.

05 *Vintage & Recycled*

556 Queensberry St, North Melbourne
T 0411 641 269 | www.martinfella.com

Martin Fella Vintage

The Martin Fella Vintage store is a treasure trove of one off hand selected gems, sourced from around the globe. We provide vintage and , men's and women's clothing and accessories guaranteed to set you apart from the rest. **Open** Mon: 12–6. Tue–Fri: 11–6. Sat: 11–4. Sun 12–4. martin@martinfella.com

07 *Hair*

170 Elgin St, Carlton
T 9347 2894 | M 0405108720

Avia 170

Avia 170, Carlton's renowned salon offer clients atmospheric surroundings with their new renovations boasting lots of natural light and a great grand coffee machine. Their stylists have been New York and London based/trained and bring an international art to meet Melbourne's eclectic edge. **Open** Tue–Wed: 10–6. Thur–Fri: 10–9pm. Sat: 9–5.

06 *Cafes & Restaurants*

480 Victoria St, North Melbourne
T 9329 8408

La Peña

The spaniards are here. Do as spaniards do and combine dishes from our entire menu and share them to complete a satisfying meal. Pour the wine, break the bread, relax and enjoy the company of your peña (circle of friends). **Open** Tue–Fri: 11–3pm and 5pm–midnight. Sat: 9am–midnight. Sun: 9am–11.30pm.



Amber Wallis

Winner of the 2008 Brett Whiteley travelling scholarship

Congratulations on winning the Brett Whiteley travelling scholarship Amber.

Thanks! Yeah it was pretty surprising, I really didn't expect it. It still hasn't sunk in at all. It was a truly amazing week.

I understand you have a special link to Brett Whiteley?

Not really, it is kind of removed but there is a little story which makes winning the award nice. I used to visit a family friend's country property 'Clea' which is located outside of Captains Flat in rural NSW. They have a visitor's book at the farm and Brett Whiteley visited with Wendy some time in the late 60's/early 70's. He was a guest of Martin Sharp and spent some time at the property. In the visitors book he did a little drawing of one of the waterfalls on the property. I just used to like the idea that he had been there and had enjoyed the place. The painting I did for the award was inspired by that property so it was really just a nice little connection.

Whiteley himself won the Italian Travelling Scholarship early in his career, which is said to have had a profound effect on him.

How do you think your winning will effect you, your phone must be running hot?

hahahha um I am not to sure at this stage. I guess the beauty of this award is that it is for young artists to see and experience not only Paris but Europe also. There is no great expectation to create work while you

are there but more to experience and be inspired by Europe, it a rare scholarship in that sense. I think that you don't really know how these things will effect you until you have the gift of hindsight. Although I imagine I will be inspired just walking the streets and seeing the different kind of light that Europe has. I never really know what will inspire me or what images will present themselves, at the moment I am drawing a lot of electricity lines which also kind of double as the mountains I used to see from my lounge room in Vancouver. So I guess I never know what images will present themselves once I stare at the canvas or sheet of paper. And yes the phone is ringing a little more than usual which is nice and scary at the same time.

Tell us a bit about the work that won, you work from memory is that right?

The work that won actually wasn't the work I put forward to be judged, the judges instead selected another work of mine which was Untitled (Landscape) 2007.

It was the drawing inspired by the property 'Clea' which is why it was a fluke that there was the Brett Whiteley connection.

Yes I work from memory a lot, that work in-particular was inspired by an earlier landscape I had done and I just wanted to try a larger landscape using a variety of materials and colours. So I used the memory of the farm as a starting point for

what was essentially an exercise in colour, line, shape, form and materials. Trying to piece them all together in a drawing can be tricky as you don't get to paint over and start again - drawings are kind of like a one shot chance. They are precarious and I like that, it is difficult to get the magic to happen.

A friend of mine worked at the NGV and on occasion heard mutterings of the 'My 5 year old could do that' variety.

Yeah I get the same reaction from a lot of people about my work and I do understand the sentiment. I think art that is more abstract and at times 'naive' looking is actually much harder to do than it looks.

Are your paintings an evolving accident? Do you decide as the painting evolves or are they more planned?

For me personally a painting can both evolve and be planned. Generally if I don't have any idea in mind I just splash some paint or lines around in a more 'automatic' sense, that way I just kind of 'start' rather than stare at a blank canvas all day. Other times I might have an idea, which could be as random as a memory, emotion, or as simple as a colour that I would like to use. Somewhere in the mix they just kind of have their own life which is a mix of evolving, planning, random chance, but the difficulty is knowing when to push and when to stop. I guess the 'magic' to me is making something work compositionally without much thought — they tend to just magically happen and have a simplicity and quality of line which sings.

Just splashing paint makes it sound easy, but it is a lot harder to make the work 'sing' than say, sit and draw a life-real vase of flowers for example?

Yeah for sure, I also think that for me drawing or painting a still life is great for getting the technical skills right but I'm much more interested in making an image that has movement, energy, emotion and maybe something that hints of actual moments and experiences. Something that people can read into and grab imagery that may relate to their own life, yet not quite understand it. I like the ambiguity of my work.

Like having a dream but not being able to see the person's face? That ambiguity seems to be more pronounced now than some of your earlier work, have you battled with this distinction?

Ah yeah kind of, that's a good analogy. I guess for me I am always trying to portray an experience and the emotion of that experience using my own language which is often dreamlike and confused like a jumble of disparate events thrown together.

I actually think that my more recent work especially the drawings and collages are more literal and less ambiguous to me personally. They are more figurative and have more of a sense of narrative to them. But I think that what is blatantly clear to me is often horrendously ambiguous to other people. But I am enjoying the work I am doing now more so than last year and it seems like a logical progression.

What do you think of the notion that one is born to be an artist, there is no choice.

When did you start making art?

I am not sure, we are all different. My brother Isaac Leuchs is an artist and has been a full-time artist since about the age of 16 and he will paint for the rest of his life. My mother was also an artist and she did it really tough as a single parent trying to rear me on an artists wage. As a consequence of that I steered clear of art for a long time, but it was the thing that was burning in my belly. I graduated from a photography degree in 2002 but only got serious about painting and drawing 2 years ago. I still have a long way to go.

And you're back studying now?

Yeah I decided to go to VCA for my Masters to get some skills in the painting and drawing arena. I finish in 4 weeks though which is exciting. I will then be Artist in Residence at the Canberra School of Art over summer before a show at Utopian Slumps Gallery in Collingwood with the talented Amanda Maxwell, then to Paris.

Ah Paris have you been before?

No. I have been to the South of France but not Paris, so it will be exciting.

Any particular artworks or art related places of interest you're looking forward to seeing? I was there recently and recommend you check out Gustav Moreau's house if you get a chance.

Thanks, yeah I have heard that. I think there will be no shortage of amazing artwork to see in Europe. I am actually quite interested in seeing work in England like Cy Twombly's work at the Tate and seeing the work of the St Ives's painters. The Louvre will no doubt be amazing.

It's not the first time you've ventured beyond, you're not from Melbourne originally are you?

No, I am a total bitsa. I was born and lived in various places in New Zealand, then moved to Sydney, Mutitjulu Community, Canberra, Vancouver, a short stint in the USA and now Melbourne. Melbourne feels like home though, I really love it here, it feels like a really international city but it is in Australia which is where my heart is. I do miss my friends in Vancouver and Montreal a lot and could see myself doing a stint in Montreal given half a chance. The art and music scenes in both those cities are so vibrant, a lot of my friends are doing amazing music & art and it would be nice to be immersed in that again.

Many say Melbourne, particularly our side of the city has a real creative energy to it.

Yeah for sure it does, it is great to be around so many wonderful creative, like minded people and without the kind of friendship networks in these suburbs so many things wouldn't get off the ground. There are so many great galleries, cafes and businesses all started by young artists and friends of friends that add a real creative voice to the place. Places like Utopian Slumps, Neon Parc and Joint Hassles are great galleries. Serps Press are doing interesting publications, designers like Max Olijnyk from Note to Self — the list goes on. It is definitely a hub and its really lovely to be part of it all. Especially when you know you can go to some warehouse on the weekend and see some great music or art show. The other great thing is that Melbourne really stands up internationally. A friend of ours Andrew Pommier was just in town from Canada for a show at Monster Children Gallery in Sydney and he came to Melbourne to see friends so there are strong ties into lots of other art scenes which is really nice. We all try to support each other and work in an international way as well as locally and interstate.





