



The Grumpy Toad & Northern Art Market

Caroline Parnell-Barry moved to East Ferris 2 years ago, and brought her home-based business with her. The Grumpy Toad was created 6 years ago as a channel for her art, finding herself with spare time as an empty nester. Caroline's art has become recognizable as her own, a feat that many artists strive for.

While speaking to Caroline, we learned that inspiration for The Grumpy Toad came from a trip out East, where everything is bright, fun and quirky. Caroline was determined to bring that vibe home with her and use it in the most creative way possible. Items created include one-of-a-kind jewelry, walking sticks, home decor and dream catchers to name a few. All of these creations are made from upcycled material and nature pieces, like driftwood and sea glass.

While attending local artisan and craft shows, Caroline realized that there was an issue with online sales and marketing for Northern artists. Northern Art Market (.com) was born from a desire to rectify that. northernartmarket.com serves as a landing space for vendors from Northern Ontario to sell their goods, similar to Etsy. Her hope is to grow northernartmarket.com and increase vendor participation.

The Grumpy Toad has items for sale in PEI, at Vested Interest and at Oak Street Eatery and on northernartmarket.com. For more information on how to join Northern Art Market, or to make an online purchase from The Grumpy Toad, please visit www.northernartmarket.com or call 705-499-5507.

