



Amy Rose Design & Art Resource

## BUY SOUTH AFRICAN ART THE FULL DIRECTORY

A Letter to South African Artists

amyroseapparel.co.za fundraising@amyroseapparel.co.za +27 (0)72 227 7151

Here are two things Amy Rose – Design & Art Resource wants to tell South African Artists.

**We want to tell artists that we can print copies of your work at great prices on a variety of fabrics. You can order them as prints, or we can put your work onto a range of really lovely and unusual products.**

We print art onto cloth; canvas, cotton, linen, percale, short pile velvet or Mongolian fleece. We can make prints of your artworks for you on the fabric of your choice at the size of your choice.

We have a list of products \*(See Addendum A) that we can make with the prints of your artwork.

We print and manufacture one off things for you or process bulk orders for those who want to sell them on. \*\*(See Addendum B for benefits and price lists).

**What we really want to tell artists is that; Amy Rose - Design & Art Resource aims to encourage both South Africans and foreigners to buy more South African art.**

**We want to increase art sales to those with more disposable income and we want to create artworks that can fit the budget of a much wider audience.**

We want to put South Africa firmly on the map not just for her magnificent scenery, wildlife, and fabulous people but;

**for our vast and abundant artistic culture.**

**We want to be a recognised destination for Art Tourism.**

We have long been concerned with getting people from all walks of life to **buy art, art and more art**. To do this, we want to ensure as much access to South African art for the public as possible and we want to broaden art's accessibility by combining it with functional objects.

### Accessing Art

For more than a decade, many local and foreign visitors to our outlets have expressed difficulty in accessing South African art and artists. The current available options for accessing art are galleries, online searches and a smattering of individual artists who display their wares at our country's craft markets or local venues.

#### Galleries

Galleries inherently limit access as the art within them is preselected.

Galleries remove the opportunity for art buyers to interact with and support artists directly.

#### Media Searches

Although many artists do have websites and a media presence, visitors often have limited time for extensive online searches and are often overwhelmed by the sheer volume of miscellaneous results.

#### Craft Markets and Local Venues

Our markets are great for all to visit and most boast truly exceptional art amongst the other available products. However, the space at such venues remains limited and opening hours are often restricted.

Travelers can only visit so many local outlets and only those on their designated route. The result is:

**Many artists are left with very little public visibility and great South African art remains invisible.**

## **To address accessibility, we are creating: Buy South African Art – The full Directory**

We want a directory where the work of any South African artist can be accessed directly by would be buyers. Any artist living in south Africa, who cares to be in it is welcome. We would love you to sign up as a participating artist to help us build a comprehensive and memorable list that we can build into a Buy South African Art website and a user friendly whatsapp catalogue that will hopefully change the art buying game.

Your space in our directory can include your story (short or long) and examples of your work. The directory will be in the form of a downloadable PDF and an online catalogue both web based and available on the ever user friendly; whatsapp.

### **Broadening the buyer Base**

Art combined with functionality means that more necessity based income becomes available to sustain artists. People must have chairs so lets have art based chairs. People must have clothes and bedding and towels, so lets combine these with art. Doing so can direct a much needed cash flow into our otherwise rich artistic culture. People who could not otherwise afford art or whose wall space is covered, can fill their homes with art in its functional forms.

Everyone wins, artist and art buyer.

The natural extension of the Buy South African Art – The Full Directory, is thus our living, interacting, directory in the form of completed works of functional art to be displayed online and in our outlets and our partner outlets.

### **Unpacking The Directory**

Our directory seeks to get as much traffic to an artist's personal sites as possible, by media links and or just a phone number, so that you may sell your work directly. Or, it seeks to sell as much art on your behalf as possible, be it in the form of originals, prints, limited or otherwise or products.

**From the directory, buyers can contact you directly or can buy your work from us.  
You decide.**

We have developed a number of listing options so you can customise your relationship with us.

**All the options share the benefit of our existing printing, manufacturing and sales experience and infrastructure.**

You Gain:

| Printing                                                                                                                       | Product Manufacture                                                                                                           | Sales                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Access to our printer relationships and bulk printing discounts.                                                               | Benefit from our drive to broaden art buying in general through our tasteful functional art portfolio.                        | We offer airport collection points for art that is ordered by visitors while they are in South Africa                                      |
| Access to our broad range of printing options and media.                                                                       | Save on design time and money with the existing, unusual, endlessly customisable and interesting product list to choose from. | Access to all our personal clients and our wholesale portfolio.                                                                            |
| Access to our broad range of base cloth.<br>100% Cotton<br>Short Pile Velvet<br>Linen<br>Percale<br>Mongolian Fleece and more. | Access to our manufacturing discounts and our labour.<br><br>Access to design experience and manufacturing expertise.         | Access to our marketing infrastructure and use of our existing sales channels, all our sales labour and sales experience.<br><br>Exposure. |

### **Directory Listing Options:**

#### **Option One: Contributing to the directory anonymously.**

You add to the pool of accessible art for a once off cash exchange. We buy rights to the artwork, just as one might with Shutterstock, Getty Images etc.

