



## UTILIZING LOCAL ARTISTS

Creativity and uniqueness are rampant when local artistry is brought into the garden center.

By Mackenzie Gaffney

Consumers are the asset to the profit of your business, but have you ever thought about their other talents that could be utilized by your business? It is just a thought, but because so many entrepreneurs concentrate on supporting local businesses and keeping the money in their community, it would only make sense to hire/employ/contract people who also reside there.

Since some say art is in everything, there is always room for art and the artists who create it. Just think about what bringing local talent into your garden center can do for you. It can be one or two pieces every now and then or whole collections year-round, using discretion to suit your needs. Just like an artist's work, don't be generic; step outside the box to find ways to introduce these products into your garden center.

### FINDING THE ARTISTS

So where do you find these artists? Start closest to home, like David Williams, partner/vice president, Williams Nursery & The Gift House, Westfield, N.J., "We are selling hand-painted pictures that are actually done on postcards and antique postcards; [the artist] extends the images on to the matting," Williams said. "And the local artist is also my sister."

As Williams explained, postcards of the early 1900s were handcrafted paintings rather than photographs. And, like Williams, some of you might not have to search far for artist contributions, but if the artistic gene skipped your generation, it's ok — chances are you will find there are plenty of artists who are already your customers.

When asked how she found the artist that creates the oil paintings for sale at Finke Garden Center, Lincoln, Neb., Luann Finke, co-owner, said, "He is also a gardener, and he came in to buy plants, and that is how we became familiar with his work. [Now] he also does our newsletter for us. It's a great opportunity for both of us; he makes his living as a graphic artist, but he is trained as a fine artist, so this is an outlet for his work as well."

outlet for his work as well."

### LOCAL ART FOR YOUR BUSINESS

Jewelry, oil paintings, hand-painted gourds...art is endless, and the benefits often turn out to be a win-win situation. "I think it provides an opportunity to have unique products that you are not going to see everywhere," said Finke. "It allows you to be unique in the market; I think we all have a mission of providing something slightly different or slightly better. You can cultivate a cross section of people who then become customers or clients of yours if they are initially taken by the artist's product, and they will appreciate your support of the arts. It also enables you to market to a different clientele that might not have otherwise known about your shop or the work that you do."

Providing the work of local artists in the garden center doesn't have to be a big cost to you, and in fact, it shouldn't. Any piece of art that isn't mass produced is going to cost a little more than its generic replication, but people know why they are paying more...for the craftsmanship. In some cases, artists may approach your store buyer or manager to negotiate a business opportunity for exposure and to gain monetary rewards, but it also gives you the chance to maintain your uniqueness in the midst of your competitors.

General manager, Cindy Carvalho, Alden Lane Nursery, Livermore, Calif., explained some novel ideas for purchasing products and staying out of the red. "The artist who made gourds for the Fall Festival priced them at \$200. If we had to buy them for \$200 and then mark them up for retail, we would never sell them," said Carvalho, com-



Art Under the Oaks is just one of several events at Alden Lane Nursery, Livermore, Calif., that features local artists and their work.



### Statue

Betty Sue and Bench comes painted or in the new forest white finish. There is also a natural finish and 16 others to choose from. Athens Stonecasting. (800) 422-1541. **Write in 1400**



### Cart

The antique flower cart is a unique garden accent piece as well as an indoor plant stand. The subtle ornate details and wheels that turn offer a distinct vintage look. It measures 43x40x20 inches. The handcrafted artistry is reflected in each of the iron pieces for the garden and home. Original items including arbors, gazebos, planters and trellises are also available. Garden Market of Larkspur. (800) 783-7318. **Write in 1406**



### Lighting

Garden décor by day, a colorful accent at night — BloomLites are made of durable, water-resistant nylon. For nighttime illumination, plug one into any electrical outlet and add up to 20 more in a series. Available in six colors and three designs: rose, lotus and tulip. Each spin in the wind and stand about 32 inches tall. Exhart. (800) 775-5503. **Write in 1569**

### Urn and pedestal

The new collection of Urns & Pedestals are made as an all-in-one piece as one selling unit. One of the featured items within the collection is The Carmela's Urn and Pedestal. Each item is created from actual crushed Mactan stone, and then hand-cast into what is now called stonecast pottery. Combining durable resins and a hearty fiberglass layered carcass provides a no-leak solution. Some items within the series are further appointed by hand-forged Iron Decorative Handles. Once cast, each item is hand-painted by artisans using multi-step finishes. Its dimensions are 16x30x16 inches. Pacific Casual, LLC. (805) 445-8310. **Write in 1589**



menting on why she creates alternative scenarios to allow artists to sell their work at Alden Lane without being an economic burden to the nursery.

Carvalho told the artist she could come to the nursery and sell her product under Carvalho's conditions. "I required her to do two demonstrations a day to teach people how to take a raw gourd and turn it into a finished product." Through these demonstrations, Alden Lane customers could create their own birdhouse, bottleneck or apple gourds.

## ART EQUALS ENDLESS POSSIBILITIES

Fall Festival at Alden Lane is just one of many events that the nursery holds that supports the local arts. The garden center has several events each month after its busy season, and some of the most notable are July's Art Under the Oaks, which incorporates 52 artists with music and wine tasting; September's Quilt Show; and Lavender Ladies' Night in October. Alden Lane keeps busy promoting, providing and maintaining a strong relationship with the local artists, delivering unique and original art and personal experiences to its customers.

Works of art can be from a vast array of genre, making it easy to incorporate local talent and handcrafted items as a beneficial addition to your product offering. From customer responses that owners and managers are hearing at these garden centers, featuring local artists seems to become something customers admire and expect from their garden center. As for benefits, Carvalho states just one that keeps Alden Lane in touch with their artist community, "I think that there is something really wonderful about blending art with gardening — creating an environment where art is supported and people come in and expect to see that."



### Plant stand

Green with Envy is one of several decorative accents being released that all feature green finishes as the dominant color scheme. Included in this line is a moss green iron slat-style garden bench; embossed wire plant stands; two-tiered grape and leaf design cart-shaped plant stand; leaf design stepping stones with scroll metal frames; a cloudy green frog-shaped terra cotta planter; and a light green terra cotta planter with stand. CBK. (731) 885-7836. **Write in 1586**

### Fountain kit

Create your own water fountain using any container with the Water Spout and Pump Kits. These kits are easily installed in minutes and allow customers to create a custom fountain. The product is attractively packaged for retail display, complete with instructions and pictures. It is available in many styles and sizes to fit almost any size container. Made with split-resistant bamboo. Bamboo Accents. (415) 454-6260. **Write in 1402** ▶





**Statue**  
This English finial measures 16x27x16 inches and has an acid washed in copper finish. Kansas City Art Statuary. (888) 261-3929. **Write in 1407**

**Gazing globes**  
Gazing globes have evolved from metallic balls into transparent and semi-transparent jewels of color that can change with every season or new trend. The globes are available in 6-, 10- and 12-inch sizes. All colors are available, including reds, swirls and opals. Made in the United States. Punxsutawney Globes. (814) 938-4200. **Write in 1415**



**Sculpture**  
The Moore Garden Sculpture on Pedestal is bronze-plated fiberglass and is part of a new series called Contemporary Garden Sculpture. The sculpture is lightweight and durable. It stands at 67 inches. Stansbury Burke. (919) 667-0371. **Write in 1417**

**Whirligig**  
This whirligig features a cat playfully pawing at a butterfly moving with the wind as it blows. It is made of metal with automotive paints to create a rust- and fade-resistant color finish that is multi-layered (12 colors) and applied by hand, giving a textured patina look. Available in six styles: cat, dog, songbird, hummingbird, frog and cow. Regal Art & Gift. (800) 681-3040. **Write in 1416**



**Wall hanging**  
These new, colorful hand-painted Sphere Hanging Suns come in three different sizes: 8, 11 and 15 inches. Also, a new collection of wall Talavera Suns with wrought iron frames has been introduced for 2005. Both products come with an eclipse design version. Masart. (877) 9-Masart. **Write in 1410**

**MAKE YOUR OWN Tags - Labels - Signs**  
using Gardenware® Software and Label Products with your PC and inexpensive, off the shelf printers  
Quickly - Easily - Economically  
www.gardenware.com (503)717-9295  
info@gardenware.com FAX (503)717-9298

**GARDENWARE**  
1 Gall \$5.99  
*Rudbeckia fulgida 'Goldsturm'*  
**RUDBECKIA - GOLDSTURM**  
Moderate growing upright perennial  
Brilliant golden yellow flowers - Likes sun  
Blooms continuously beginning in mid summer  
Height 18 to 24 inches - spacing 12 to 15 inches  
Prefers good well drained soil  
Great for sunny garden or meadow - Good cut flower

**CONPROY OREGON GRAPE**  
\$14.99  
2 Gall  
160000-02 1-10000 00050-1  
YOUR MESSAGE HERE 223-0807

**MADEIRA** - BLUE GARRET  
\$5.99  
1 Gall  
160000-02 1-10000 00050-1  
YOUR MESSAGE HERE 223-0648

**BLACK KNIGHT BUTTERFLY BUSH**  
\$16.99  
5 Gall  
160000-02 1-10000 00050-1  
YOUR MESSAGE HERE 223-0648

Write in 813

Write in 911



**Statues**

These Toad Houses will work as table centerpieces or focal points in miniature landscape gardens. They are hand-cast of fiber reinforced concrete and come in several colors. Three houses are in production now: Summerbridge Toad House, Hopsburg Castle Toad House and Toad Tavern. They measure about 12x9-10 inches. The Brookfield Co. (706) 375-8530. **Write in 1419**



**Art prints**

Weatherprint is a line of artwork for outdoors. It is UV-protected and weather-resistant. Now, these reproductions of art from museum collections, prestigious galleries and publishing houses printed on durable surfaces that hang inside the home are available for outdoors. They are available in a wide range of categories, styles and sizes. Open Air Designs, a division of TCM, Inc. (866) 760-8244. **Write in 1413**

**Garden plaque**

These garden plaques are made of urethane resin and are great for the outside. They are hand-poured and painted, and the material works like wood. They can be sanded, repainted, screwed or glued. Made in the United States, there are many styles to choose from. Garden Images. (803) 283-9857. **Write in 1405**



**Thermometer**

The Silhouettes Window Thermometers line is being expanded with new colors. Packaged in a window-style box, the thermometers affix to the outside of a window with durable, UV-stabilized suction cups, revealing the outdoor temperature to those indoors while displaying a silhouette both inside and out. It also functions as a bird deterrent device, helping stop birds from striking large expanses of window. Woodstock Copperworks. (845) 679-2824. **Write in 1420**



*Victorian*  
FOUNTAINS

HEN100  
43" H x 31" D  
2 Tier with  
Ball Spout

HEN102  
45" H x 31" D  
1 Tier with  
Dolphin

HEN104  
60" H x 31" D  
3 Tier with  
Pineapple Top

**ZEN** fountains

GET100  
28" L x 25 3/4" W x 21" H

GET114  
26 1/4" L x 26 1/4" W x 20" H

GET112  
33" D x 42" H

GET104  
33" D x 33 1/2" H

GET108  
26" D x 25" H

**Fountain Features:**

- Strong and durable fiberglass construction with natural rich color
- Can withstand the harshest temperatures for years of enjoyment
- Lightweight construction allows easy placement & movement

**Corporate Office: 1-877-710-0162 • Iowa Office: 1-877-538-3427**  
**Web: www.alpine4u.com • E-mail: alpinecorp2@aol.com • Fax: (562) 529-8955**

Write in 754

# Custom Bamboo Fencing



**Bamboo & Rattan**  
Natural Beauty  
Thousands of Uses Worldwide

Bamboo Poles,  
Panels and  
Related Items

We also have Bamboo & Rattan  
tropical wall coverings  
mats & boards • roof thatching  
interior & exterior materials



470 Oberlin Ave. South,  
Lakewood, N.J. 08701-6903

Call Toll Free 1-800-4-BAMBOO

Phone: 732-370-0220 Fax: 732-905-8386 [www.bambooandrattan.com](http://www.bambooandrattan.com)

**Your Bamboo & Rattan Professionals Since 1880**

Write in 781

## PRODUCT FOCUS

GARDEN ACCENTS & DÉCOR

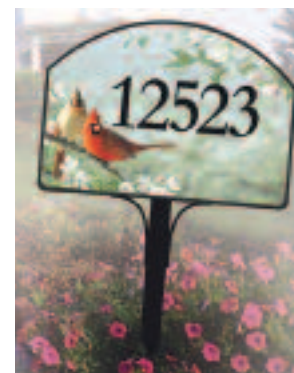


### Lantern

The Magenta Frog Wall Lantern is from the Earth & Fire collection made with tin and glass and is 11 inches tall. New Creative. (800) 435-1000. **Write in 1411**

