

*Wall Blank*

**Artist Manifesto**



# What We're Doing

We are creating a new way for the everyday person to buy artwork for their homes, apartments and offices.

We're tired of buying mass-produced artwork from stores like IKEA and Target\*. We can't afford original fine artwork. We value craftsmanship and enjoy being different and unique. We appreciate those who create. We like stories and want to know how things are made, who made them and why they were made. Sure, people can fall in love with a piece of art, but they can also fall in love with the artist, the story and the inspiration behind the work.

We are curators. We look for artists who want to share their work yet still be recognized. Artists who want their work on people's walls yet still want to be paid a fair price. Artists who are ok with people who aren't fine art snobs buying their art. Everyday people who don't know the 'museum-stare' and probably won't ever spend \$500 on a piece of art. Yet people who recognize something they like and want on their wall.

\* No offense to IKEA and Target and their lovers, fans and friends. They're simply perfect examples of purveyors of mass-produced, anonymous artwork.



# How We're Doing It

Every day, we put a new piece of art up for sale. At a reasonable price. Anywhere from \$35-65 (depending on actual production costs). Sizes will vary, depending on the piece, but usually they will be large - 12x12, 18x24, 24x36. Editions are limited; to start we're aiming for 250. We likely won't ever have an edition of more than 500. The piece will be available for sale for one week or until it sells out, whichever comes first.

Most people aren't skilled decorators, can't visualize and don't know what the color wheel is. But most people know when they see a piece of art if it's something they like. Rather than asking people to wade through a large catalog of art, there won't ever be more than 7 pieces for sale. If they don't like any of those pieces, they can come back the next day and see a new piece, or they are welcome to browse through our past artwork (which will no longer be available for purchase) to find artists whose work they like. We'll always provide prominent credit to artists as well as links to their websites and online shops.



# We're Helping Artists

We want to help artists create art. To help free them of as many things that hinder their craft, while at the same time helping them to be inspired and motivated to work. Unfortunately our world revolves around money and when we're stressed about how the bills are going to be paid, it's hard to be free to create. Many artists have to trudge through 9-5 jobs to pay the bills, all while wishing and dreaming that they could just make art. While we can't guarantee that our selling an artist's work will enable them to ditch their jobs and create art full-time, we hope that we can help.

Two truths about humans: one, we're relational; two, we love stories. You have a story, your art has a story. People want to hear, read and see stories. We want to be the connection that brings them together. The artist makes a living and besides getting great artwork, the buyer has a story to tell everyone who sees the piece hanging in their home or office.



# We're Helping the Earth

We feel a responsibility to do our part to care for the earth. As much as possible, we use recycled materials, natural light, water-based inks and biodegradable materials. We use environmentally-friendly, locally manufactured packaging. We print after the prints are sold in order to reduce waste.



# We're Helping People

No-Profit Fridays. Every Friday, the artist chooses a non-profit cause for all the proceeds to be donated to. That artist foregoes any payment, Wall Blank pays for printing costs out of pocket and other than shipping costs, every single penny received goes straight to the selected cause. As often as possible, we'll post a follow-up on exactly how the money was used for helping people.

While we're happy to do what we can to help others, we're really hoping that this idea of no-profit Fridays catches on and other businesses start participating as well.



# How You Can Help Us

**Spread the word. To artists, to consumers.**

Let artists know about this way of making additional income while helping to create a culture of consumers who care.

Let consumers know that they have an option when it comes to decorating their apartments, homes and offices. They don't have to settle for anonymous, mass-produced artwork. They don't have to spend hours online searching, trying to find real artists whose work they like *and* who sell their artwork online for reasonable prices.

Post about Wall Blank on your blog, follow us on Twitter. Tell your mom and next-door neighbor. Tell your realtor and your boss.



# Contact Us

We curate, organize, print, pack and ship out of an awesome old brewery on the river in Rockford, IL.

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