You sell your image for R200. You retain the original work and the right to resell rights to anyone but our direct competitors. You remain anonymous on our books (ie. we do not undertake any marketing on your behalf). Your art will appear on our functional art products where people can see them, and is included in our public image catalogue. You can refer people to the items and the catalogue for your own publicity.

### **Option Two: A full Directory Entry Exchange.**

You gift us a minimum of two mutually agreed high resolution images of your work. In option two, you exchange the rights for Amy Rose, Design Resource, to reproduce your selected images on our products for the unique marketing opportunity: a full directory listing.

Gains of Option Two - You get:

- On going long term advertising.
- Exposure at all our outlets
- Links back to your media sites.
- You will be on our wholesale list.
- Any and all our customers and partner shops will see your work and have access to your listing.
- You will have a full listing on the whatsapp catalogue.
- An Amy Rose website listing.
- Automatic enteries in the BUY SOUTH AFRICAN ART website as it develops.
- Inclusion in the downloadable PDF

In exchange, we receive the full rights to reshape, crop, print, use and sell the exchanged images on any of our products.

### **Option Three: Signed Limited Edition Pricing.**

This works like Option Two but we add on: **personally negotiated, signed limited edition pricing** to increase your return on each sale and to move you into the exclusive art category. You can maintain the existing pricing of your work and still increase sales potential through our system and you stand to increase the value of an original artwork. (See Gains of Option Two above.)

### **Option Four: We sell originals on your behalf**

This option is available with or without being combined with Options Two or Three. All contract terms will be personally negotiated.

### **Option 5: Your Own Instant Shop**

**We offer you the opportunity to start a shop of your own without needing to build your own infrastructure.**

#### **How it Works**

Together we choose images and products likely to be highly saleable.  
You pay the production cost of your chosen product.  
We Manufacture and sell it on your behalf.

Benefits additional to those that pertain to all options and are listed above.

- Start a business that creates a rewarding passive income stream.
- No need to design, develop and pay for manufacturing or sales infrastructure.
- You have complete control over what you spend.
- There is no minimum order. You can start a business with as little as R250.
- You can invest in your business as little or as much as you want at any time.
- You recoup the manufacturing cost plus 25% on sale of the product.
- No one ever gets the rights to reproduce your images.
- You put forward images for selection.

Thank you for taking the time to look through our proposal to artists. We do hope you will choose to join us in our endeavour to sell more South African art.

We would love to discuss any or all of the above with you.

Many thanks

Mary, Michael and Amy  
Partners at Amy Rose  
Unlimited Design Resource  
Mary +27 (0)64 654 2731  
Michael +27 (0)72 060 3985  
Amy +27 (0)72 227 7151

---

\*Addendum A



**PRODUCT LIST**

Fleece Blankets  
Cushions  
Towels  
Dishtowels  
Wall Hangings  
Framed Art  
Chairs  
Stools  
Footstools  
Dining table Seats  
Pants skirts  
Duvet Covers  
Pillowcases  
Table Napkins  
Placemats  
Table Clothes  
Bags  
Stretched Canvas  
Art  
Table Tops  
Storage Ottoman  
Cupboard Doors  
Chair Re-upholstry  
Door Stoppers  
Curtains  
Blinds  
Headboards  
Pelmets  
Wingback chairs  
Lap Trays  
Aprons  
Ponchos  
Coats  
Swimwear  
Onesies

You Name It!!

## **\*\*Addendum B**

You gain the Benefit of our printing for you personally or to sell.

You gain from our bulk printing discounts.

Access to our pre-developed product list and thereby discounted manufacturing facilities.

You Get:

- Discounted printing rates because of our collective high print volumes
- An additional discounted rate on your bulk printing
- Access to our production relationships
- Access to our finishing teams
- Access to our product list
- The pre-discounted team to make your ideas a reality(our production, problem solving team)

And:

- Expert advice stemming from a decade of experience
- Artistic guides
- Access to existing Production Systems
- Production experience
- Sales experience