

the Crafts Report[®]

The Business Resource for Artists and Retailers
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Solmate
Socks



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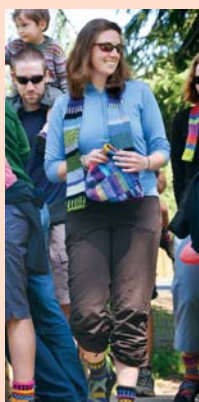
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On the Cover

Socks and other items by Solmate Socks, the subject of this month's Insight Gained article by Petra Jones (story on page 10).

For more information on Solmate Socks or to make a purchase, visit www.socklady.com.

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The mission of *THE CRAFTS REPORT* is to inform, instruct and inspire both the beginning and the established professional craftsperson and crafts retailer by providing them with: ■ how-to articles on all facets of crafts business management and related topics ■ relevant industry news, as well as information on current issues and trends ■ a forum for exchanging ideas and concerns ■ encouragement and recognition.



The New Look of Handmade®

New categories, new artisans and new takes on traditional media

by Traci L. Suppa

Traditional media, like glass, wood and ceramics, are making a comeback. The newest takes on the world's oldest materials will be among the offerings at *Handmade*® at the New York International Gift Fair® (NYIGF®) this winter.

This extensive, juried selection of cross-category hand-crafted items returns January 29 through February 2, 2011, with new companies and fresh talent, reorganized into two new categories that classify artisans by process and provenance.

New looks for traditional materials

An overwhelming—and reassuring—trend among the newly accepted *Handmade* exhibitors is the return to traditional materials, with adaptations for modern aesthetic sensibilities. These include:

Glass Artists are returning to glass, which can be expensive to create and ship, as the economy improves.

Ceramics Ceramic is also seeing a resurgence despite its higher distribution cost.

Wood Experienced artisans are innovating new uses for this material.

Textiles For the first time, a textile wall art company will participate in *Handmade*.

Benefits of categorization

As of August 2010, *Handmade* now features two separate collections: *Handmade Designer Maker*® and *Handmade Global Design*®. *Global Design* features 120 international resources, which combine sophisticated design with traditional artisanal techniques. *Designer Maker* showcases 360 limited-production makers—across all categories and in all media—from around the world.

New Faces, New Voices

Handmade welcomes scores of new fine craft companies this winter. These mini-profiles provide a glimpse of the artists, and the new products they will present at NYIGF:

Global Design

eangee home design

eangee home design is an importer of contemporary, fair trade and “green” home décor. Founder Shay Elder notes the biggest change in handmade product is the move toward designer trends.

Rather than focusing solely on traditional styles, handmade product has been more aware of changes in colors, textures

and design trends. “I believe the Great Recession changed buying habits to favor handmade. If people are going to spend money, it’s going to be on something special that makes them feel good.” eangee’s new **Drum Pendant** is the company’s first hanging fixture. Based on a popular retro design, it measures an impactful two feet in diameter.



Bulgar USA

"Technology has enabled craftspeople in the most remote of regions to communicate with the global community," notes Donna Hadjipopov of Bulgar USA, a supplier of traditional Bulgarian pottery and textiles. "Retailers can access products that support a community, rather than depleting its resources or taking advantage of the craftspeople." Bulgar has expanded its locally sourced sheep's wool textile collection to include shawls, throws, blankets and rugs. Water- and fire-resistant, sheep's wool is a healthy fiber, uninhabitable by dust mites. This sustainable **brown wool shawl** showcases a rare fleece color.



Stinson Studio

The Stinson family has been sustainably working with wood for the last 30 years in Canada, producing both functional vessels and art pieces. They are introducing **Sculptural Burls** to the winter market. During its growth on the surface of a tree, each burl is subject to forces creating a singularly unique raw shape. The raw, weathered natural contours on the outside of the form are balanced and mirrored by the hand-carved, smooth and polished interior. "We seek out the stability of products whose style and value is timeless," says Jesse Stinson. "These pieces will endure to become family heirlooms."



Designer Maker

Jess Wainer

Jess Wainer's work combines sculpture, painting and drawing to captivate and challenge. She has worked with clay since the age of 10, then studied glassblowing, sculpture,



art history and new media installation at the Rhode Island School of Design (RISD).

Her newest product, the **Mini Bud Vase**, is created individually by hand in California without the use of molds or other reproduction aids. Blowing each vessel freehand makes each one a unique art object with its own special

character and personality. These colorful baubles are available in a rainbow of colors and stand only three inches tall.

Sticks

With a diverse studio staff of artists and designers, Sticks brings fresh designs and new directions to the market every year. Home and kitchen designs are at the forefront of new offerings, with fun food and home-related imagery and verbiage. Every piece is an original, like the new leather and upholstery structures with mixed-media treatments. This best-selling 48-inch round **dining table** takes Sticks further in the direction of high design.

Handmade at NYIGF

Saturday, January 29, through Wednesday, February 2, 2011
Jacob K. Javits Convention Center, New York City
www.nyigf.com
(800) 272-SHOW (7468) or
(603) 665-7524.



The focus of *Handmade Global Design* is not only on import resources, but particularly those exemplifying good design, traditional craftsmanship and community building through global artisan workshops. Within this category, buyers can find products made overseas, particularly through Fair Trade companies that employ cottage industry workers in developing countries.

The Egyptian Exporters Association-Expolink will join NYIGF and both ProMéxico and AMCHAM (American Chamber of Commerce of Peru) will return this winter, bringing groups of exporters, manufacturers and artisans from their respective countries.

Handmade Designer Maker showcases the work of talented individual artists from around the world. The category debuted last August in the new Javits Center North, a purpose-built 40,000-square-foot exhibit space that boasts abundant natural light and longer, more spacious aisles. The German Pavilion (Landesmesse Stuttgart GmbH, Messe Stuttgart) and the British Crafts Council (BCC) will return with significant presence

this winter, and companies offering "Handmade® in the USA" products are located throughout.

Handmade: A "must" market

For 25 years, *Handmade* has risen to worldwide prominence among craft markets, as companies have recognized the advantages of being part of a larger gift market rather than a craft-specific show. The quality and the quantity of the products have increased, partly because each category has its own jury of experts who can identify the best within their category.^{TCR}

