



**Woah Woah Whoh
You want to buy a what?**

...I'll back up a bit

**Pod economic theory #1:
Best stuff, sold for a fair price,
without friction = Good**



EXHIBIT A



EXHIBIT B

Pod economic theory #1:
Best stuff, sold for a fair price,
without friction = Good



Pod economic theory #2:
Competing & similar products,
the superior brand = Win

EXHIBIT C



**Pod Zero to Hero recipe #1:
Best stuff + Best brand
= Double Plus Good Win**

**Pod Zero to Hero recipe #1:
Best stuff + Best brand
= Double Plus Good Win**



EXHIBIT D



What is a brand?

"Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."

Tell a story:

- Who are we?
- Why are we here?
- What do we care about?
- What do we do?
- Why does it matter?
- What makes us special?



**How do we do that then?
Display some authentic core
values, and tell that story**



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(this is the soul!)



How do we do that then?

Display some authentic core values, and tell that story

Suggestion #1

Be the point of reference and first port of call for Art



How do we do that then?

Display some authentic core values, and tell that story

Suggestion #1

~~**Be the point of reference and first port of call for Art**~~

Obviously, yes

...but we're working on that



How do we do that then?

Display some authentic core values, and tell that story

Suggestion #2

An obsessive attention to detail, quality and sustainability worthy of the artists we represent



How do we do that then?

Materials

- local, organic, non-toxic, sustainable

Processes

- end-to-end control
- locally sourced, manufactured

Communication

- always be telling the story

Nice print you have there...



Hidden Moves by **Astro Bear**

Nice print you have there...

Where's the paper from?

What's it made from?

How is it made?

Is the pulp sustainably sourced?

Has it been bleached?

Has the bleach been pumped into the local river?

How many miles has it travelled? How?

What type of tree is the frame made from?

Where was it grown?

Was it sprayed with chemicals?

Who felled it? Was a new one planted?

What's it finished with? Is it toxic?

Did you do the simplest join on the mitre?

Or the best?



Hidden Moves by **Astro Bear**

Brand interlude: A tale of two T-shirts



“does the job”



“amazing”

Brand interlude: A tale of two T-shirts



“does the job”



“amazing”

Brand interlude: A tale of two T-shirts



**made from
regularly sprayed
cotton, stitched by
sweat-shop
workers in China**

howvies®

XL

100% merino wool
from New Zealand
made in Fiji



[Faded care instructions text]

howies®



Nice print you have there
(...I have some questions)



OR...



