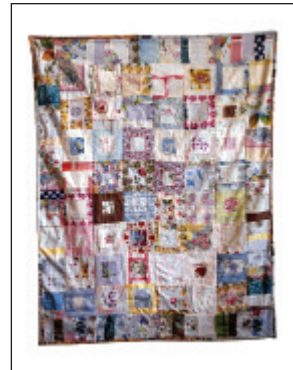


Cloth of Memory Transformed

-Louise Silk, Pittsburgh, Pennsylvania



My major source of income is from individually hand-crafted quilts and quilted items made from the client's clothing and textiles. My best source of business is word of mouth. This can be from a client who passes the information on to a friend. It can be a result of speaking to a local group. It can develop from writing this kind of article. It is important to seize every opportunity to make people aware of the service. Everyone has cloth of memory that can be transformed into a work of art, but only if they know about the concept.



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Finding the Right Price Points

-Rebecca Smith, San Diego, California

I have sold my hand-woven tapestries at art shows for the past five years. From the start, I knew it would be challenging to sell this extremely labor-intensive work at prices the public would be able to pay. My solution was to create a bread-and-butter line of small framed pieces that are sold at price



points much lower than my larger tapestries. The range of sizes and prices has worked well, allowing me to present my larger work while still ensuring sufficient sales to make the shows successful. Exposure at art shows has helped to generate commissions for larger works.



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