

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 acceptable, but a jury-quality slide or transparency is best — of your work, along with a 100-word INSIGHT telling us how and where you find the best markets for your work, and a completed Insight Survey. The survey is available on-line at www.craftsreport.com/commonfiles/2006insight-survey.html. Submissions and Insight Survey must indicate the category or media in which you are submitting, and must include a phone number or e-mail address. See list on page 20 to find out if your media is listed.

Entries must include all of this information to be considered.

Submissions, including a padded SASE, can be mailed or e-mailed to:

Insight
The Crafts Report
Box 1992
Wilmington, DE 19899
insight@craftsreport.com



Work by Gwen Jones and Ken Forcier.

Web Site and Open-Studio Events Attract Clients

— Ken Forcier and Gwen Jones, San Francisco, California

Starting a floorcloth business on the West Coast hasn't been easy. Floorcloths are much less known here than on the East Coast. Understanding this, our first priority was to develop a great Web site and use the reach of the Internet to market to customers all over the country as well as internationally.

We participate in local art and craft shows and have had the greatest success with open-studio events. We have also found that press mentions, particularly in the local press (*San Francisco Chronicle*) have been very effective at introducing us to new clients.

Contact:

Gwen Jones and Ken Forcier
Gracewood Design
San Francisco, Calif.
gwen@gracewooddesign.com
www.gracewooddesign.com