Opposite Top Left
Amber Wallis, Untitled (Ghost and Paper Planes) 2007, Mixed media on board 1000 x 1000 mm

Opposite Top Right
Amber Wallis, Untitled (Two Paintings, Beginning Battle) 2007, Medium acrylic, oil, oil stick, pastel, pencil on linen 2050 x 1500mm

Opposite Middle Right
Amber Wallis, Nicola and the Owl 2008, Acrylic, oil, oil stick, pastel, watercolour pencil on canvas, 900 x 900mm

Opposite Bottom Right
Amber Wallis, Untitled (Landscape) 2007, Mixed media on paper, 1000 x 1000 mm

Above
Amber Wallis, And My Brain Falls Out 2008, Acrylic, gouache, watercolour, oil stick, pencil, ink on paper 1900 x 1500mm

Opening Page
Amber Wallis, Don't Look Back 2008, Acrylic, oil, oil stick on linen, 1300 x 1500mm

Interview: Troy Mendham

Shop

Shops & Boutiques

01. All of The Above
02. Ammo
03. Cibi
04. Dernier Cri
05. In.cube8r
06. Melissa Jackson
07. Panic
08. Queen Clothing
09. The Signet Bureau
10. Since Grey
11. Somebuddy Loves You
12. Spacecraft Australia
13. Third Drawer Down
14. Tomorrow Never Knows
15. Toolz
16. Vegan Wares
17. Vixen

Vintage & Recycled

18. Friperie
19. Lost and Found Market
20. Memorabilia on Smith

Specialist Stores

21. Galerie Montmartre
22. Kleins Perfumery
23. Konjo
24. Poison City Records
25. PS Bikes
26. Title
27. The T-Shirt Take Away

Books & Gifts

28. Artisan Books
29. Books for Cooks
30. Polyester Books

Floral Delights

31. Mr Lincoln

For the Home

32. Zakkaya

For the Artist

33. St. Luke
Artist Colourmen

Indulge

Cafes & Restaurants

34. Cavallero
35. Juanita's Café
36. La Niche Café
37. Lentil As Anything
38. Shire Cafe/Bar
39. The Commoner
40. Wood Spoon Kitchen

Bars, Pubs & Lounges

41. Caz Reitop's Dirty Secrets
42. Evelyn Hotel
43. Lambs Go Bar
44. Union Club Hotel
45. Polly Cocktail Lounge

Gourmet Foods

46. Casa Iberica
47. Monsieur Truffe
48. Peter Watson

Pamper

Body & Beauty

49. Alternative Glow

Yoga

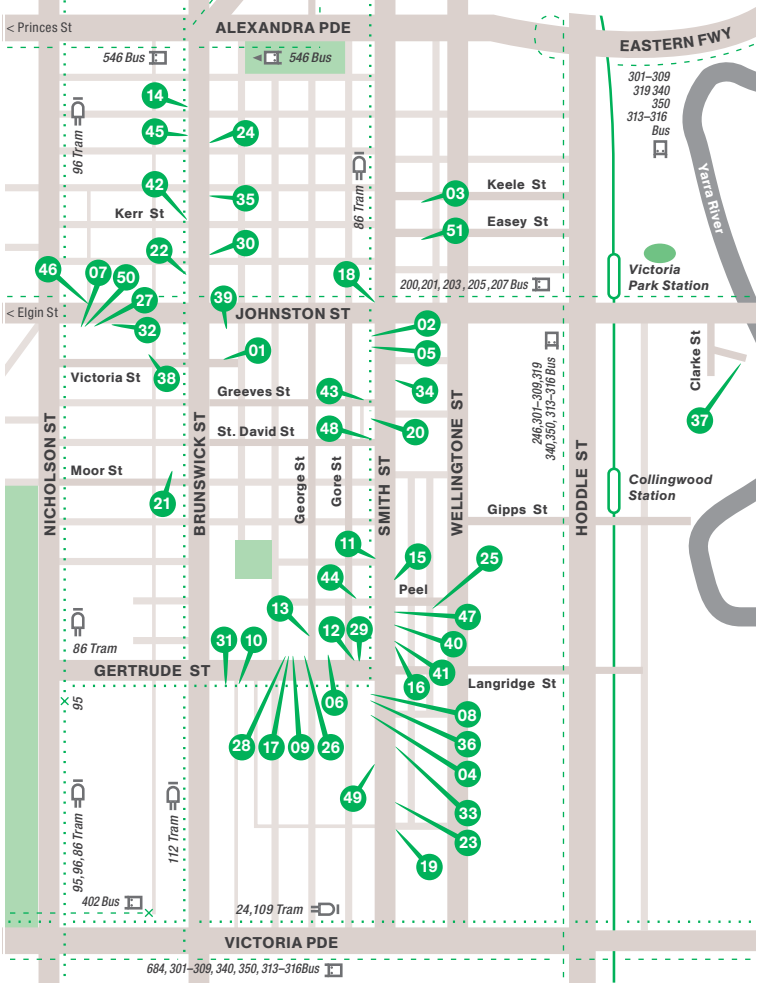
50. Bikram Yoga Fitzroy

See & Do

Galleries

51. Utopian Slumps

Fitzroy, Collingwood & Abbotsford Area Guide



01 *Shops & Boutiques*

109 Victoria St, Fitzroy
T 8415 0461 | www.alloftheabove.com.au

All of The Above



With an open plan studio in the back all of the above gives an insight into how things are made. Alongside the house label Above. For women they stock the finest in mens fashion. For exclusive access to Imperial denim, Staple and Rockwell among others, this is a must see. **Open** Tue–Sat: 11–6. Sun: 12–4.

02 *Shops & Boutiques*

327 Smith St, Fitzroy
T 9417 7348 | www.ammodesigns.com

Ammo



The inventive women's wear label ammo was established 10 years ago in Fitzroy. Asymmetrical lines, pleats & folds create structured garments for the 30-something woman size 8 to a generous 16. Made in Australia, ammo designs are contemporary quality clothing for the true individual. **Open** Weekdays: 11-6. Sat: 10-6.

03 *Shops & Boutiques*

45 Keele St, Collingwood | T 9077 3941
F 9077 3941 | www.cibi.com.au

Cibi



Cibi is about the essential goods that you can treasure like a child. Cibi products are always chic and cool, yet have a timeless quality and aesthetic to ensure they'll become an essential part of your lifestyle, bringing you years of pleasure. **Open** Mon–Fri: 8–5.30. Sat: 9–5.

04 *Shops & Boutiques*

63 Smith St, Fitzroy
T 9419 7989

Dernier Cri



Retailing middle to high end fashion serving a repeat clientele for 17 years. Labels stocked are mainly Australian designers of international renown. Pre arranged appointments allow customers to make a selection in a relaxed and confident manner and or (&) confident manner with individual service. Mostly by appointment. **Open** M–Sat:

05 *Shops & Boutiques*

321 Smith St, Fitzroy
T 8415 0321 | www.incube8r.com.au

In.cube8r

The one-stop-shop for all Melbourne made gifts, accessories and self-embellishments. 90 Artists, designers and hand-makers leasing display cubicles, thus creating an eclectic mosaic of textiles, prints, jewellery, ceramics and so much more no commission! Funds go directly to the creator of your piece! **Open** Tue–Wed: 11–5. Wed–Sat: 11–6. Sun: 12–4.

07 *Shops & Boutiques*

28 Johnston St, Fitzroy
T 9416 5106 | www.panic.net.au

Panic

Panic offers a wide range of limited edition hand-printed t-shirts, hoodies, bags + artwork from local and international designers. They also offer a custom printing service for one off t-shirts, small or large runs. They also exhibit new works from local artists every 2 months. **Open** Tue–Sat: 11–6.

06 *Shops & Boutiques*

195 Gertrude St, Fitzroy
T 9415 8836 | www.melissajackson.com.au

Melissa Jackson

Melissa Jackson's millinery & fashion salon houses her own distinctive millinery & knitwear designs alongside a selection of Australian designed fashion, hand knitted toys, printed tea towels, purses, knitting needles & accessories. It is an eclectic mix with options to suit every individual. **Open** Spring Hrs (Oct–Dec): Tue–Fri 11–6, Sat 11–5 or by appointment.

08 *Shops & Boutiques*

77 Smith St, Fitzroy | T 9416 4964
F 9415 1599 | www.queenclothing.com.au

Queen Clothing

Always fresh & innovative, Queen has been a happy hub in the creative clothing industry of the north for 10 years. Renowned for the house label's unique, comfortable & well finished clothing and for its support of local artists, designers & manufacturers. All stock designed & made in Australia. **Open** Mon–Sat: 10–6. Sun: 12–5.

