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Designs above from left to right are: "Organic," "Eco-Friendly," and "Trinity"

## Artisan House Reclaims Its Retro Roots with Fall 2009 Collection

*Turning back time with a 1970s retro-inspired collection, Artisan House debuts more than 50 new metal art designs including first-ever trio of clocks*

**Burbank, CA** – The world's first Earth Day...Pet Rocks...Earth shoes...Environmentally-conscious shades of brown, avocado green and harvest gold. Whether 27 or 67, today's hip crowd is paying homage to the 1970s with a frank fascination for all things retro. For fall 2009 Artisan House®, California-based designers and crafters of unique, fine-quality metal sculptures for wall, floor, tabletop and table, is reflecting the consumer's return to '70s-inspired styles with a color palette that is far more subdued than in recent collections.

"The bright colors seen on our metal art designs in 2007 and 2008 are taking a backseat to natural and metallic looks," says Artisan House president John Shilling. "There's no pop of color in the majority of the 52 new pieces being introduced in our Fall 2009 collection. Instead, our talented team of metal artisans has focused on copper, brass, silver and natural colors, and pieces that have unique finishes with interesting paint applications." Shilling sees the 45-year-old firm's 1970s spin as "reminiscent of the Artisan House of old. "In past decades, all our sculptures were crafted of brass, copper and steel. It seems we've gone back to our roots!"

Artisan House has also continued to roll back the calendar with price points that are 20 to 25 percent lower than 2008's. "With the current economic climate, we've listened to customer requests for a range of price points that can accommodate differing budgets." Artisan House designs boast high quality and are expensively styled, yet retail prices begin as low as \$200.

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Designs above from left to right are: "Sangria," and "Formation"

### **Design Deviations with Far Out Effects**

Designs for the 50-plus pieces showcased in Artisan House's Fall 2009 Collection have skewed in a diverse direction, Shilling says. "We've reshuffled the design deck across the board. Design wise, some pieces are retro, others are super contemporary or Deco inspired."

New products include outta sight timepieces for the wall: a trio of clocks with faces crafted from stylized metal. "Many customers have asked Artisan House to add clocks to our product line-up, so we decided to test the market with these three fabulously executed designs," Shilling says.

The majority of pieces in the Fall 2009 Collection are wall sculptures, as well as five tabletop designs and two freestanding pieces. Among the retro-vibed items that will capture attention, Artisan House will debut five particularly chill pieces: "*Organic*," "*Trinity*," "*Formation*," "*Sangria*" and "*Eco-Friendly*."

Like a biological organism with a completed lifespan that "gifts" its nutrients to the earth to create something fresh and new, "*Organic*" is a graceful, modern design sure to be a conversation piece no matter the setting. Crafted of multiple layers of copper plated steel and ground steel, irregular dot-shaped pieces are attached to the steel wire strands in the foreground. ("*Organic*" measures 23" x 6" x 32"; retail price, \$500.)

The funky trio of decorator-friendly pieces entitled "*Trinity*" is a genuine throwback to Artisan House designs from the 1970s that featured textured patterns formed from brazed steel rods randomly dripped over brass. This rustic, starry-"eyed," freestyle threesome can be arranged in a variety of intriguing combinations. ("*Trinity*," a three-piece set, measures 41" x 2" x 25" and 21" x 2" x 15"; retail price, \$275.)

A stair-stepped optical illusion, "*Formation*" resembles layers of grounded steel "rock" with a surface area juxtaposed with vertical and diagonal segments. In the forefront hammered, flame treated brass rectangles affixed to steel tubing create yet another dimension. This unique indoor-outdoor sculpture is ideal for horizontal or vertical display or multiple groupings. ("*Formation*" measures 18" x 3" x 48"; retail price, \$450.)

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"*Sangria*" is one of the few pieces in the Fall 2009 Collection to rock a psychedelic burst of colors. The vibrant center is framed in ground steel airbrushed with tinted paint to emulate wood grain, while the jagged center "matte" gets its shiny aura from ground, plasma-cut steel. Using a special process that builds layer upon layer of color, a dragging technique reveals the centerpiece's vivid, shaded tiers. Can be displayed horizontally or vertically. ("*Sangria*" measures 16" x 3" x 47"; retail price, \$425.)

Made of steel with hand tinting, "*Eco-Friendly*" celebrates the environmental bennies that come with today's cleaner, greened-up lifestyles. The design moves from a darker atmosphere on the steel back plate, to panels incorporating the green that represents growth and the yellow that reflects sunshine. On the left, polished steel rods symbolize rays of hope for the future. ("*Eco-Friendly*" measures 24" x 2.5" x 30"; retail price, \$500.)

For Fall 2009, the company will introduce 52 new pieces at the Las Vegas and High Point markets. Artisan House will also host its first-ever exhibit at Paris' prestigious Maison et Objet Show from September 4 - 8, 2009, Hall 1, Aisle A, Booth 76.

Artisan House pieces are sold in home furnishing stores, art stores, outdoor furniture stores, and at billiards, pool and spa retailers. Commercial customers include major department stores like Nordstrom, restaurants, bars, hotels and casinos.

The firm's permanent showrooms are located in High Point (IHFC Design Center, Space D208) and Las Vegas (World Market Center, Space A-300). Artisan House has also exhibited at the Tokyo Furniture Market; Interiors Birmingham; Atlanta Gift Market; New York Art Expo Show; ASEAN Furniture Show (Singapore); Ambiente Frankfurt; Furnitex, Melbourne; and Interiors UAE (Dubai).

For additional information about Artisan House, contact the company at 800.354.6873 or [artisanhouse.com](http://artisanhouse.com).

**For digital images, email [info@professionalmarketingonline.com](mailto:info@professionalmarketingonline.com)**

**About Artisan House, Inc.®:** Founded in 1964 by partners Jerry Fels and Kurt Freiler, Artisan House is headquartered in Burbank, California with a European division based in Birmingham, England. Artisan House designs and crafts unique, fine-quality metal sculptures for wall, floor, tabletop and table. Sculptures are handcrafted of rich metals like copper, bronze, brass, steel, aluminum and chrome. Each piece is hand finished with intriguing surface treatments, paints and patinas. The company's vibrant, versatile designs have been recognized as multi-dimensional "metalworks of art." Artisan House has successfully closed the gap between pricey offerings from exclusive art galleries and mass-produced decorative pieces by creating original sculptures with unparalleled designs at affordable prices. The result infuses today's indoor and outdoor environments with dazzle and dimension.