

## CRAFTS INSIGHT: METALWORK

*INSIGHT allows artists to share their business insights with fellow craftspeople in the same medium.*

### INSIGHT SUBMISSIONS

Mail or e-mail a high-quality image — high-resolution digital is best — of your work, along with a 100-word INSIGHT telling us how and where you find the best markets for your work. Please include your name and city of residence as well.

**Entries must include all of this information to be considered.**

E-mail to:  
insight@craftsreport.com  
or include a padded SASE with slide submissions and mail to:  
Insight  
The Crafts Report  
P.O. Box 5000  
Iola, WI 54945

### INSIGHT SUBMISSION DEADLINES

Issue	Theme	Deadline
Dec.	Religious/Holiday	Sept. 15



Bill Roberts, *Nurture*, 19" x 10" x 6"  
Forged Aluminum. Photo by Dave Monroe.



Bill Roberts, *Fly By*. Mobile, forged aluminum. Photo by Dave Monroe.

## Majority of Marketing Plan Becomes Internet-Based

■ Bill Roberts, Ocala, Florida

**M**arketing...my marketing approach has changed through the years. In the beginning I used juried art shows, galleries and interior designers as my main network. That has evolved into word of mouth, an occasional juried art show, but mostly the Internet. My website has become the marketing tool I always hoped for. It enables me to reach clients that were "out of reach" before. So...that's my approach to marketing today. And I can see the future...when all

my marketing is done via the Internet. Not only has it increased sales...but my classes are really starting to take off.

#### Contact:

Bill Roberts  
Custom Design Metal Arts  
3740 NE 40th PL #D.  
Ocala, Florida 34479  
(352) 351-5512  
[www.customdesignmetalarts.com](http://www.customdesignmetalarts.com)



Bill Roberts, *Festival*. Forged aluminum and copper with granite base, 40" x 27" x 15". Photo by Dave Monroe.

## Staying in the Public Eye Keeps Business Growing

■ Dimitri Gerakaris, Canaan, New Hampshire

I've been doing this for 36-plus years and think the reason I'm still at it is I never narrowly defined a market. Anything goes, so long as it requires creativity and quality work on my part and an appreciative client. For this connection, we have to be at the right place at the right time and that is enhanced by being more places more times: exhibits, public commissions, conducting seminars, public talks and media interviews—and now the wonders of the Internet. Put up your own website and make it the best you can! Then, keep refining everything you do.

**Contact:**

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dg@art-metal.com  
www.art-metal.com



Dimitri Gerakaris. Wall relief of forged and color-galvanized steel (5 x 4 ft) for the chimney of a residential dining room. Four reliefs were made for one home denoting the function of each associated room.

## Website and Word of Mouth Bring Commissions to Artist

■ Paul Hill, Wilmington, North Carolina

I am a metal sculptor focused in stainless steel, bronze and steel. The sources of the metal are sheets I form into the shapes for the sculptures and found pieces. I work mainly from commissions.

I market on the absolutearts.com website and through word of mouth. I work with several architects and have shown in some juried shows. Galleries are my last choice, and I rarely do an arts festival. Exposure here in Wilmington, N.C. is Pedestrian Art; I currently have two pieces on display. Clients include Detroit Diesel-Marine, Oceanic Restaurant, Abacos Billfish tournament and many private individuals.

**Contact:**

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absolutearts.com/metalforms



## Working with Interior Designers Nets Commissions

■ Matt Weber, Chandler, Arizona

Since a large portion of what I do is functional, I find that interior designers are a great resource for marketing. Once you establish a relationship with a designer, they pretty much market your work for you. They become familiar with your work and your pricing structure. And since they know their client's budget, there is a higher chance of landing the commission when they contact you.

Other great resources for marketing are your local art guilds and like organizations. Most of them are affiliated with a local chamber of commerce or other city officials. I find a lot of potential clients come to the various art guilds via the net looking to commission artists. The Internet is obviously an excellent marketing resource.



**Contact:**

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[www.dellaterrastudios.com](http://www.dellaterrastudios.com)  
[www.innovationaliron.com](http://www.innovationaliron.com)  
[www.metalartistforum.com](http://www.metalartistforum.com)

## Diversity of Product and Listening to Clients' Needs is Necessary

■ Denice Bizot, New Orleans, Louisiana

Two things that work for me: diversity and membership in an artist co-op. A broad range in price point, scale, color and a variety of metals has tripled my sales in the past year. Twelve years ago I began my career with found objects, and have added metal furniture, aluminum paintings and home furnishings in stainless steel, brass and copper.

As a member of RHINO Contemporary Crafts Co., I am in direct contact with clients discussing and devising new designs that are unique to the space they are renovating—since this is New Orleans we are talking about, there is much reworking of old space into new.



"NO Safe Passage" stainless steel and mild steel, 34" x 17" x 7".

**Contact:**

Denice Bizot  
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New Orleans, LA 70115  
(504) 812-7186

## Research Optimizes Sales

- Louise Rauh, Iowa City, Iowa

**R**esearch! I have found that doing my homework is necessary to optimize sales and avoid wasting time and resources. I sell most of my work through juried retail exhibitions and higher-end art galleries. Before applying for a show or approaching a gallery I do extensive research into quality of work represented, the reputation of the venue and the price points of the work sold. I follow up on leads from artists whose work I admire and much can be done via the Web. But still, the most effective research is a personal visit to the gallery or event.

