

Judy Worldwide

The Judy collection is a thinly veiled autobiographical series which has already seen some success via exhibitions and sales. Judy proved a cathartic creation after experiencing post natal depression with my first child (I now have two children). The collection is ironic, cheeky and has been a hit with those who can relate to Judy's experiences (and let's face it, who hasn't wanted to run over one of those Traffic light windscreen washers or wanted to turf your bathroom scales through the window).

*Judy grew tired of
being accosted at the lights.*



Judy explores the humour and irony in life's ordinary moments. Like most of us, Judy is an ordinary person having an extraordinary life. Topics include health, anxiety, image, motherhood, muffin tops, social taboos and many more. They have a retro, kitsch, vintage feel and generally will offend someone which makes them quite popular.

My Greeting Cards are hand drawn, scanned and modified using Photoshop, Illustrator, Adobe Fireworks and are printed in Altona, Victoria. 10% of Judy Profits are donated to [Beyond Blue](#). Judy is reminiscent of the Pop Art cartoon series, 'I can't believe I forgot to have children', or 'Oh My God, I left the baby on the bus'.

I named my character Judy as it's one of those names which conjures up a stable, centred, sensible women of a bygone era, the rock of the household but prone to the occasional meltdown (not unlike myself). Coincidentally, quite a few of my girlfriends have Mums called Judy and they are all the Rocks of their respective households. This is not only for all the Judy's out there, but for everyone's inner Judy.

The question is, which Judy are you?

SubUrban ART Project

Seabrook Community Centre
27th September - 15th December 2006
2006 Melbourne Fringe Festival
www.melbournefringe.com.au

'Judy Does The Bathroom' observes how influenced we can be by repetitive images of beauty, image and status. Judy is a cheeky reminder to surround ourselves with positive, realistic, inspiring images and to let people know how fabulous and amazing they are.



Visit www.missjudy.com to discover your inner Judy

Judy's child minding & laundry business was booming.



Clothes Line Babies

© Kerrie Gottliebsen

Oh the shock of discovering that you can be spewed on five times a day before you realise that a tea towel on the shoulder can save you time at the washing machine. This is a fantasy of mine where I was wondering how I could make money at home (doing other people's laundry) while entertaining my baby. I quickly woke up to the fact that I had a zillion things of my own to wash.

Happy Scales

© Kerrie Gottliebsen

Wouldn't it be great if our scales told us how great we were instead of what we weighed?

Remember next time you jump on the scales to close your eyes and love your handles.

Judy's scales had only two settings.



Judy and Tom's favourite position.



In Bed with Tom

© Kerrie Gottliebse

I had two very old and very pissed off Burmese cats called Jennifer and Gook when I brought my baby home from hospital. This image harks back to the days when I'd sleep blissfully complete with one or two cats on my pillow (and usually draped across my neck).

Running Pizza

© Kerrie Gottliebse

After stacking on the kilos with my first pregnancy, all I could think about was how I could return to my pre-baby size and still consume vast quantities of pizza and chocolate. Nothing has changed, I still love pizza and chocolate however I occasionally do a push up to balance things out.

Judy's job delivering pizza didn't last.



about the artist



At primary school, **Kerrie Gottliebson** charged friends 20 cents to draw pictures on their arms of Kiss singer [Paul Stanley](#). At age eight she owned a typewriter and dreamt about being a tattoo artist. She went on to paint and draw throughout her life in sudden **bursts of enthusiasm**, punctuated by months of creative constipation.

At 32 and pregnant with a baby which she was told was medically impossible, Kerrie stayed up at night with arms pulsating with carpal tunnel syndrome, only to be assaulted by hours of infotainment tv. Even worse, gestational diabetes meant daily consumption of family blocks were a no-no. It occurred to her that the ads were almost entirely riddled with negative messages about body size, skin type, wrinkles and hair removal. It was this, combined with a snowballing case of post natal depression and the isolation and anxiety experienced as a new mother, which **gave birth to Judy** (that, and not wanting to clean paint brushes).

Nearly eight years after the birth of her son and one daughter later, Kerrie has exhibited 15 limited edition Judy prints at Pludo Cafe in Williamstown as part of **Hobson's Bay Suburban Art project**. 'Judy and the Scales' was enlarged and displayed on an Auction board outside the Seabrook Community Centre. Judy has been published in the **Royal Women's Hospital** 'Instinct' newsletter and over a hundred cards and prints have been sold. Kerrie says ;

"Despite now being a single parent, I have gratefully recovered from depression with the help of family, friends, medication, meditation and the odd merlot. Stillness meditation therapy is still important to me. Go and read Calming your anxious mind by Jeffrey Brantley, it helped me enormously. Depression is an illness not a weakness and recovery is possible."

Judy is an ironic, cheeky and kitsch series of pop art images which invite you to discover your inner Judy. The cards are designed and printed in Melbourne with ten percent of profits going to [Beyond Blue](#), the organisation dedicated to helping people with depression and anxiety.

"I believe everyone has an inner Judy, even blokes"

Kerrie Gottliebson

Creator of Miss Judy

Contact: **Kerrie Gottliebson**
[Judy Worldwide](#)
PO Box 313, ALTONA
Victoria 3018. Australia

phone. 0412 145 070
website: www.missjudy.com
email: info@missjudy.com

[MEDIA KIT CURRENT AS AT 30 NOV 2009]