

Artisan House

Continues to Broaden Reach with New Licensing Agreement

Collaborative effort with renowned Phoenix Art Group proves successful for both

A unique cross licensing agreement has married the parallel design styles of two distinctive companies - two-time ARTS finalist Artisan House and Phoenix Art Group, an internationally acclaimed art gallery and studio - and in turn, introduced each to an entirely new market. Based on initial response, this collaboration of product design and business philosophy has success in its future.

With nearly a century of experience between them, the two companies embarked on this exciting new venture just before the start of 2011. Ready to be launched just in time for the April High Point market, Artisan House's Phoenix Art Group Collection is based on a dozen of the signature metal architectural pieces that normally wholesale for thousands of dollars. The Artisan House design team reduced both the size and price point of these striking pieces of art, enabling a new customer base to gain access to the famed Phoenix Art Group's work for the first time. For their part, Phoenix will be incorporating a number of Artisan House creations into their presentation, recreating them on a much grander scale, to attract the attention of a greater number of high end hospitality and designer accounts.

"Phoenix Art Group's enormous designs are typically found in beautiful hotel lobbies; with our pieces they may now be able to go into the hotel rooms," says Artisan House president John Shilling.

"John's design direction is similar to ours, and both companies rely on a reputation for excellence and high integrity," comments Joseph Grassia, one of the three owners of Phoenix Art Group. "Our work has typically sold in a high-end price range; this collaboration with Artisan House enables us to move into a more global, price conscious market." As Grassia explains, Shilling's success in growing Artisan House internationally made him a particularly attractive business partner.

"Artisan House today is very much an international company, with a presence in 54 countries," Shilling explains. "Through this agreement, we're offering Phoenix more cost-efficient production capabilities and a well-established, global distribution network."

As Shilling points out, one of the special characteristics of the Phoenix line is the beautiful glazed finishing technique achieved by the artists; in fact one of his main concerns early on was whether Artisan House would be able to create the same look on the pieces they were working on. But as all agree, the results have been exceptional.

"The Phoenix pieces are stunning," Shilling contends, "and they have really enlivened our presentation. While these products carry a higher price point than Artisan House customers are used to, they know Phoenix and view these new pieces as a special value."

At the heart of Phoenix Art Group is a talented ensemble of artists that operate collaboratively, under the guidance of Grassia and his partners, John Cline and Harriet Hilburn. Shilling, who oversees the design work at Artisan House, is impressed with the climate and culture they have nurtured. "Our style is fashioned after the Renaissance," Grassia says proudly. "We are a collaborative group, an artisan's group, that works for the highest good. We support the talent within each one of our artists."

As the first venture of this kind with a licensing partner, Grassia, Cline and Hilburn are extremely pleased. "Based on the response to the initial presentation, there is certainly interest and excitement for a second collection," Grassia says.

"The entire Phoenix team has been great to work with, and the addition of this collection has been a nice adjunct to our company," Shilling says. "This partnership with Phoenix further enhances our business philosophy."

For more information on Artisan House, please visit www.artisanhouse.com. For information on Phoenix Art Group, go to www.phxartgroup.com.

