

- Forums
- Magazine
- Artisan Alley
- Calendar
- Resources
- Retailers
- Contact Us

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Queenie

Mini Square



I stumbled across Queenie's Mini Square one day and thought her approach to miniatures very unique; especially the way she's chosen to market her creations. Here is what she had to say:

I'm a Graphic Designer and a Miniature Artisan. I love art when I was younger. I learned a lot of from my dad. David is an Artisan too! His original miniature watercolour hand painting are so nice and detailed. Please check out David's Gallery on Mini Square. While working miniatures I realized that every detail is very important and I learned to absorb everything around me. Also, you must be creative in the way you use materials. Sometimes even garbage or useless things that are thrown out could be of great material to use!

I always like to imagine. I imagine shopping in a real shopping mall only everything in the mall is dollhouse miniatures. After that I started to build my dream mall. Mini Square is a concept of an imaginary mall which represents in a smaller scale model a real life shopping mall. Each floors represents a department. You will find many consumer goods from stationary, grocery, pet supplies, beauty & cosmetics, women's accessories, children accessories, arts and crafts, home furnishings, florists & gardening, restaurants etc. The pet department was my first dollhouse miniature project. I built the grooming room, dog compartments with lighting and all the pets accessories such as dog collars and leashes, pet carriers, dog beds, toys and foods. After this project I found out that making miniatures was so interesting because I can recreate a real life scene in 1/12 scale. It brought back memories that I bought my lovely puppy "Hugo" from a pet store. Most of my customers really like the pet items, they like to collect their dog's favorite foods and toys.

I live in Toronto, Canada. Toronto is a multi-cultural city so there are a lot of different things that influence my work such the different types of foods here. There is Western, Japanese, Thai, Indian, Vietnamese and much more. Thai food is my favorite! But I like to make Japanese food because it's like an art form. Mini Square emphasizes a contemporary style. Many of the products reflect a modern influence (though some are still kept traditional). Mini Square also encompasses both Western as well as Eastern cultures. It is unconfined to a culture or time period.

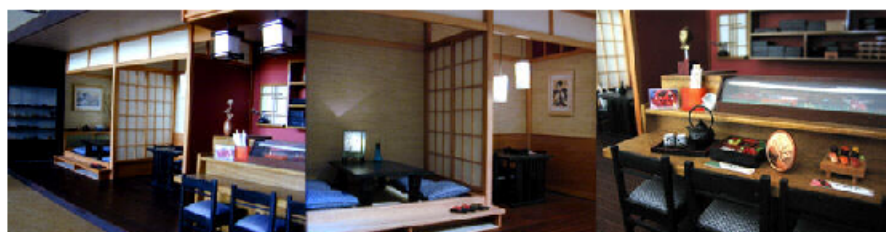
I'm very interested in Japanese culture - the lifestyle, food, packaging and design. My second project was a "SAKURA" Japanese Restaurant. The restaurant was divided to 4 sections. Starting from the main entrance a food display case stood in the corridor. It has spotlights and displays all my handmade miniature foods such as sushi, handrolls, tempura, bento box, soba, Gyoza, and desserts. The other sections are a Japanese traditional tatami dinning room, modern style dinning room and sushi bar. My new product Japanese teapots set with green tea was the hottest seller in the Miniature Enthusiasts Of Toronto Show. After this project I would like to be a great chef of miniature foods to create more different kinds of food.

The supermarket was my latest project. Working on this project was so much fun. Inside the supermarket was filled with all of my favorite food, junk food and snacks. What is good is that they are don't have an expiry date! You can keep them as long as you want. Miniature grocery items are really good for collecting. You can collect all your favorite food packaging. Nowadays food packaging changes pretty fast so you can keep your miniature food as a memory of the older style packaging. It is interesting to see which kind of groceries my customers like to collect the most.



Mini Square is also unbound by traditional dollhouse displays. Mini Square shows how miniatures can be displayed in various creative settings such as a small shadow box or a room box which can blend with your house decor rather than being an isolated piece. These pieces can be hung on a wall as part of a wall decoration or they can be placed on a shelf where space is not ample. We have all different scene such as cosmetics, handbag, dressmaking, florist, retro room, pet shop, Japanese dinning room.

I hope that everyone can find something they like in my mall. I will continue to create exciting new things for miniature enthusiasts to enjoy!



You can visit Queenie's Mini Square at: