

HUIE'S PRINT FOR

Artist Ja - Albert Huie

INDEPENDENCE THEME

A woodcut print, "The Reapers", created by well-known Jamaican landscape artist, Albert Huie, will be the

background for the theme of Jamaica's 1991 independence celebration, "Jamaica Land We Love", according to Elaine

Melbourne, executive director of the Jamaica Cultural Development Commission (JCDC).



1991 INDEPENDENCE LOGO: Elaine Melbourne (second left), executive director of the Jamaica Cultural Development Commission (JCDC), presents the 1991 independence theme to Albert Huie at his studio recently. At left is Pearl Palmer, director field services; and Nadine Wilkins (r), public relations officer.

- Camera Two photo

Miss Melbourne said that each year a theme is selected as the focus for independence celebrations, and this year, "Jamaica Land We Love" has been chosen. The idea of the theme is to encourage everyone to reflect on the land to be planted and reaped, working together as a people, and producing to meet the nation's basic food needs.

"It is our hope that the 1991 theme will stimulate interest in the land and agriculture in recognition of the Ministry of Agriculture's new thrust; as well as evoke a feeling of pride in what is Jamaican," Miss Melbourne said.

Hule's "The Reaper", was originally printed in 1939. The print was kindly donated by the artist for use by the JCDC, and the concept and logo were designed by graphic artist, Neville Garrick.

At a recent meeting at his Constant Spring Road studio, Hule said that he was pleased to donate the use of the woodcut to the JCDC, and it was his hope that it would spark some interest in things Jamaican.

The black and white print has been superimposed with the words "Jamaica Land We Love", and will be utilised with green and yellow spot colours or in black and white, as the logo for all independence celebrations programmes. It will also be used for all television and print media advertising relating to independence.

The executive director pointed out that in addition, the logo would be available for use by advertisers, on a franchise basis, throughout the holiday season. Information about the use of the logo may be obtained from the JCDC office, at Phoenix Avenue, Kingston.