Nice Artfinder print
you have there





Kozyndan

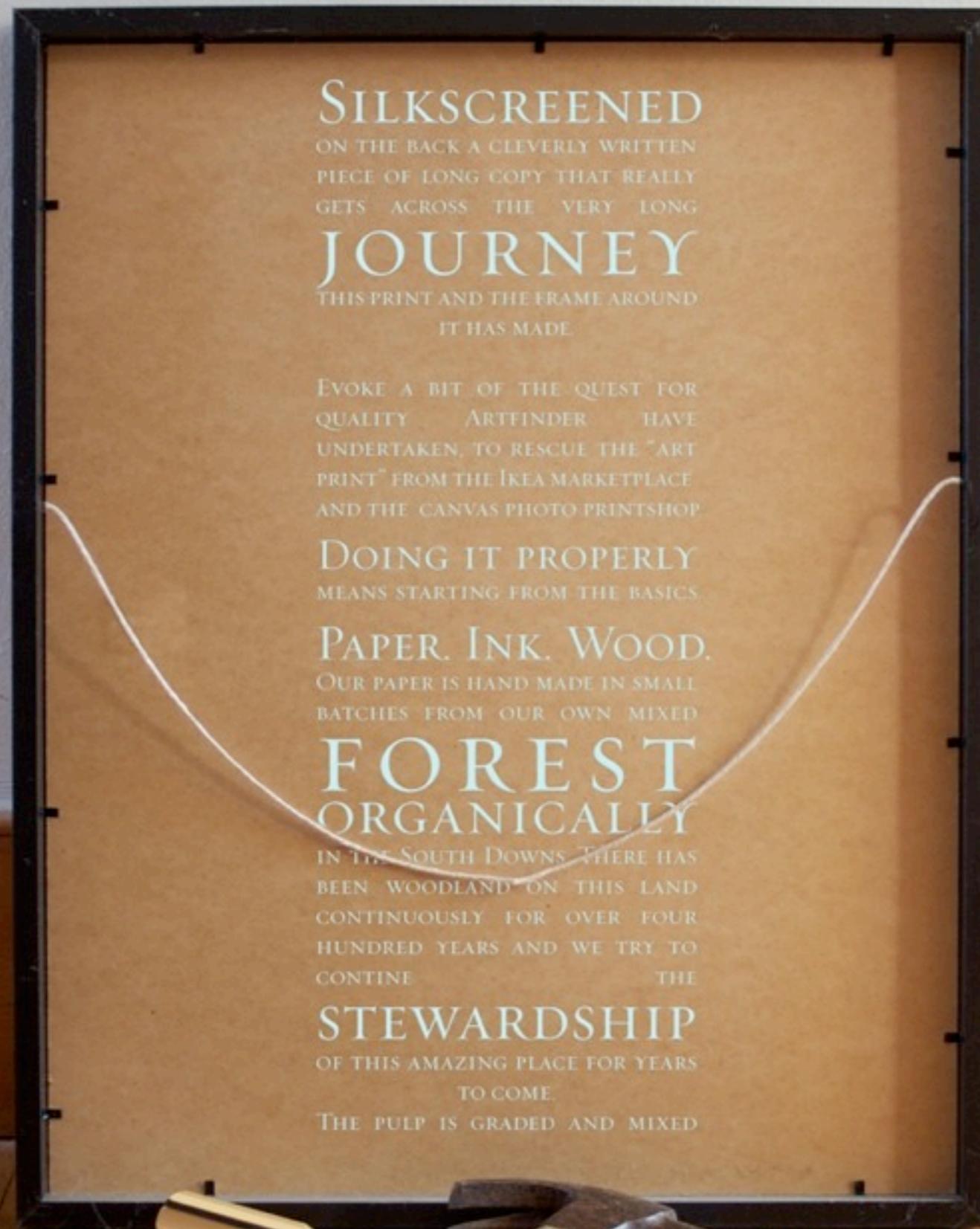
23/75



(You can tuck that away, it's fine)

This only gets seen
by the customer, just
once or twice but
what a prime bit of
space to tell our
story!





SILKSCREENED

ON THE BACK A CLEVERLY WRITTEN
PIECE OF LONG COPY THAT REALLY
GETS ACROSS THE VERY LONG

JOURNEY

THIS PRINT AND THE FRAME AROUND
IT HAS MADE.

EVOKE A BIT OF THE QUEST FOR
QUALITY ARTFINDER HAVE
UNDERTAKEN, TO RESCUE THE "ART
PRINT" FROM THE IKEA MARKETPLACE
AND THE CANVAS PHOTO PRINTSHOP

DOING IT PROPERLY
MEANS STARTING FROM THE BASICS.

PAPER. INK. WOOD.

OUR PAPER IS HAND MADE IN SMALL
BATCHES FROM OUR OWN MIXED

FOREST ORGANICALLY

IN THE SOUTH DOWNS THERE HAS
BEEN WOODLAND ON THIS LAND
CONTINUOUSLY FOR OVER FOUR
HUNDRED YEARS AND WE TRY TO
CONTINUE THE

STEWARDSHIP

OF THIS AMAZING PLACE FOR YEARS
TO COME.

THE PULP IS GRADED AND MIXED

How it's made

What from?

Where?

By who?

+ link to it's
online existence



SPIME

(we'll save that for
another time, ok?)



8040 # 56 x 24mm



8043 # 34.5 x 23mm



8054 # 35 x 23.5mm



8056 # 25 x 17mm



8050 # 50 x 22mm



8055 # 27 x 17mm



8058 # 25.5 x 22mm



8051 # 40.5 x 17mm



So, how is it made?

Formaldehyde bound particle board moulding with wood-effect printed veneer.

Glued and pinned at the corners to one of a few standard sizes.

(that's, er... fine)

OR...

How it is made.

Wooden frame, cut to size to match the artwork and graded for even grain.

Joined using a spline or half lap from contrasting wood and finished in natural stains and oils.