09 *Shops & Boutiques*

165 Gertrude St, Fitzroy
T 9415 7470

The Signet Bureau



The Signet Bureau is more like a gallery than a traditional retail space where three local designers display their collections. Shoe Designers Preston Zly and Fashion Designers munk and ess laboratory.

Open Tue–Fri: 10–6, Sat 10–5, Sun: 12–4, Mon: (Oct–Dec only) 11–5.

10 *Shops & Boutiques*

122 Gertrude St, Fitzroy | T 9416 0458
F 9416 0473 | www.sincegrey.com

Since Grey



Presented in gallery setting, independent fashion label, Since Grey, specialises in limited edition clothing & accessories with a twist of hand crafted appeal. All ethically designed & Made in Melbourne.

Open Tues–Sat: 11–6. Sun: 12–5.

11 *Shops & Boutiques*

193 Smith St, Fitzroy | T 9415 7066
www.somebuddylovesyou.com.au

Somebuddy Loves You



Open Mon–Wed: 10–6pm. Thu–Fri: 10–6:30. Sat: 10–6. Sun: 12–5.

12 *Shops & Boutiques*

225 Gertrude St, Fitzroy | T 9486 0010
www.spacecraftaustralia.com

Spacecraft Australia



Spacecraft Australia is a unique concept store presenting printed textiles. The store is the show piece for the creative output of Stewart Russell's spacecraft studio. Everything from interior to fashion is printed in small runs, limited editions or one offs like the iconic backing cloth paintings.

Open Mon–Fri: 11–6. Sat: 10–6. Sun: 11–5.

13 *Shops & Boutiques*

93 George Street, Fitzroy
T 9534 4088 | www.thirddrawerdown.com

Third Drawer Down

Third Drawer Down embodies the art gallery store without the exhibition space. One part museum and the other art souvenir store, they also sell their internationally renowned limited edition textiles. Who needs to see an exhibition to buy the souvenir?

Open Tue–Sat: 11–5.

15 *Shops & Boutiques*

120 Smith St, Collingwood | T 9419 1645
F 9583 6129 | www.toolz.com.au

Toolz

Toolz, women's fashion in unique and natural styles. **Open** Mon: Close Tue–Fri: 11–6. Sat–Sun: 11:30–5.

14 *Shops & Boutiques*

415 Brunswick St, Fitzroy | T 9495 6645
www.tomorrowneverknows.com.au

Tomorrow Never Knows

Made & designed in Melbourne TNK tees are limited edition treasures. Printed on 100% cotton dyed to our own color choices and a new Certified Organic Cotton range offers you a sound environmental choice. They look good too! We stock lots of other local labels & have just added a kids range.

Open Mon–Sat: 11–6. Sun: 12–5.

16 *Shops & Boutiques*

78 Smith St, Collingwood | T 9417 0230
F 9417 3396 | www.veganwares.com

Vegan Wares

Melbourne is home to Australia's only vegan shoe store. Providing a large range of shoes, boots and sandals, they also make to order. Other products include wallets, belts, bags, wrist bands, cookbooks, lipsticks and select vegan food items. **Open** Mon–Sat: 11–5.

17 *Shops & Boutiques*

163 Gertrude St, Fitzroy
T 9419 2511 | www.vixenaustralia.com

Vixen



Textile designer Georgia Chapman's retail store showcases her seductive & opulent fashion & homeware collections. Designed and made in Melbourne, her original fabrics have adorned both women and homes around the world for nearly 15 years.

Open Mon–Sat: 10–6. Sun: 12–4

18 *Vintage & Recycled*

337 Smith St, Fitzroy
T 9416 4777

Friperie



There once was a girl called Jill. She desperately sought a dress to kill along with, foxy shoes and sparkly earrings to adorn her from head to heel. So it was off to shop at Friperie her excitement was hard to contain, Jill opened the door to an emporium of delights and a welcome escape from the day. **Open** Mon–Fri: 11–6. Sat–Sun: 11–5.

19 *Vintage & Recycled*

12 Smith St, Collingwood | T 9419 4477
www.lostandfoundmarket.com.au

Lost and Found Market



Lost and Found is a large indoor market full of vintage furniture, lighting, art, fashion, books, records and bric-a-brac.

Open 7 days, 10–6.

20 *Vintage & Recycled*

269 Smith St, Fitzroy
T 9486 9696 | M 0414 659 759

Memorabilia on Smith



Huge store operates over three levels. Vintage & retro collectables: football; tin & enamel signs; garagenalia; tin toys; ephemera; advertising, star wars; die cast cars; carnival clowns; tram/train; military/Russian watches; flicker rings; pedal cars; milkbar, confectionary and soft drink; retro electronic games. **Open** Tues–Sat: 11–5:30. Sun: 11–5.

21 *Specialist Stores*

Rear 197B Brunswick St, Fitzroy
T 9486 8686 | www.galmont.com.au

Galerie Montmartre – Original Vintage Posters



(Enter via Moor St.)

Galerie Montmartre sources, restores and sells original vintage posters. A century of advertising history housed in a spectacular setting - these posters are bold, brash and demand attention! A poster to suit every space and every budget. **Open** Wed–Fri: 12–6. Sat: 11–6. Sun: 11–5 or via appt.

23 *Specialist Stores*

20 Smith St, Collingwood | T 9419 5713
F 9419 5635 | www.konjo.com.au

Konjo



African Jewellery & Handicraft. Tribal, modern and custom-made jewellery; handcrafted Ethiopian furniture, basketry, toys; Christian orthodox rarities; Rasta accessories. **Open** Mon–Sat: 11–5.

22 *Specialist Stores*

313 Brunswick St, Fitzroy | T 9416 1221 |
F 9419 5455 | www.kleinsperfumery.com

Kleins Perfumery



Parisien elegance is captured in the charming beauty boudoir Kleins Perfumery. The store is an olfactory haven offering over 4000 products including luscious lotions, fragrance, skincare and girly gifts. Kleins Perfumery remains a locals favorite and has become a Fitzroy icon. **Open** 7 days: 9–6:30. Fri: until 9pm.

24 *Specialist Stores*

400 Brunswick St, Fitzroy
T 907 70563 | www.poisoncityrecords.com

Poison City Records



Remember when skateboarding & punk rock went hand-in-hand? We do! PCR combines classic skateboard Hardware + Apparel (Vans, Dogtown, Thrasher, Independent, Powell, Antiher) with a great selection of Punk/ Indie/ Hardcore CDs, Records & T-Shirts, along with locally designed kids & girls clothing. **Open** 6 Days: 12–6pm. Closed Tues.

25 *Specialist Stores*

33 Peel Street, Collingwood
T 0402766503 | www.psbikes.com.au

PS Bikes



Beautiful Velorbis city bikes and great Christiania transporter trikes from Denmark.

26 *Specialist Stores*

183 Gertrude St, Fitzroy
T 9417 4477 | www.titlespace.com

Title



Unexpected music, arthouse DVD, books to complement and shelves of minty vinyl.
Open Mon–Fri: 11–7. Sat–Sun: 11–6.

27 *Specialist Stores*

40 Johnston St, Fitzroy | T 9486 0984
www.thet-shirttakeaway.com.au

The T-Shirt Take Away



Print your own t-shirt, hoodie or kids tee. Choose from our range of prints or bring in your own image or text. Ready to take away in minutes! **Open** Wed–Sun: From 11.

28 *Books & Gifts*

159 Gertrude St, Fitzroy | T 9416 4805
F 9416 4806 | www.artisan.com.au

Artisan Books



Located in the heart of Fitzroy's art precinct, Artisan Books is the premier specialist in books and periodicals relating to art, craft, design and culture. Featuring rotating exhibitions and a range of craftwork in their gallery. Also provide a mail order service and personalised search capabilities.
Open Mon–Fri: 10–5.30. Sat: 11–4.30.



29 Books & Gifts

233–235 Gertrude St, Fitzroy | T 8415 1415
F 8415 1418 | www.booksforcooks.com.au

Books for Cooks



New & old books about wine, food and the culinary arts bought & sold.

Open Mon–Sat: 10–6. Sun: 11–5.

30 Books & Gifts

330 Brunswick St, Fitzroy | T 9419 5223
F 9419 5451 | www.polyester.com.au

Polyester Books



Considered by some as the world's freakiest books store. An array of books, mags & videos not found in your mainstream book shop, including drug info, a full range of Satanic literature, erotic instructional aids, sexy t-shirts, Mexican wrestling masks, conspiracy theories and political rants of every persuasion. **Open** Mon–Thu: 10–8.00pm. Fri–Sat: 10–9pm. Sun: 11–8pm.

