



General Reindeer Farm Information:

The goal of the Reindeer Farm is to offer guests a family-friendly experience to celebrate the Christmas Season and bring people into Fulton County. The Reindeer Farm is also an educational resource for adults and children to learn more about arctic animals. Fun and Learning are both goals of the owners. A small gift shoppe and mobile food stand are part of the site experience. Guests will be offered information about Canton and other venues within the county in an effort to engage people with our community.

The Jolly Old Elf Shoppe Information:

A wide variety of products are sold in the retail space of the Jolly Old Elf Shoppe. Below is a general summary of products containing information that each employee should know.

Silk Products: All silk products are hand-painted by one of the gallery artists. Each is machine washable (although hand-washing is preferred) on delicate using mild detergent in cold water. Some of the dyed products are also cotton and should be washed the same way as the silk items. Silks can be ironed with a cool setting. Cotton can be ironed on hot setting.

Jewelry: Most of the jewelry sold in the store is made of American made antiqued natural brass. This metal is nickel and lead free. All items are custom designed by one of the gallery artists. Beading is done with a variety of materials including metals, ceramic, glass, crystal (Swarovski) and crystal pearls (Swarovski). All glass is tumbled using Gulf Coast beach sand. Glass is antique. There are some sterling silver items in the store. These are marked specifically as sterling. All other silver-tone jewelry is silver overlay on brass. Black metal jewelry is iron. It is also nickel and lead free.

Ceramics: The clay used at the gallery is earthenware. It is a low fire clay that is very durable with a natural color of either beige or reddish orange when fired. All glazes used by the studio are lead free and last longer if washed by hand. Terra Cotta and Stoneware pottery is made from organic materials fired at temperatures ranging from 1832-2372 degrees F.

UPcycled: Upcycled items are antique pieces that have been cleaned and redesigned in some way for a new and even better purpose. That is why they are referred to as UPcycled items.

Prints: All prints are done on archival papers using 100+ year archival ink. Even the postcards are printed with this process making them suitable for framing. Any work shown in the gallery can be ordered as a print. (Fill out project request form). Giclee printing is a form of inkjet technology using high quality liquid inks sprayed onto paper, canvas or fabric based products. Although archival in quality, prints should be kept out of direct sunlight and always displayed under glass if on paper. Canvas applications can be varnished for easy cleaning with a damp cloth.

Originals: All items with a RED gallery logo are original works of art. Materials range from oil, acrylic, watercolor, gouache, wood, cyanotype, and mixed media.

- **Oil Paint:** Oil paint is one of the oldest, highest quality paints in the history of art. It was first developed during the Renaissance and has been a top choice for artists ever since. Oil last for generations with minimal care. Wipe with a damp cloth to clean. The Mona Lisa is an example of this type of paint.
- **Acrylic:** Acrylic paint is one of the newest and most versatile products that evolved during the industrial revolution. It is high quality, paint that will last for generations with proper care. Wipe with a damp cloth to clean. This is a more modern type of paint that was developed in the early 20th century as part of the plastics revolution.
- **Watercolor:** Watercolor paint is one of the oldest and easiest types of paint to use. However, it is susceptible to fading if not placed in the proper location. Keep away from direct sunlight and always display under glass to protect from dust and elements.
- **Gouache:** pronounced GWASH, this paint is a cross between acrylic and watercolor in terms of translucency. It is more vibrant than traditional watercolor but thinner than acrylic with great pigment stability. Works should not be placed near direct sunlight and should always be displayed under glass.
- **Cyanotype:** Chemicals are mixed to create a light sensitive liquid that is applied to watercolor paper. Transparent negatives or actual objects are placed on the chemically treated paper and exposed to natural sunlight for as much as several hours to achieve a deep indigo color. Prints should be kept away from direct sunlight and always displayed under glass. Process was developed in the mid 1800's.

- **Colored Pencil:** Works done in pencil are created with Berol Prismacolors. These heavy bodied, wax-like pencils can be applied in thin or thick layers. Full saturation is the term used to describe thick applications. When applied in this way it is difficult to distinguish a colored pencil piece from a painting. These are very durable and stable. It is best to display them under glass but their wax like surface makes it possible to display them like paintings if desired. All papers and surface used for drawing in our studio are acid free and archival.

Service Information:

Snowman Studios Inc. provides the following services, most of which are based at the Reindeer Farm/Corporate Office Site – 25599 E. Middle Lake Rd.: Signs, Murals, Art Restoration and Commercial Painting. Whenever possible, we try to educate and inform farm visitors of our other services.

Customer/Client Information:

The guests visiting the Reindeer Farm are of all ages and come from up to 2 hours away. Employees need to be attentive and friendly while keeping a close eye on everyone to make sure everyone is following safety procedures. If employees get questions they cannot answer, they are advised to take down the person’s name and number so that the owners can get back to them. Employees can also hand out business cards to give guests the information they need to contact the owners on their own.

What we DON’T do:

We will not pose the reindeer for pictures.

We will not allow people to get into the pen with the reindeer for the safety of everyone.

We will not allow anyone to abuse the reindeer. Anyone who behaves in a way that might be dangerous for the animals or the other guests will be asked to leave.

We will not allow anyone to smoke or vape on the property.

We will not allow anyone to feed the animals anything other than our approved treats provided by OUR staff.

We will not allow drugs or alcohol on the property.

Our company reserves the right to refuse service to anyone if we are uncomfortable with the person’s behavior and view it as a detriment to the animals, children or farm property.

Snowman Studios Inc. is an Equal Opportunity Educational Institution and EEO/Affirmative Action Employer committed to excellence through diversity. Employment offers are made on the basis of qualifications, and without regard to race, sex, religion, national or ethnic origin, disability, age, veteran status, or sexual orientation.