(totally amazing)

A photograph of a shipping yard with stacked containers and a large map overlay. The map shows various regions with numbers, and the word 'LOW' is written in large letters at the bottom. The background shows a large stack of shipping containers in various colors (red, blue, yellow) and a large green gantry crane structure. The scene is lit with a warm, golden light, suggesting sunset or sunrise. A semi-transparent world map is overlaid on the scene, with various regions highlighted in different colors and numbers. The numbers include 112, 297, 16, 23, 185, 16, 48, 34, 33, 44, 81, 139, 67, 16, 26, 43, 395, and 47. The word 'LOW' is written in large, bold, white letters at the bottom of the image.

Where is it from?

Kinda know..
(predictably)

Hanac-LOW

OR...

Where is it from?

Kinda know...

Sustainably harvested.

Replanted forests.

Stamps and badges.

Standard greenwash.



OR...

Where is it from?

Really know.

Owned and run.

Cut and seasoned
onsite to a plan.

Long term planning.



Show me the £££



Carbon negative.

EU + Forestry com
grants & subsidies.

Beautiful, authentic,
quality products.

Becomes part of a
unique brand story.

Bonus round: Do artists shit in the woods?



Winter thaw in the woods (1917) by **Tom Thomson**

Bonus round: Do artists shit in the woods?

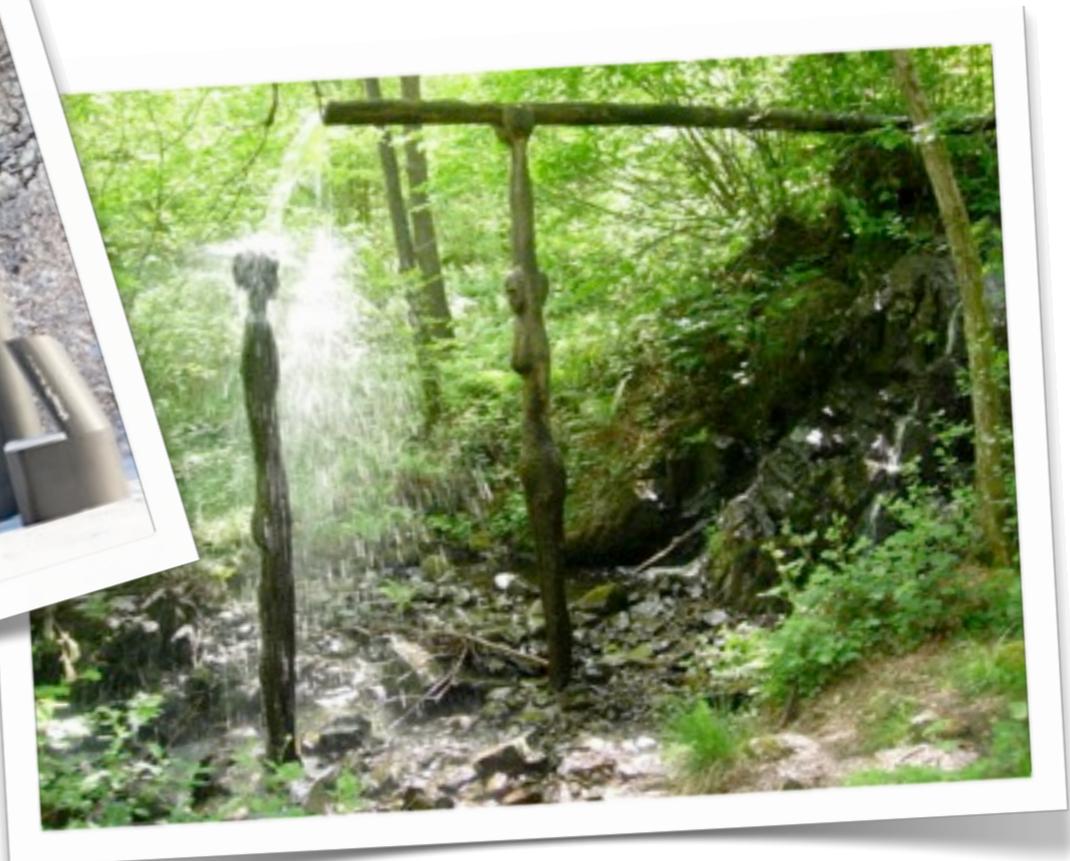
Artist in residence programme



Bonus round: Do artists shit in the woods?

Artist in residence programme

Woodland sculpture park



Bonus round: Do artists shit in the woods?

Artist in residence programme

Woodland sculpture park

Artfinder Camp