31 Floral Delights

102 Gertrude St, Fitzroy | T 9417 3611 |
F 9077 8918 | www.mrlincoln.com.au

Mr Lincoln



An eco-sound florist focusing on local produce and minimising waste. Mr Lincoln delivers throughout Melbourne & Geelong and caters for weddings, events, funerals and corporate work. Mr Lincoln wraps in calico fabric and customers are encouraged to re-use or return. **Open** Mon–Sat.

32 For the Home

52 Johnston Street, Fitzroy | T 9419 1882
F 9419 1882 | www.zakkaya.com.au

Zakkaya



Contemporary Japanese goods for your life. **Open** Tue–Fri: 12–5. Sat: 11–5.

33 For the Artist

32 Smith St, Collingwood
T 9486 992 | www.stlukeart.com

St. Luke Artist Colourmen

Are you a closet Alchemist? In need of fish glue, some gold leaf and pure pigments? Hand made French artists brushes your weakness? Not in a 'normal' art shop? It's at St. Luke. With great service and sound advice, what more could you want? Botany Bay Gum? Yes we have that too!

Open Mon–Fri: 10–6. Sat: 10–5.

35 Cafes & Restaurants

370 Brunswick St, Fitzroy
T 9415 9396

Juanita's Café

Juanita's is a family owned and operated Latin inspired café. Juanita's serves Churros with a delicious chocolate sauce, a range Dulce de Leche filled pastries and savory Empanadas (Spanish pies). At Juanita's everything is made by hand with love!

Open Tues–Sun: 12pm–late. Opening earlier for breakfast from December.

34 Cafes & Restaurants

300 Smith St, Collingwood
T 9417 1377 | www.cavallero.com.au

Cavallero

Cavallero is a versatile spot. Whether an early morning jumpstart to your day with a quick espresso or with something a little stronger, like a crisp glass of Spanish rose while sitting in the courtyard. This diamond in the ruff is bound to impress.

Open Tues–Thur: 8am–11pm. Fri–Sat 8am–1am. Sun: 9am–11pm.

36 Cafes & Restaurants

73 Smith Street, Fitzroy
T 9416 3439

La Niche Café

A little French cafe boasting croissants and muffins baked daily and great tasting coffee. La Niche has a simple and fresh provincial based menu. Try the quiche Lorraine or chevre salad with a glass of chilled French rose. A friendly atmosphere, great music and an authentic Friday night 'apero', with live music every second Friday.

Open Mon–Thur: 8–6. Fri: 8–11.

37 Cafes & Restaurants

1 St Heliers St, Abbotsford
T 8456 1262 | www.lentilasanything.com

Lentil As Anything



Organic vegetarian restaurant, with no set price. Donate what ever you want to.
Open 7 days, 9am–9.30pm.

38 Cafes & Restaurants

69 Victoria St, Fitzroy | T 9417 3788
F 9417 3988 | www.shirecafe.com.au

Shire Cafe/Bar



The Shire, Fitzroy's new off the beaten track cafe offers a relaxed and intimate atmosphere. Menu includes gluten free options. **Open** Sun–Tue: 7am–6pm.
Wed–Sat : 7am–10pm.

39 Cafes & Restaurants

122 Johnston St, Fitzroy | T 0417 371 149
www.thecommoner.com.au

The Commoner Bistro Bar & Courtyard



Rustic, beautiful food in a relaxed & quirky environment. **Open** Wed–Fri: 6pm–late.
Sat–Sun: 9am–late.

40 Cafes & Restaurants

88 Smith St, Collingwood | T 03 9416 0588
www.woodspoonkitchen.com

Wood Spoon Kitchen



Great Food, Great Price. Healthy & Original Japanese Food. Feel the Difference! Soups, Curries, Onigiri and more. Fully Licensed.
Open Tue–Sun: 12–9pm.

41 Bars, Pubs & Lounges

80 Smith St, Collingwood
T 9415 8876 | www.crd.com.au

Caz Reitop's Dirty Secrets

Set in a 1920's speakeasy style Caz Reitop's is an oasis for those seeking out friendly service and impeccable drinks. Our bluestone basement can host live acoustic music, artistic performances or the perfect function. Cocktail Hour Wed–Fri: 5–7pm \$9 Cocktails and \$5 Heineken Schooners.

Open Wed–Thu: 5pm–11.30pm.
Fri: 5pm–3am. Sat: 6pm–3am.

43 Bars, Pubs & Lounges

135 Greeves St, Fitzroy
T 8415 0511 | www.lambsgobar.com.au

Lambs Go Bar

Located in an old blue stone cottage, check out all of our nooks & crannies whilst sampling any one of our well over 100 local & imported beers, indulge in one of our gourmet burgers & lap up our Fri & Sat night DJ's. Did we mention the odd bit of live music... **Open** Mon–Wed: 5pm to late. Thu–Sat: 4pm–1am. Sun: 4pm–11pm.

42 Bars, Pubs & Lounges

351 Brunswick St, Fitzroy
T 9419 5500 | www.theevelyn.com.au

Evelyn Hotel

Live venue, bar, lounge and bottleshop. One of the few remaining live music venues in the area, The Evelyn is a long standing Fitzroy institution. From the well known to the undiscovered and crossing many genres The Evelyn features live music 7 nights a week as well as a separate lounge & plenty of outdoor seating. **Open** Mon–Wed: 12 noon til late. Thu–Sun: 10–Late.

44 Bars, Pubs & Lounges

164 Gore St, Fitzroy
T 9417 2926 | www.unionclubhotel.com.au

Union Club Hotel

Tucked away in the back streets of Fitzroy is The Union Club Hotel. Located on the corner of Gore and Webb Streets Fitzroy, the Union is a land mark corner pub and a true local. **Open** Mon–Thurs: 3pm til late. Fri–Sat: 12 noon til late. Sun: 12 noon til 11.

45 Bars, Pubs & Lounges

401 Brunswick Street, Fitzroy
T 9417 0880 | www.pollybar.com.au

Polly Cocktail Lounge



Polly's seductive, velvety burlesque interior instantly takes you back to the 19th century. Friendly & skilled staff can help you choose from the 50 plus signature cocktails, or if it is wine you're after, their list of almost 60 on offer is broad enough to tempt any palate.
Open Sun–Wed: 5pm–1am.
Thu–Sat: 5pm–3am.

46 Gourmet Foods

25 Johnston St, Fitzroy
T 9419 4420 | F 9419 8137

Casa Iberica



Specialist Portuguese, Spanish and Sth American Delicatessen (Spanish Speaking)
Open Mon–Fri: 8–5. Sat: 8–2.

47 Gourmet Foods

90 Smith St, Collingwood | T 0413 917 576
monsieurtruffe.wordpress.com

Monsieur Truffe



Cross between a travel agency and a chocolate shop.... Monsieur Truffe specialises in hard to find couverture from around the world, wide range of hand made bars and fresh truffles. Complemented by fair trade coffee, top french tea and freshly baked croissants. **Open** Mon–Fri: 8–4.30. Sat: 9–4.30. Sun: 10–4.30.

48 Gourmet Foods

113 St. David St, Fitzroy | T 9417 0209
F 9417 0804 | www.peterwatson.com.au

Peter Watson



Peter Watson brand is dedicated to the very best in foods, selected and prepared in ways that are timeless with no shortcuts and no chemicals added. Batching is kept small to ensure that the highest possible quality is achieved with the maximum flavour.
Open Mon-Fri: 8-4pm.

49 *Body & Beauty*

51a Smith St, Fitzroy
T 8415 1551 | www.alternativeglow.com.au

Alternative Glow

Beauty Therapy for Boys and Girls. Stockists of Dermalogica. Specialise in all areas of Waxing (Brazilian) Facials, Spray Tan, Manicures, Pedicures, Nails, Massage. **Open** Tues-Sat from 10.

50 *Yoga*

24–26 Johnston Street, Fitzroy | T 9416 4422
www.bikramyogafitzroy.com.au

Bikram Yoga Fitzroy

Try our \$19 Intro offer of 10 consecutive days of Bikram Hot Yoga, a practice suitable for all ages and levels of ability. It reduces stress, improves sleep, improves breathing, stimulates the immune system, sharpens mental discipline and builds physical strength and stamina. **Open** Classes 7 days.

