



**CLEARVIEW**  
ESTATE WINERY

27 November 2013

MEDIA RELEASE *with photo*

## Winning tee shirt designs depict a vision of Clearview

Two EIT design students can add a tee shirt design competition win to their art portfolios and they're expecting to see people around the Bay acting as their canvasses.

Michelle Hellyer and Eden Clarkson, who are just completing the second year of their Bachelor of Visual Arts and Design degree, were announced as the winners by Clearview co-owner Helma van den Berg at EIT's ideaschool graduates art exhibition event last week.

Ms van den Berg worked with ideaschool tutor, Nigel Roberts to give students a 'real life' opportunity to create artwork to a commercial design brief.

Six emerging designers took up the challenge to create a tee shirt that "speaks of Clearview Estate". This involved a visit to the Te Awanga winery and restaurant and a perusal of its website to understand the visual style and culture of the business.

"The standard of the entries exceeded my expectations and we obviously found it hard to select just one," says Ms van den Berg. "The two are quite different; Michelle's is more of a postcard with tourism icons, while Eden's is more contemporary and sophisticated. And both illustrate Clearview well."

The winning designers, who coincidentally are flatmates, share the prize of a Clearview lunch and wine, plus each get one of their own limited edition shirts, which are available for sale from Clearview's cellar door and on its website.

It is expected that the tee shirt design project will become an annual event. "We know there is a steady demand for our merchandise and this year's tee shirts will update one previously designed by Fane Flaws. They may become a collectable perhaps," says Ms van den Berg.

Clearview's relationship with ideaschool started last year and for the second year, it has supported the end of year exhibitions. This year's Visual Arts & Design Graduate Exhibition is being held at EIT and is open to the public daily from 11am – 4pm till Sunday 1 December, with some artwork for sale.



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The Clearview connection to EIT is even longer, with Ms van den Berg undertaking viticulture studies in 1990 and her business partner Tim Turvey studying winemaking when they first established Clearview Estate 25 years ago.

Head of EIT ideaschool, Dr Suzette Majors says "ideaschool is so proud and appreciative of the relationship we have with Clearview. Wine and art are such a perfect match and Helma's support means the world to us".

*Photo caption:* Tee shirt designers with their winning garments, Michelle Hellyer (left) with Helma van den Berg (centre) and Eden Clarkson.

ENDS

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#### BACKGROUND INFORMATION

Established by Tim Turvey and Helma van den Berg in 1989, Clearview Estate continues as a family owned and operated business – handcrafted wines are grown, produced and bottled onsite. Renowned for award-winning Chardonnays and full bodied red wines, and the rustic and iconic 'red shed' restaurant that pioneered vineyard seaside dining in 1991 by combining a cellar door in a leafy vineyard courtyard setting.

Situated on the coastline of Hawke's Bay at Te Awanga, the Estate enjoys a unique microclimate, virtually frost-free with a warm, extended growing season and refreshing sea breezes. Clearview Estate focuses on quality; producing wines of great fruit intensity with a strong commitment to sustainability in all aspects of the business.