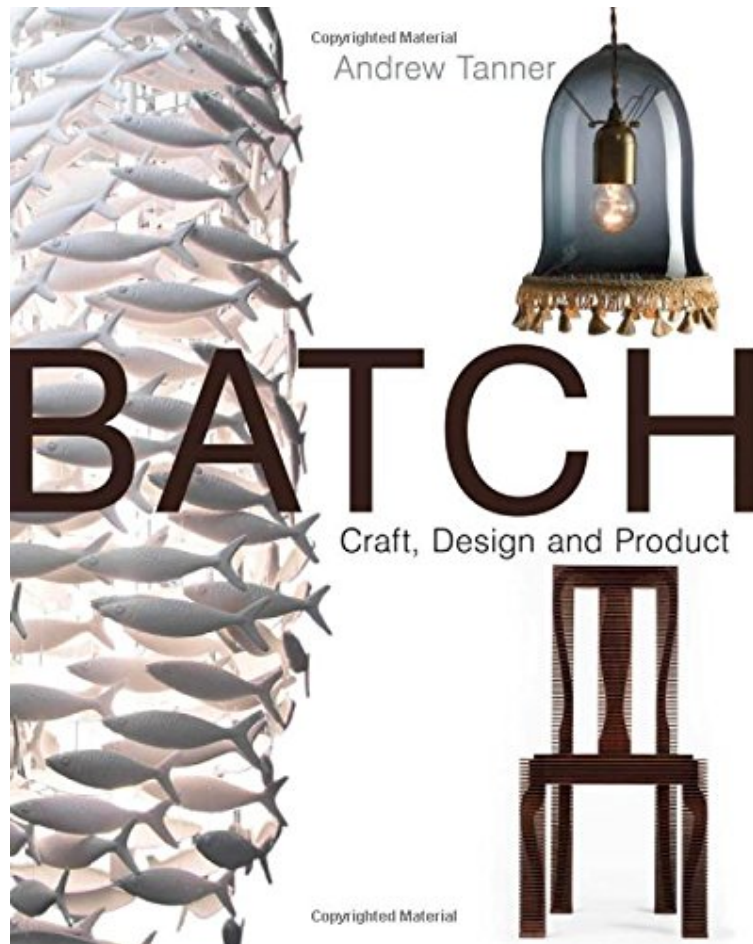


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## Batch; Craft, Design and Product

Andrew Tanner

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#5560528 in Books AnC Black 2011-03-01 2011-03-01 Original language: English PDF # 1 11.00 x 1.00 x 9.00, 1.95 #File Name: 1408110083144 pages | File size: 60.Mb

**Andrew Tanner : Batch; Craft, Design and Product** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Batch; Craft, Design and Product:

This book covers a hot new trend coming from international craft designers: making small batches of skillfully crafted work for large retail outlets. This is the cream of the contemporary craft world, crossing into most disciplines and mediums, including ceramics, textiles, wood, glass, precious metals, and metal work. Detailing a glorious array of these handcrafted objects, the book is filled with information gathered from each maker, explaining the ideas and concepts behind their products, and how they got started and developed their work. The book also includes practical information on running a small craft business, such as connecting with manufacturers, dealing with press, sourcing commissions, conceptualizing packaging, and managing marketing. Also featured is a gallery and design-shop guide that will appeal to craft makers for both visual interest and practical information, and to craft buyers as a directory of

the best contemporary work in the field.