51 *Galleries*

25 Easey St (via alley), Collingwood
www.utopianslumps.org

Utopian Slumps

Utopian Slumps was established in February 2007 as a curator-run non-profit arts initiative exploring experimental, installation and craft-based art forms. **Open** Thu–Sat: 12– 6pm. Other times by appointment.



to Fr
to his
to the
to ma
to



to
to
to







The North as shot on our trusty old Nokia N70

Shop

Shops & Boutiques

- 01. Chich Boutique
- 02. Meo Mi

Vintage & Recycled

- 03. Urban Vintage

For the Home

- 04. Southwoodhome
- 05. Luft

Jewels & Treasures

- 06. Pieces of Eight
- 07. Small Space Jewellery

For the Little Ones

- 08. Best Street Store

Indulge

Bars, Pubs & Lounges

- 09. Deco Wine Bar
- 10. Fitzroy Victoria
Bowling & Sports

Pamper

Chinese Medicine

- 11. Quiescence
Chinese Medicine

Fitzroy North & Clifton Hill Area Guide



01 *Shops & Boutiques*

218 St. Georges Rd, Fitzroy Nth
T 9482 4611 | F 9077 3831

Chich Boutique



Effortlessly stylish with a boho twist, great selection of local & imported designer brands. Labels include American Vintage, Fluxus, Natasha, Stella & Minx, Thurley, Lulu just to name a few. Plus an amazing accessories range. Relaxed shopping environment, hassle free. New stock arrives weekly. **Open** Mon–Fri: 10–6. Sat: 10–5.30. Sun: 12–5.

03 *Vintage & Recycled*

189 St Georges Rd, Fitzroy Nth
T 9917 2894 | urbanvintage.elocal.com.au

Urban Vintage



Urban Vintage creatively combines vintage and contemporary elements to provide you with an extra special shopping experience. Delight in the eclectic treasure trove of new and pre-loved homewares, fashion and gifts. You'll be sure to find something unique in style and uniquely you!
Open Wed–Sun: 10–5.30. Hrs extended over Summer.

02 *Shops & Boutiques*

47 Spensley St, Clifton Hill
T 9482 2551 | F 9482 2551

Meo Mi



Hidden away in the tranquil heart off village life in leafy Clifton Hill – Meo Mi (mayome) specializes in an eclectic mix of Australian & New Zealand designed women's fashion and accessories. **Open** Mon–Thu: 10–5.30. Fir: 10–6. Sat: 10–5. Sun: 10–4.

04 *For the Home*

284 Queens Pde, Fitzroy Nth | T 9486 6002
F 9486 6004 | www.southwoodhome.com.au

Southwoodhome



Southwoodhome offers our customers beautiful, stylish and great quality homewares purchased in the knowledge that they are trading lightly on the earth.
Open Tues–Sat: 10–5.30. Open 7 days from Sun 31st Nov through to Christmas.

05 *For the Home*

212 St Georges Rd, Fitzroy Nth | T 9489 0891
F 9489 0892 | www.luft.com.au

Luft

Luft design lifestyle store showcasing a diverse range of homewares, ceramics, lighting and jewellery by local and international designers. Featuring products from iittala, marimekko, mondaine Tivoli, marc pascal, katheryn leopoldseder, love, luna gallery, elk and Tivoli.

Open Sat–Wed: 10–6. Thu–Fri: 10–7.

07 *Jewels & Treasures*

365a St Georges Rd, Fitzroy Nth
T 9489 2328 | Website

Small Space Jewellery

Small Space Jewellery specialises in hand made contemporary pieces with an eye for design. Commitment or wedding rings our high light. We can remodel old jewellery and carry out repair work on the premises. We also stock a selection of other local jewellery designers work.

Open Tue–Fri: 10–6. Sat: 10–2.

06 *Jewels & Treasures*

635 Brunswick St, Fitzroy Nth
T 9497 8121 | www.piecesofeight.com.au

Pieces of Eight

Pieces of Eight is a gallery and artist workshop unlike any other. Presenting innovative contemporary jewellery and objects and hosting regular exhibitions, the sounds of jewellers working away can be heard behind the gallery in our workshop. Commissions are most welcome.

Open Tues–Fri: 11-6. Sat: 11–5. Also by appointment.

08 *For the Little Ones*

31–33 Best St, Fitzroy Nth
T 9486 1025 | www.beststreetstore.com

Best Street Store

Childrens wear, newborn to size 8 womens wear. **Open** Mon–Sat: 10–5.30. Sun: 11–5.

09 Bars, Pubs & Lounges

209 St. Georges Rd, Fitzroy Nth
T 9486 6745

Deco Wine Bar

Laze away summer evenings in Deco's lush, herb & flower filled back garden. Inside club lounges, polished wood and candlelight define this timeless neighbourhood bar where unpretentious staff serve classy drinks for grown-ups. Choose from 40 beers, 200 wines and countless cocktails. **Open** Tue–Fri: 5pm–1am. Sat: 2pm–1am. Sun: 2pm–11pm.

11 Chinese Medicine

473 Brunswick St, Fitzroy Nth | T 9486 4756
www.chinesemedicinemelbourne.com.au

Quiescence Chinese Medicine

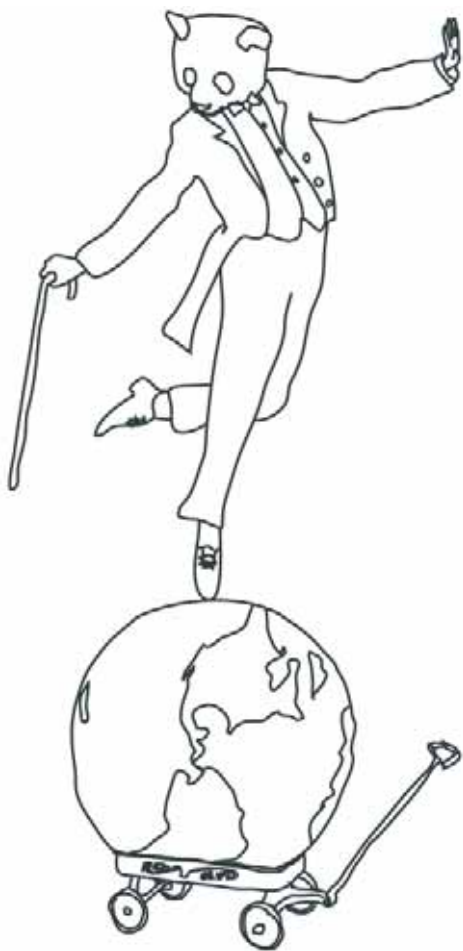
Acupuncture, herbal medicine, massage. Specializing in fertility treatments both naturally and in conjunction with IVF. At Quiescence we believe in a holistic, natural approach to health and as such also treat a wide range of ailments from pain management, to improving general well being and vitality. **Open** Mon–Sat: 9–6 by appointment.

10 Bars, Pubs & Lounges

578 Brunswick St, Fitzroy Nth | T 9481 3137
F 9486 7944 | www.barefootbowling.com.au

Fitzroy Victoria Bowling & Sports Club Inc

Nestled in the Edinburgh it's the home of Barefoot Bowling. Lawn Bowls is enjoyable, affordable & accessible for all, there is no better place to have your Social or Corporate function than Fitzroy Victoria. Fitzroy Victoria has an excellent array of Catering Options available at very reasonable prices. **Open** 7 days: 10am–late.



The Alderman

This is it, the best of the Norf. The very first crowning of the place that we think encapsulates all that is great about the north goes to Brunswick's The Alderman.

Choosing one place as an overall 'winner' was, in hindsight an extremely difficult task to set ourselves. Competition is not really what it's all about. There are so many great places worthy of our praise. Every place in this, the very first issue of Norf Guide was in the running so we had florists, bookstores, hair salons, fashion boutiques, cafés and so-on all vying for the honour. Our very stringent and scientific approach will remain a well kept secret suffice to say our team of Norfscapers had their work cut-out for them.

In the end, in choosing our Top Dog it came down to two essential questions: could the place have been born of anywhere else in the city and does it represent all that we love about the north? In choosing The Alderman the answers to both questions are no and yes:

No, The Alderman could not have been born anywhere else in the city. For a young establishment The Alderman is just soooo Brunswick, whatever that means.

The Alderman is located in Lygon St – not the Lygon St over populated with annoying spruikers and average italian food – but the skinny, northern end of the street that's quietly been sprouting an impressive little collection of drinking holes, eateries and fashion outposts.

