

The art of writing great copy.

Prior to joining The Guild in October 2005, I'd no experience with original artwork. But that didn't stop me from writing inspired sell copy for the company's catalog. The following samples, written in my first six months on the job, show how quickly I learned to speak the customer's language in a voice and tone that matched the brand... artfully.

Pop Table

by Boris Bally

From hard-working street sign to leisurely side table. Fashioned by hand from cold-connected steel with rounded and filed edges...



Skeleton Sunflower

by Marjorie Simon

"He loves me. He loves me not..." One petal remains in this hand-formed brooch of oxidized sterling silver and 22K gold bimetal...



Tech.Tile Mirror

by Thomas Mann

This metallic medley reflects the lighter side of life in the 21st century. Handbuilt of aluminum, brass, copper, and steel tiles; decoration techniques include sandblasting, painting, grinding, incising, and drawing...



Java Jig Coffee Pot

by Michael Lambert

Boogie through your morning routine with this functional porcelain coffee pot decorated with black satin glaze...



Jardinière Brick with Birds

by Kari Radasch

Bearing all the character of a written letter or a handmade quilt, this terra-cotta jardinière is hand-formed, fired, and steeped in layers of glaze...



Three Spheres with Shelf

by John Eric Byers

Great, freestanding spheres provide an artful study in form and texture. Rich, warm mahogany is carved, polished, and painted with a milk-paint mosaic, then lovingly finished with wax and lacquer...

Fire Blessing Bowl
by Cheryl Williams
 Rich colors record the artist's brush strokes on wheel-thrown ceramic as the smooth interior glows with golden light...



Middlebury Chair
by Mary Lynn O'Shea
 The artist's jacquard loom produces another exquisite fabric with intricate designs that invite you to sit and stay a while...



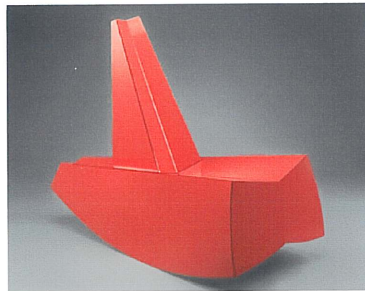
Nakomis
by Daniel Slack
 Born of earth and fire, a great sculptural relic imbued with the power of the imagination. Tall, wheel-thrown stoneware vessel with extruded additions is decorated with metallic oxide stains brushed over a base glaze...



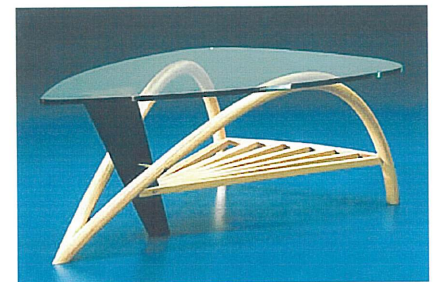
Ball Mirror
by Brent Skidmore
 Pearlescent painted balls bring color and sophisticated whimsy to carved mahogany and maple. They beckon your touch!



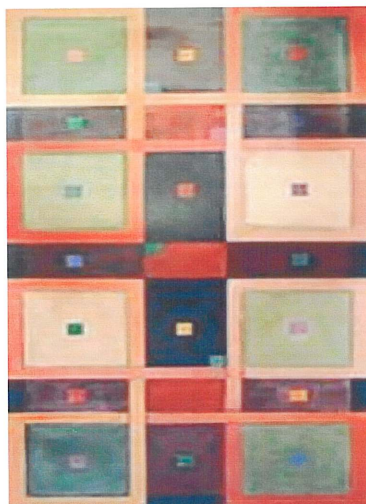
Little Rocker
by Isaac Arms
 The traditional rocker reinvented as contemporary sculpture. Clean, spare steel lines with powder-coat finish...



Thauston
by Glenn Ward
 Simple elegance, complex form. Sensuous curves of bent and laminated ash intersect ebony in a coffee table that was made to spark conversation...



Lattice
by Patricia Dreher
 Shape and color frolic on this festive floor art of high-grade canvas, handpainted with acrylics and non-yellowing varathane...



Typewriter Times
by Debra Dresler
 How do you spell fashion? Bracelet-style quartz watch with genuine antique typewriter keys cemented into sterling silver backs. Because the keys are recycled from retired typewriters, they will vary in color, age, and condition...