**Contact:**

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## Listen-Watch-The Story: Successful Sales Tools

- Stephanie "Rosie" Fischer, Depoe Bay, Oregon

**L**istening to customer comments about how heavy my jewelry was lead me to incorporate metal in my most recent work.

*Watching* other successful galleries develop the DIY (do-it-yourself) concept of allowing the customer to create their own work of art has been instrumental in providing me a direction to let my customers create their own jewelry. This concept creates an experience for the customer in addition to a sale for me, and it sets you apart from other sales venues.

*The Story:* Whether it is in print as an accompaniment to your work or in person when talking to the customer...everyone loves the history of the work and will feel more connected to the piece they buy.

**Contact:**

Stephanie "Rosie" Fischer  
Wildwoman Creations  
4030 NE Highway 101  
Depoe Bay, OR 97341  
(541) 764-3782  
www.wildwomancreations.com



# METALWORK RESOURCES

## **Artist-Blacksmith's Association of North America (ABANA)**

Box 816  
Farmington, GA 30638-0816  
Ph: (706) 310-1030  
Fax: (706) 769-7147  
abana@abana.org  
www.abana.org

ABANA is a nonprofit art and education organization. Art metalwork, contemporary and traditional, is its focus. Galleries of artistic metalwork, educational offerings, excerpts from ABANA publications, a forum and other metalworking resources are found here.

## **ArtMetal Radio**

www.artmetradio.com

This is a podcasting site for those involved or interested in art metal. ArtMetal Radio's roots come from the ArtMetal website. ArtMetal was founded in 1994 by Enrique Vega. Since its inception, ArtMetal has grown a metal-smithing community that has become very close knitted.

## **Central Oregon Metal Arts Guild**

(541) 504-7878  
metallap@hotmail.com

Serving the needs and interests of working and student metalsmiths while educating the public about the myriad possibilities of jewelry and other metal arts. A regional organization of craftspeople involved primarily in metalwork such as blacksmithing, bronze casting and jewelry making. Some members are also involved in the lapidary arts as they are related to jewelry making.

## **Chicago Metal Arts Guild**

1658 N. Milwaukee #186  
Chicago, IL 60647  
Ph: (773) 550-2777

www.chicagometalartsguild.org  
Founded in 2001, Chicago Metal Arts Guild (CMAG) is a nonprofit (501c3) organization that provides information, education, and support for Chicago area metal artists and promotes the appreciation of metalwork as an art form to the general public. CMAG aims to provide a dynamic, strong, local

community for anyone in an interest in metal arts, from jewelers to sculptors. We offer opportunities for sharing business practices and tips, learning new skills in workshops with respected artists, gaining exposure to new ideas and work from visiting artists' lectures, and participating in local exhibitions.

CMAG is also interested in promoting the metals arts to a wider audience through educational outreach programs and by making our events open and accessible to the public at large.

## **Metal Arts Association of Silicon Valley (MAASV)**

Box 2924  
Cupertino, CA 95015-2924  
membership@maasv.org  
www.maasv.org

Metal Arts Association of Silicon Valley (MAASV), a nonprofit organization, promotes the advancement of Silicon Valley metal arts through education, innovation, and community. Visit their website, <http://www.maasv.org/>, to learn about their recent and upcoming activities and other member benefits.

## **Metal Arts Society of Southern California (MASSC)**

info@massconline.com  
MASSC serves the needs and interests of artists working in metals and provides an environment for the exchange of information, instructional workshops, lectures and panel discussions.

## **National Ornamental and Miscellaneous Metals Association**

Ph: (404) 363-4009  
www.nomma.org  
NOMMA is the trade association of the ornamental and miscellaneous metalworking industry. Founded in 1958, our 1,000 plus members fabricate everything from beautiful railings and driveway gates to structural and industrial products. Whether it's a backyard garden gate or large commercial railing, our members are ready to turn your concept into a reality.

## **Society of American Silversmiths (SAS)**

Box 704  
Chepachet, RI 02814-0704  
Ph: (401) 567-7800  
Fax: (401) 567-7801  
sas@silversmithing.com  
www.silversmithing.com

The Society of American Silversmiths is a resource for anything related to the silversmith's art. SAS was founded in April 1989 as the nation's only professional organization solely devoted to the preservation and promotion of contemporary silversmithing—specifically in the areas of hollowware, flatware, and sculpture.

## **SNAG and Metalsmith (SNAG is publisher of Metalsmith):**

540 Oak Street, Suite A  
Eugene, OR 97401  
(541) 345-5689  
info@snagmetalsmith.org  
www.snagmetalsmith.org  
Key personnel, in SNAG and *Metalsmith*:  
Dana Singer, executive director,  
Suzanne Ramljak, *Metalsmith* editor.

Founded in 1969, the Society of North American Goldsmiths (SNAG), an international educational nonprofit organization, is the premier organization for jewelers, designers and metalsmiths. Membership is open to anyone passionate about jewelry, design and metal-smithing. Through SNAG, you will be a part of the unique jewelry and metals field at its source.

- Be better connected and better informed
- Regenerate and create new work
- Show your work in new venues
- Be an integral part of what drives the field forward
- Membership is open to anyone passionate about jewelry, design and metal-smithing.

## **TCR**