We've witnessed many new players to this side of town attempt to import the ostentatious bling bling of Chapel St and fail. Plonking down an Eames copy does not make-eth the bar, and now that it's been done to death neither does op-shop rescues for that matter either. It has to be legit. The Alderman is one place that has managed to carry it off nicely. It has only been open for a short while yet it resembles something a kin to John Brack's painting *The Bar*, from 1954, it feels like it's been here for years. Part of The Alderman's charm is the front bar with it's dark wood panelling, old trophies and ornaments from nanna's place all lending it a very cosy pubby feel, like one of those old men's pubs that's been reclaimed by the next generation less the never ending stale smell and sticky carpet. Apart from the front bar with it's stools and comfy side benches to choose from The Alderman also offers up a loungeroom down the hall with couches and further out the back is a secluded little beer garden. Artwork in the toilets from talented scribbler Max Blackmore are a nice little touch.

...and yes it does represent everything we love about the north. Relaxed, humble, down to earth. Service with a smile and definitely no wankers thanks. One beer on tap, others by the bottle, a few wines and a selection of spirits are on offer. Oh and did I mention the ringing of the bell means some more simple yet very tasty bar snacks are on their way courtesy of Rumi next door?

Why we love it: stylish yet not pretentious at all, The Alderman does what it does well and doesn't pretend to be anything else. Could this be the recipe for the perfect little local bar?

134 Lygon St, Brunswick East
T 9380 9003

Open Tue–Thu: 5pm–11pm. Fri: 5pm–1am.
Sat: 4pm–1am. Sun: 4pm–11pm.





Shop**Shops & Boutiques**

01. Arbor Redux
02. Ashk
03. Coupe La Femme
04. Eva Green
05. Lulamae
06. Sprinkle Emporium
07. OK OK

Vintage & Recycled

08. Eekos
09. No-name Recycled Clothing

Specialist Stores

10. Small Screen
11. Villain
12. Opus in Wood

For the Home

13. Melody Nelson

Books & Gifts

14. Brunswick Bound

For the Little Ones

15. 1001 Things for Baby
16. Heirs and Graces by GK

Indulge**Cafes & Restaurants**

17. Bistro Flor
18. North Cafeteria
19. Small Block
20. The Alderman
21. The Cornish Arms Hotel

Fine Food & Health

22. Clay Fine Food & Health

Pamper**Hair**

23. Corrin's Hair Lounge

See & Do**Get a Tattoo**

24. Korpus

01 *Shops & Boutiques*

Shop 12 Sparta Place, Brunswick
T 93812601 | www.arborredux.com.au

Arbor Redux



Based in the vibrant Sparta Place, Arbor Redux showcases the work of over 20 predominantly Australian jewellery and bag designers. As a part of the wearable art movement, Arbor Redux prides itself on supporting emerging contemporary designers who foster innovation and quality artisanship. **Open** Mon: 11–5. (Nov Dec only) Tue–Fri: 11–5. Sat: 10–5. Sun: 11–4.

03 *Shops & Boutiques*

641 Rathdowne St, Carlton Nth
T 9348 0888 | F 9348 0888

Coupe La Femme



Indulge your senses in our lush soaps & extravagantly creamy body butters. Accessories to die for, stylish homewares, books & more. Delight in an array of visual & sensual delicacies. Treat yourself to luxurious pampering every day. Great service & complimentary gift wrapping. **Open** 7 days: 10–5.

02 *Shops & Boutiques*

106 Lygon St, East Brunswick
T 9381 4764

Ashk



Our range of clothing and accessories include local and imported trends. Clothing from Italy France and Israel as well as Australia. Our garments are at very affordable prices and of a high quality. Stock arriving daily. **Open** Tue–Wed: 11–5. Thur: 11–6. Fri: 11–7. Sat–Sun: 11–4.

04 *Shops & Boutiques*

138 Lygon st, Brunswick East
T 0408 774471

Eva Green



Eco Boutique. **Open** Wed–Sat: 12–6.

05 *Shops & Boutiques*

151 Sydney Rd, Brunswick | T 9381 0824
F 9387 5006 | www.lulamae.com.au

Lulamae

Lulamae Boutique stocks unique, hand-picked designs, shoes and accessories from around the globe as well as carrying it's own Melbourne based label, Ruby Patootie. Dreamboat jewellery from local artists complement our gorgeous garments. Lulamae is also a proud member of Climate Positive. **Open** Mon–Fri: 11–5.30. Sat: 10–5.30. Sun 11–5.

07 *Shops & Boutiques*

Shop 16 Sparta Place, Brunswick
T 0423 312 903

OK OK

Namesake men's, women's and unisex designer label plus local and international goodies. Garment's are all Made in Melbourne using Australian fabric where possible. The Landing (gallery) upstairs in the mezzanine is an exhibition space focusing on design based creative arts from local artists and designers.

Open Mon–Thu: 11–5. Fri–Sat: 10–5.30.

06 *Shops & Boutiques*

108 Lygon St, East Brunswick
T 9387 9262 | www.sprinkle.com.au

Sprinkle Emporium

Sprinkle Emporium is a boutique specialising in garments for women with curves in all the right places. Think 'classic with a twist'. All garments and accessories are Australian made, high quality, limited edition pieces. For us it's all about the shopping experience. **Open** Wed–Sun: 11–6pm. Fri: 11–7.

08 *Vintage & Recycled*

318 Victoria St, Brunswick | T 9387 5926
F 9387 5926 | www.greencollect.org

Eekos

Ethical & Earth-Kind Op Shop – Eekos promotes sustainable purchasing through offering reused, recycled, local, fair-trade and enviro friendly products: bric a brac, pre-loved clothing, toys & books, enviro friendly stationery, cleaning products and body care, fair-trade tea, coffee and other items. **Open** Mon–Fri: 9.30–5. Sat: 10–4.

09 *Vintage & Recycled*

136 Lygon St, Brunswick East
T 0408 774471

No-name Recycled Clothing



Recycle clothing boutique.
Open 7 days: 11–5.

10 *Specialist Stores*

420 Rathdowne St, Carlton Nth
T 9347 9997

Small Screen



Open 7 days: 11am–9:30pm.

11 *Specialist Stores*

554 Sydney Rd, Brunswick | T 9387 5475
F 9387 5475 | www.villainstore.com

Villain



Large variety of items inspired by the urban, contemporary and graffiti art forms. A carefully selected range of progressive local and international clothing labels, designer toys, books & magazines and creative arts paint products. Also stocking original artworks & prints from the cream of Australian talents.
Open Tue–Thu: 10.30–5.30. Fri: 10.30–6.00. Sat: 10.30–5.00. Sun: 12–4.

12 *Specialist Stores*

23 Glenlyon Rd, Brunswick
T 93436479 | www.opusinwood.com

Opus in Wood



Opus In Wood is a custom design & make service specialising in the production of beautiful wooden objects.
Open Mon: 9:30–5:30. Tue: 9:30–5:30. Thur: 9:30–5:30. Sat: 9:30–2.

13 *For the Home*

Shop 15 Sparta Place, Brunswick
T 9388 1844 | www.melodynelson.com.au

Melody Nelson

Melody Nelson specialises in boutique gifts and homewares that have been meticulously sourced from around the globe. Distinct from mainstream gift shops, Melody Nelson is the perfect place to purchase that unique gift for almost any occasion. **Open** Tue–Fri: 11–5. Sat: 10–5. Sun: 11–3.

14 *Books & Gifts*

361 Sydney Rd, Brunswick
T 9381 4019 | F 9939 0278

Brunswick Bound

Brunswick Bound is a new independent bookstore in the heart of Sydney Rd, Brunswick. We stock new books, music (CDs & vinyl), DVDs, handmade gifts & stationery. Upstairs is a lovely light filled space which functions as a gallery space displaying monthly exhibitions. **Open** Mon–Sat: 10–6. Sun: 11–5.

15 *For the Little Ones*

430 Rathdowne St, Carlton Nth
T 9347 7007

1001 Things for Baby

We specialise in pieces you won't find everywhere, in particular old fashioned toys we all remember: kewpie dolls, spinning tops and jack-in-the-box. When you visit us you will always find something different, whether it be clothing, linen, books or artwork it will be a unique shopping experience.

16 *For the Little Ones*

104a Lygon St, East Brunswick
T 9387 5167

Heirs and Graces by GK

Children's boutique. Classic elegance with a twist. Personal service in an uncluttered pram friendly environment. Local and international labels: Bobux, Petit Bateau, Eden Star, Uttam, Alimrose, Baby Only Skin care range and more. **Open** Tue–Sat: 10–5.

