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January 2005

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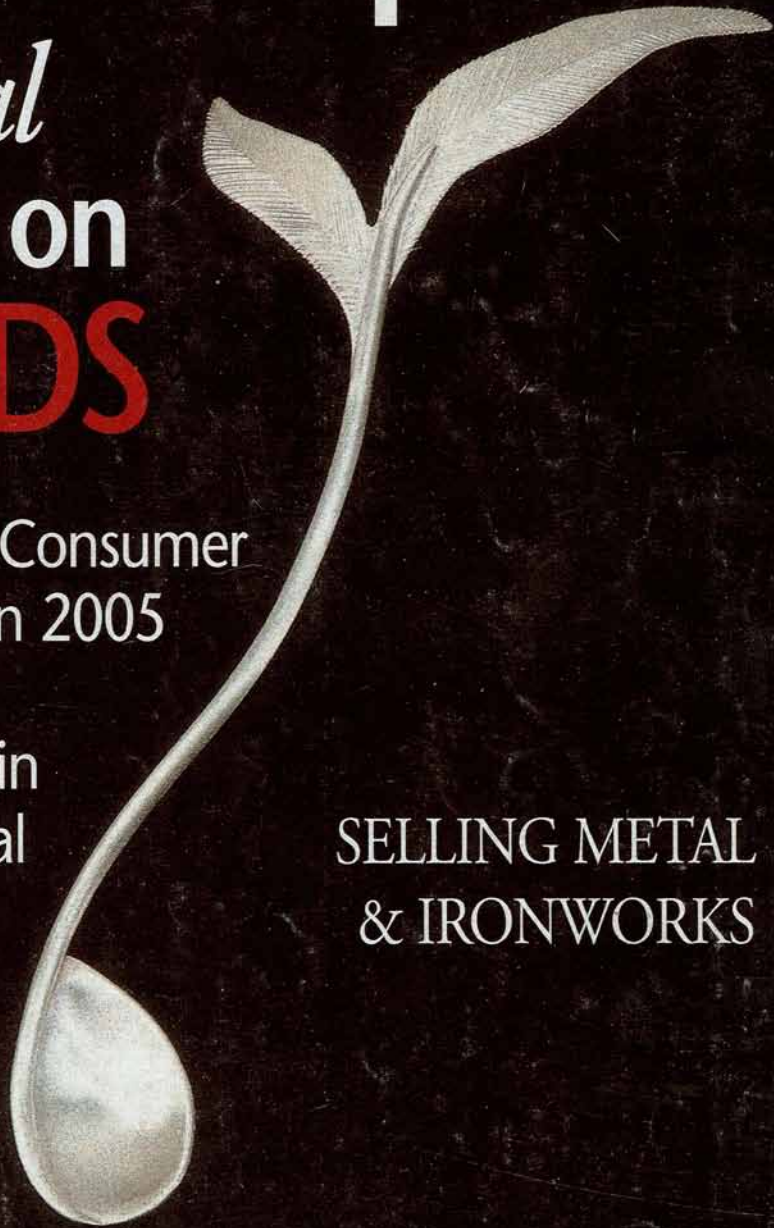
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Artist to Artist: Metal and Ironworks

■ Lee Badger, Hedgesville, West Virginia

When I was in art school, I became a metalsmith thinking there would be less competition in this field and it would be easier to have a successful business. I believe in the saying, "You get the kind of work you do." So I try to be as versatile as possible, taking on interesting and unique projects, whatever they are. Referrals from my clients are the best sources of new commissions. I've had sev-



This 20-foot-tall Gothic Revival clock tower was commissioned to display a 1908 Howard #3 Tower Clock that was originally installed in a church steeple.

eral jobs regarding historic architectural clocks, quite a few commissions for landscape architectural artwork and sculpture, and many more interior design projects for professionals and private homeowners.

CONTACT: Lee Badger, Anvil Works, Hedgesville, West Virginia; (304) 754-3282; info@anvilworks.net (include the phrase: "Badger metal work"); www.anvilworks.net.

■ Harriete Estel Berman, San Mateo, California

I look in magazines for advertisements, articles or reviews that mention galleries selling work in a similar medium or temperament with a comparable price range to my work. After an introductory letter and slides are sent to the gallery and they respond with an interest in my work, I begin the most important aspect



Photo by Philip Cohen

"Conversation 13."

— we discuss a contract. It's in the interest of both parties not to rely on assumptions and the memories of verbal conversations, but rather to establish a solid, detailed contract to which both parties can agree. A good contract model to refer to is the Consignment Contract developed by SNAG Professional Guidelines (www.snagmetal

smith.org/infocentral/professionalguidelines.asp).

CONTACT: Harriete Estel Berman, San Mateo, California; (650) 345-4078; shelander@att.net; www.harriete-estel-berman.info.

■ Harry and Nicole Hansen, Salida, Colorado

We have limited production, so we show at a limited number of venues. The ones with which we have developed a personal relationship are the ones that sell the best, and we've found our best galleries through friends and direct business contacts. We also sell our work retail, by word of mouth referrals and on our Web site.

To further enhance our sales and add a personal touch, we include with each purchase, and for display, a card with a brief statement describing how the work was conceived and our relationship with it and each other. This card has often clinched the sale.



Sterling silver and steel candlesticks by Harry and Nicole Hansen.

CONTACT: Harry and Nicole Hansen, Sterling and Steel, Salida, Colorado; (719) 539-5499; www.sterlingandsteel.com.