### Yard stakes

More than 40 new magnetic artwork designs have been added to the Yard DeSigns Metal Yard Stakes line. The interchangeable designer artwork is screen-printed on flexible magnetic vinyl. Themes include seasonal, garden, inspirational, patriotic and coastal. Most include self-adhesive address numbers; others contain pre-printed messages such as "Welcome" or "Butterfly Crossing." Magnet Works Ltd. (314) 333-5001. **Write in 1409**



### Garden stakes/wind chimes

This new line of garden stakes and wind chimes includes six Flower Fairy designs available as either garden stakes or wind chimes. Each is meticulously hand-painted on metal with "springed" appendages that move in the wind. Exhart. (800) 775-5503. **Write in 1570**



### Bench

The Romance Bench is a high-quality stone bench inscribed with the following words, "The romance of a thousand lifetimes begins with a single kiss." The bench measures 12x29x14½ inches and weighs 73 lbs. Kay Berry, Inc. (800) 426-1932. **Write in 1408**



### Statue

The Saint Francis Statuary is a new addition to the 2005 Hen-Feathers collection. Each Saint Francis statue is cast one at a time by the lost-wax method of casting, for fine detail and lasting durability and measures 29 inches tall. The Brass Baron. (800) 536-0987. **Write in 1418**



Athens Stonecasting is proud to announce the release of their Earthly Creations Line. From fountains to pond and garden ornaments, our Earthly Creations line is finely detailed, cast stone sculptures. Inspired by nature's many vivid expressions from wildlife, to playful pets. Visit our web site at [www.earthly-creations.com](http://www.earthly-creations.com)

Athens Stonecasting  
191 Richmar Road  
Athens, GA 30607

(800)-766-2998 fax (800) 647-2216 email: [sales@athensstonecasting.com](mailto:sales@athensstonecasting.com)

Write in 930



**Sculpture**

The Cleo Hartwig collection includes reproductions of work by the famous artist. Six sculptures are included in this collection, such as this black cast limestone rabbit that measures 15½x7½x6 inches. Olivia Smith Design. (800) 573-6883. **Write in 1412**

**Fliers**

Garden Glass Flyers are unique accents, suitable for both indoors or out. These fancy fliers are constructed of colorful stained glass and hang mid-flight by a durable filament. Gently pull the decorative glass accent that dangles from the flyer, and the graceful flying motion can be seen. This product is available in eight creatures of flight — blue jay, cardinal, parrot, dragonfly, flamingo, crane, toucan and hummingbird. Bird Brain, Inc. (800) 289-4748. **Write in 1404**



**Gazing globes**

These globes are available in a variety of styles, finishes and sizes, including 6, 10 and 12 inches, as well as 12-inch swirl and 12-inch pin optic. The complete line includes 22 styles and colors. Baker's Lawn Ornaments. (814) 445-7028. **Write in 1401**

**Spinner**

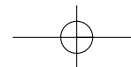
The newest edition to the WindGarden line of garden spinners, the Motorcycle Spinner, is made from UV-resistant DuPont SolarMax, a fiberglass frame and a steel-reinforced fork. It is built for speed and durability. Premier Designs. (888) 416-0174. **Write in 1414**



**Accent**

Guido — The Guard Frog measures 10x9 inches and comes with a 24-inch chain that attaches to a 14-inch stake for restraining. It is handcrafted and made for use both indoors and out. Barbara Hill Studios. (972) 495-8960. **Write in 1403** ▶

Write in 761



**We fit beautifully in tight spaces.**

The new Bernecker's signature Seifrizii offers your customers an edge over most ordinary house plants. It's tall columnar presence brings a welcome tropical brightness to the sparsest of spaces, fitting in fabulously at home, in the dorm, or on the patio.

Grab the nearest phone or email us for our free catalog featuring shade acclimated bamboo palms and over 150 other quality exotic foliage plants.

You'll see that nobody's better in or out of a squeeze than Bernecker's.