17 Cafes & Restaurants

555 Nicholson St, Carlton Nth
T 9381 4443 | www.bistroflor.com

Bistro Flor

Bistro Flor is a neighbourhood restaurant with city service and style, offering a quality euro-bistro menu with daily specials, a select list of wines and beers with relaxed, friendly service in an intimate dining room and sunny courtyard. **Open** Wed–Sun: Dinner from 6pm. Sat–Sun: Breakfast & Lunch from 10am. *Photo by Albert Comper.*

18 Cafes & Restaurants

717 Rathdowne St, Carlton Nth
T 9348 1276

North Cafeteria

Open Mon–Fri: 8–4. Sat–Sun: 8.30–5.30.

19 Cafes & Restaurants

130 Lygon St, East Brunswick
T 9381 2244

Small Block

Open Mon–Fri: 7:30–5. Sat–Sun: 8–5.

20 Bars, Pubs & Lounges

134 Lygon St, Brunswick East
T 9380 9003



The Alderman



The Alderman is an elegant local bar with courtyard, fireplace and bar snacks provided by the now famous Rumi restaurant. **Open** Tue–Thu: 5pm–11pm. Fri: 5pm–1am. Sat: 4pm–1am. Sun: 4pm–11pm.

21 Bars, Pubs & Lounges

163 Sydney Rd, Brunswick
T 9380 8383 | www.cornisharms.com.au

The Cornish Arms Hotel



The Cornish Arms Hotel is a Sydney Road icon. The pub with the grand old exterior has been stylishly renovated inside and now has a hip bar, exceptional food, beer garden and lounge area - all with a backdrop of great music and relaxed Brunswick cool. **Open** Mon–Thu: 3pm to late. Sun: 12pm–11pm. Fri & Sat: 12pm to 3am.



www.norfguide.com.au

22 *Fine Food Health Store*

719 Rathdowne St, Carlton Nth
T 9349 3957 | www.clayhealth.com.au

Clay Fine Food and Health

This cute little store brings together a hearty combination of organic fresh fruit and vegetables, meat and fine foods with a range of supplements and naturopathic goodies. The seductive selection of organic sweet treats, carefully chosen by a qualified health practitioner, ensures a healthy mix of naughty and nice. **Open** Mon–Fri: 9–7. Sat–Sun: 9–5.

24 *Get a Tattoo*

1 Sparta Place, Brunswick
T 9388 8959 | korporus.com.au

Korpus

Korpus Tattoo. Eclectic designs, rich in colour and three carismatic wierdo's... dinner n'show for the price of a tattoo. **Open** Mon–Sat: 12–6.

23 *Hair*

Shop 13 Sparta Place, Brunswick
T 9381 1862

Corrin's Hair Lounge

Come to Corrin's Hair Lounge for all your hairdressing needs at a fair price. Unwind with a herbal tea or chilled beer and cool tunes... without a ditz in sight. Stocking certified organic Delorenzo products and a selection of quirky locally made ladies knickers. **Open** Mon: 10–8. Tue: 10–6. Wed: 10–6. Thu: 10–8. Fri: 10–6. Sat: 9–4.

The gluten whinger

I lurv food, but why does it make me so unhappy at times? I've never been a fussy eater; always eaten everything on my plate... unfortunately! The search for a gluten free meal can sometimes be an elusive beast, more times than not ending in tears. It's enough to make me want to give up eating out all together. Am I doomed to sit alone on the couch and just eat bland steamed vegies forever?

There are several places in the northern suburbs recognising the need to cater for gluten free customers. Why are so many people making this request I hear you ask? It seems as though everyone has some sort of intolerance these days doesn't it? Is it a new fad, or are we just a bunch of hypochondriacs, who should get over ourselves and enjoy a bowl of spag bol?

A bit of background info...

A widely recognised reason for requesting gluten free food is due to coeliac disease. According to coeliac.com.au, Coeliac disease is a medically diagnosed condition of intolerance to gluten in the diet. Gluten is the protein component of wheat, rye, barley and oats. Coeliac disease is an auto-immune disease, which means that the body produces antibodies that attack its own tissues.

In people with coeliac disease, after consuming gluten, the small intestinal lining becomes inflamed. A strict gluten-free diet can reverse these abnormalities, and is the only recognised treatment for coeliac disease.



The Coeliac Society estimates that coeliac disease affects approximately 1 in 100 people in Australia, surprisingly though 4 out of 5 people don't even know they have it. That's a pretty large percentage of people who may be suffering in silence or could even be relatively symptom free but still at risk of long term intestinal damage. Big guts or sore stomach after eating? You might just be one of them.

Now back to me. I don't have coeliac disease, but I still request gluten free as I can't eat wheat due to fructose malabsorption. As well as bloating, aching stomach pains and more serious effects some of the gassier symptoms can be hilarious (well my partner thinks so anyway). Fructose is a sugar found naturally in many foods, including honey, wheat, fruits and vegetables. Normally, fructose is absorbed in the small bowel. In fructose malabsorption, the normal absorption of fructose is impaired.

It can be pretty easy to order meals without wheat, but when I have to ask for no onion, green beans, asparagus or leek, it can be quite embarrassing. So my plea to you? Please be understanding of us food intolerants. No we're not just fussy eaters trying to be difficult. So I won't be destined to eat steamed rice and vegies for the rest of my life pretty please give me gluten free!

Shop

Shops & Boutiques

- 01. Cobra Boutique
- 02. Lupa

Accessories

- 03. Catherine Manuell Design

Vintage & Recycled

- 04. Subterranean
- 05. Know Your Product

Specialist Stores

- 06. A Little Light
- 07. CCCK

Jewels & Treasures

- 08. Blackfinch

For the Little Ones

- 09. Imagine Me Boutique
- 10. Moppit
- 11. Small Dreams

Indulge

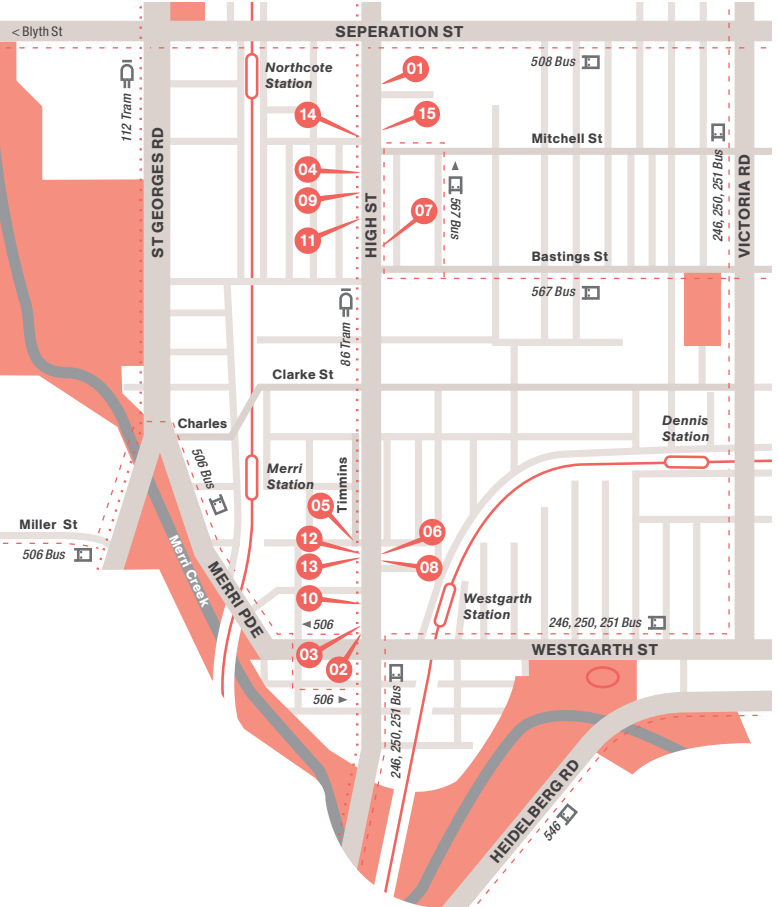
Cafes & Restaurants

- 12. Denn Bar & Restaurant

Bars, Pubs & Lounges

- 13. Ember Lounge & Tapas
- 14. Northcote Social Club
- 15. Salty Dog Bar & Courtyard

Northcote & Westgarth Area Guide



01 *Shops & Boutiques*

340 High St, Northcote
T 9482 7622



Fresh Mens and womens labels: Maurie & Eve, Bettina Liano, Von Treskow, Mogil, Backstage, Bless'ed are the meek, Nana Judy, Rufus green, De Puta Madre, Mavi, Premonition, St. Lenny and more. New pieces added weekly. Locally produced hand made silver jewellery pieces as well.
Open Mon–Wed: 10–6. Thurs–Fri: 10–7. Sat: 10–6. Sun: 11–5.

