



SNOWMAN STUDIOS *Gallery*

General Gallery Information:

The goal of the downtown gallery is to make the company's services more accessible to potential clients and to provide retail space for the artists. The gallery features a wide variety of products including: paintings, drawings, photography, ceramics, sculpture, jewelry, hand-painted silk products, books, vintage items that have been upcycled, archival prints, functional, seasonal and decorative items. Services include: murals, signs, framing, art restoration, fine art commissions' photo restoration and graphic design.

Product Information:

A wide variety of products are sold in the retail space of Snowman Studios Gallery. 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:

The services listed below are in order of the percent of business they represent to our company. For example: signs represent the largest portion of our service income followed by murals and framing.

Signs: Our company can do any kind of sign work including hand-painted, vinyl, digital, directional, way finding, lighted, dimensional (pin-mounted) and oversized. We do everything from electronic message boards and old-school gold leaf work. Since nearly all of the sign jobs are custom be sure to have the client fill out a project request form. Give them a business card and an oversized postcard of our services (if available) and tell them one of the owners will contact them soon. Samples of our most common sign materials are in the back in the black “samples” bag on the floor under the counter. The work table in the main gallery is an example of this type of common panel and has Sherwin Williams Duration house paint on it, which is the most common paint for murals and painted signs.

Murals: Our company can do murals of any size or style: indoors, outdoors, residential, commercial, two-dimensional, three-dimensional, backdrops, set design, etc. The most common material used is the same substrate (base panel) used for doing signs. These materials can be painted in either water based or oil based pigments.

Commercial Painting and Design Consulting: Our company does all forms of design consulting including interior design walk-throughs and planning, landscaping planning/design and commercial painting of properties both interior and exterior. We use the highest quality paint and materials, pay close attention to detail and make sure that safety is a primary focus on all job sites.

Framing: Our company does a lot of custom framing. This is the most common project that walks in but still comes in third in terms of overall income because the markup is lower. If a customer has a project for framing have them fill out the project order form, let them look through frame samples and/or matt colors. These are located in the BLACK display cabinet in the main gallery. Be sure to get information from them on WHEN they need the project done and how much they want to spend overall. Generally custom framing takes 3-4 weeks.

Restoration: This is the second most common project that walks through the door and varies widely in scope. Some projects are walk-ins that can be fixed on the spot while others take months to complete. If it is a simple repair you can make – go ahead and do that. A minimum charge of \$15.00 for new hardware, wire and/or tape. Projects that require check-in have a minimum charge of \$25.00. We fix broken, cracked or chipped pottery, broken frames, torn paintings or drawings, damaged photos, broken/damaged signs. We generally charge \$50.00 per hour plus materials for restoration work and most can be fixed in 1-2 hours.

Graphic Design: Most of the graphic design work we do is in conjunction with the sign services we provide. We design company logos at no charge for individuals ordering a minimum of \$300.00 in signs. A maximum of 2 changes are provided. Additional changes will be charged at \$50.00 per hour. Our company does graphic design work including logos, business cards, fliers, product photography, postcards, web sites, billboards, and t-shirts. Graphic design is also billed at \$25.00 per hour minimum.

Customer/Client Information:

The average age of our clients is over 40 years of age. Most of our clients fall into three categories. Each employee should try to learn the names of clients as much as possible.

1. Clients who are coming in to discuss hiring the company to provide a **service** such as murals, signs, framing, restoration, etc. Any service request needs to be handled by having the client fill out the Project Order Form.
2. Clients who are coming in to do some **shopping**. These individuals are typically women looking for gift items. Employees need to be attentive and friendly, yet not hover to the point of being pushy. Let customers know you are there to assist and answer questions. Offer to giftwrap at no charge.
3. Clients who are coming in to **visit or ask questions**. These customers range from friends and family to strangers coming in to solicit donations for charities or events. If they are requesting a donation, have them fill out a DONATION REQUEST FORM. Direct all solicitation requests directly to the owners. Be polite and answer questions as best you can if the customer wants information, but refer them to the owners (business card) if they ask questions you are unsure about.

What we CAN'T do:

No one on staff at Snowman Studios Inc. is a certified art appraiser. We cannot provide estimates on the value of any art object other than a general assessment of the value of raw materials. We may be able to give a general estimate of value on the work of known local artists, but not on any work outside the Fulton County arena.

We do not have the facilities to shoot indoor portrait photography. We can do outdoor photo shoots, but on a very limited basis. We do not shoot large groups or pets.

What we WON'T do:

We will not buy items from clients for resale in the store. We are not interested in being a PAWN shop or dealer for other artists.

We do not take the work of other artists on consignment at this time. (Meaning artist cannot put their work in our shop and get paid when it sells.)

If someone inquires about getting their work in the gallery, they can leave their business card or write down their name, number and e-mail address. We will file this information and refer back to it at a later time.

We will not donate items to any charity without complete information from the charity including: name of charity, beneficiary of fund-raiser, contact person, type of fund-raiser, advertising or other benefits provided as a result of a donation. As a general rule we prioritize donation requests for groups that benefit the entire community rather than individuals. Decisions on donations are made by Scott and Tracy (owners) only.

We will not repair, frame, paint or accept any project that we determine is offensive in nature. Our company reserves the right to refuse service to anyone if we are uncomfortable with the person requesting the work or the project itself.