Write in 773



**Plaques**

The Leaf series is the newest design from sculptor George Carruth. These hand-cast stone designs are plaques that can hang in the garden area, sunroom or anywhere you'd like. Carruth Studio. (800) 225-1178. **Write in 1489**

**Post cap**

The pyramid-shaped Glass Post Caps offer color to the Woodway line of classic post caps. Made of enduring, heavy duty, real glass, these caps will protect post tops from the damaging effects of the weather. The glass post caps come in four colors: Cobalt Blue, Amber, Olive Green or Black and fit standard-sized 4x4-inch posts. LWO Corporation. (800) 459-8718. **Write in 1588**



**Stakes**

These new plant stakes are available in three designs. The 4-foot stakes are suitable for both large shrubs and small trees. The tough plastic-coated steel ensures they will be long-lasting. Gardman USA, Inc. (866) 419-7343. **Write in 1496**



**Hose pot**

This Hose Pot is a good way to conceal a coiled hose in the garden. Handmade of high-fired glazed stoneware that will not crumble, rot or fade, it measures 20x11 inches and holds up to 75 feet of 3/4-inch garden hose. Colors available include garden green/natural, sienna brick/natural, moss/natural, cola, dark green and limestone. David Brooks Co., Inc. (800) 576-2125. **Write in 1476**



**Lantern**

The Zen Lantern is hand-carved and measures 9 inches tall. It is drilled for wiring to light and is made from natural volcanic rock to be used indoors or out. It weighs approximately 9 lbs. and is suitable for any climate. ThunderLake Statuary, LLC. (866) 443-1087. **Write in 1494**

Write in 751

**Go Shop** **Click Here For Lowest Prices**  
**www.patiogardenponds.com**  
 Purchase Hundreds Of Top Quality Water Gardening Products From America's #1 On-Line Pond Supplier!  
**Patio Garden Ponds**  
**Or Call 800-487-LILY**

Write in 880

*Accent Flags™*

*Premier Designs offers the widest range of garden art available. From whimsical Garden Charms™ and designer Accent Flags™ to mesmerizing WindGarden™ spinners, Premier is the lawn and garden industry's preferred source for quality garden decor.*

**SolarMax**

*Insist on the best! Call Premier for a free catalog. 888-416-0174*

*WindGarden*

Write in 875



**Lantern**

These Fireballs are available in four colors: Sky Blue, Jade Green, Champagne and Burnt Penny. Just fill the canister with lamp oil. Meyer Imports Ltd. (800) 267-8562. **Write in 1499**

**Bench**

The Bridge Bench is constructed of teak slats suspended between two monolithic steel shapes. It is available in natural, rust, silver, bronze or faux rust powder-coat finishes. It measures 54x18x16 inches. Ore Inc. (801) 713-0568. **Write in 1501**



**LearnMore!**

For more information related to this article, go to [www.lgsmag.com/lm.cfm/lg010503](http://www.lgsmag.com/lm.cfm/lg010503)



**Bell**

The Haunting Sounds, Magic Memories Wilderness Bells Series is shaped like an evergreen tree and has a three-toned bell that is offered with assorted wind catchers, from a red cardinal to several black silhouettes of wilderness animals and birds. The bells are made with steel and coated with a durable outdoor green powder coating. North Country Wind Bells. (877) 930-5435. **Write in 1492**



**Beaded accent**

Wild Wire Creations are handcrafted wire and beaded garden ornaments. New for 2005, the line includes birds, frogs, geckos and chameleons, in sizes ranging from mini to giant. This collection is handmade of beads and galvanized wire in a South African community upliftment project that is providing the skills, training, support and raw materials necessary to empower many formally unemployed. Waterfalls of Nature. (718) 543-2770. **Write in 1587**



**Sculpture**

The Peace Monument is a 5-foot cast stone monument with an aged-bronze finish. It features the engraved inscription "May Peace Prevail on Earth" in four languages. The sculpture can be displayed indoors on its base, or easily removed; it can be planted in the garden with supplied rods that anchor it firmly to the ground. Olivia Smith Designs. (800) 573-6883. **Write in 1500**

**NEW FOR THE GARDEN 2005**

Call for our 2005 catalog with hundreds of high-end, value-priced home and garden furnishings. Experience the elegance and simplicity of the Napa Home & Garden lifestyle.

Lightweight Fiberglass Urns and Fountains  
Mossy Terra Cotta Garden Statuary  
Guy Wolff Greenhouse Collection  
...and much more.

Guy Wolff Greenhouse

Fiberglass

Garden Relics

**NAPA HOME & GARDEN**

1.888.693.2323  
[napahomeandgarden.com](http://napahomeandgarden.com)

See us at The Garden in Atlanta  
11th Floor 3110 and all major shows

**Write in 861**