03 *Accessories*

59 High St, Westgarth | T 9481 8034
www.catherinemanuelldesign.com

Catherine Manuell Design



Australian designed International fashion accessories company based in Fairfield. Our range includes a wide range of handbags, luggage, wallets, folios for women and men. Our Grange Rd Fairfield clearance warehouse is also near by!
Open Mon–Fri: 10–5. Sat: 10–4. Sun: 11–4.

02 *Shops & Boutiques*

55 High St , Northcote
T 9481 1614 | www.lupa.com.au

Lupa



Lupa is 100% Melbourne Made independent clothing, jewellery and accessories. This converted supermarket houses over 80 of Melbourne's finest labels. Localising industry and celebrating design that truly reflects this city, visit Lupa.
Open Mon– Wed: 11–5.30. Thur–Fri: 11–6. Sat–Sun: 11–5.

04 *Vintage & Recycled*

277 High St, Northcote
T 9481 2399 | www.subterraneanonline.com

Subterranean



Subterranean sells the finest in vintage and retro clothing & accessories. Specialising in original one-off t.shirts & western shirts + the most fabulous in frocks; sourced both locally & straight from the US!
Open Tues–Thurs: 11–5. Fri–Sat: 11–6. Sun: 11–5.

05 *Vintage & Recycled*

1 Timmins St, Westgarth
T 9486 1116 | www.knowyourproduct.net.au

Know Your Product

3 rooms of amazing old phones, cool chairs, calculator watches, vintage sofas, Polaroid cameras, 70's glassware, vintage hi-fi, Bessemer teacups, 60's d-i-y books, button-badges, lamps, typewriters, flip-clocks, macramé owls and art prints, a hand-picked selection of the best of the 20th century.

Open Wed–Thur: 12–6. Fri–Sat: 12–8.
Sun: 12–6.

07 *Specialist Stores*

234 High St, Northcote
T 9481 6339 | www.ccck.com.au

CCCK

CCCK is a wool and yarn boutique. We stock Rowan and Jo Sharp yarns, products made by local artists and a range of knitting and crochet accessories. We also run knitting and crochet classes – visit our website for more information or drop in.

Open 7 days: 10–6.

06 *Specialist Stores*

116 High Street, Westgarth | T 0402 547 362
F 03 9894 7811 | www.alittlelight.com.au

A Little Light

A Little Light introduces a new attitude to the ancient craft of candle making, elevating the humble candle to the level of functional art. With exceptional burning times, quality is the essence of these functional art-pieces for the home.

Open Tue–Thurs: 11–6. Fri–Sat: 12–6.
Sun–Mon: Closed.

08 *Jewels & Treasures*

110 High St, Westgarth
T 9077 1319 | www.blackfinch.com.au

Blackfinch

Blackfinch is a contemporary jewellery store located in Westgarth. We house the work of Australian and International artist jewellers. We also collaborate with our clients on made to order pieces.

Open Tue–Fri: 11–6 Sat: 11–5.

09 *For the Little Ones*

271 High St, Northcote | T 9486 4122
www.imaginemeboutique.com.au

Imagine Me Boutique



An exciting range of clothing & shoes for kids. Sizes range from newborn— size 14. Brands include many wonderful local and international brands. Also stocking a beautiful selection of toys and gifts. VIP reward program available. Private baby shower functions on Sundays, please contact us to make a booking. **Open** Tues–Thurs: 10–5. Fri: 10–5:30. Sat: 10–5.

11 *For the Little Ones*

255 High St, Northcote
T 9486 4688 | www.smalldreams.com.au

Small Dreams



Specialist toy shop — organic, fair trade and unique toys for kids who look after the earth while they play. **Open** Mon–Thu: 10–4.30. Fri: 10–5. Sat: 9.30–5.

10 *For the Little Ones*

77 High St, Westgarth | T 9481 6869
F 9481 6869 | www.moppit.com.au

Moppit



Moppit's first concept store is located in the buzzy Westgarth strip of Northcote. Moppit is an independent children's fashion label designed in Melbourne. Their mission is to provide tylish, funky fashion for kids who like comfort and for parents who love fashion with an edge.

12 *Cafes & Restaurants*

113 High St, Westgarth
T 9482 1231 | www.denn.com.au

Denn Bar & Restaurant



Open Mon–Fri: Noon–late.
Sat–Sun: from 10am.

13 Bars, Pubs & Lounges

111 High St, Westgarth
T 9482 4853 | www.emberlounge.com.au

Ember Lounge & Tapas

Open Tues-Sat: 5pm-late.

14 Bars, Pubs & Lounges

301 High St, Northcote | T 9489 3917
www.northcotesocialclub.com

Northcote Social Club

Live gigs/ local hangout. Dedicated band room. Outdoor deck/ beer garden and bottle shop. The Northcote Social Club is one of the key venues to transform Northcote into one of the hottest spots in town. Some think it's the best live music venue in the north. **Open** 7 days: Midday-late (3am licence)

15 Bars, Pubs & Lounges

300 High St, Northcote
T 9486 5551 | www.saltydogbar.com.au

Salty Dog Bar & Courtyard

The Salty Dog bar is like all good dogs, loyal & loveable. 4 tap beers, a huge bottled range, cocktails, spirits, great wine and gourmet growling dog burgers. Live music & DJ's and a great function space. Its a busy little dog! **Open** Wed: 4pm-12am. Thurs: 4pm-1am. Fri-Sat: 4pm-2am. Sun: 3pm-11pm.

Natalie Shields

Maru

Maru, where does the name come from?

Maru (Mar-oo) has two meanings. In Japanese it means circle. In Japan when the teacher marks students work they draw a circle, meaning it's correct it's right.

And the Japanese influence?

I don't know I've always been into it. I studied Japanese & art theory.

Have you been to Japan

Yes, I travel to Japan regularly.

You speak the language?

Yes that's right. I'm fluent in Japanese. I can read it too. I got to a level where I can even read their newspapers.

How did you get into fashion?

I don't have any fashion training, I studied art & design at Tafe. I was pursuing my art before Maru came along. I had a number of solo and group shows at artists run spaces and other galleries around town. One show in particular at Linden included screen printed canvases and I made some badges. I sold some of the badges and thought I can make some money from this.

How long's the label been going?

I started making button badges about five years ago, then thought maybe I can do something else then looked into acrylic and later clothing. I started doing Maru full time three years ago.

How do you find the fashion business, it's not easy I hear?

People think you're a massive company, but I'm not. it's just me. Generally it works on consignment — 70% sale & return. I have to pay for the materials to make the samples and garments then deliver it and typically won't get paid until the end of the season, it's hard but that's the culture of independent labels. I enjoy it though. I can make something. I can see someone wearing it, enjoying it. They get to live with it, take it home and enjoy it. Friends and I see my tees around town which is nice.

How many pieces would you do in a season?

I make about twelve to fourteen.

Do you do mens?

No just womens cloths & jewellery pieces.

Your look really suits this area, it's very Fitzroy/Collingwood/Brunswick.

Everyone's said that. That's funny because although I work here I've never lived here. I've always been interested in graphic design. Even when I made art I was looking to graphic design. Aesthetic influences everything I do. I've always appreciated a simplified, minimal look. I guess my aesthetic is a kind of Scandinavian/Japanese fusion.

How many places stock Maru?

I have about fifteen to sixteen across Australia. Ten or so in Melbourne. I do all the selling myself then out source most of the production, managing the process. My emphasis is on the design. coming up with the ideas, finding the materials and designing how it's all going to come together. I Try to match fabrics with ideas I'm coming up with. All my pieces are made in Melbourne. I try to keep it local.



Would it be cheaper to go offshore?

Oh yeah for sure. I won't though. I couldn't imagine going off shore.

Any future Plans for the label?

I'd like to expand the interstate markets but it's not a good time with the looming economic crisis etc...

Will it effect you?

It will definitely effect the fashion industry. I don't think it will have too much of an effect on what I do though. My customers aren't the type to have lots of kids and a mortgage so hopefully it'll be OK.

Lastly where can we find your wares?

Around here?
Queen in Collingwood
Tomorrow Never Knows/ Fitzroy
Lupa/ Westgarth
Kids in Berlin/ North Melbourne.

*Need more hours
in your day?*



TIME

Now only \$3.99

*Never run out
of time again*

*Buy today and
get 15 minutes*

FREE

Call your friendly sales girl NOW



Online too

www.norfguide.com