

[REDACTED]

Phone:

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State:

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Emergency Contact Name:

[REDACTED]

Emergency Contact's Email:

[REDACTED]

Emergency Contact's Phone Number:

[REDACTED]

Are you a current art vendor adding an additional craft?

No

A family unit is two (2) or more persons jointly engaged in the creation of an art or craft item. Is this an application for a Family Unit?

No

Page 2 of 3 - Art Vendor Questions

Artist Biography (Please provide a short biography about yourself and your craft):

My knack for making things look presentable has a lot to do with my love for creativity. Growing up I excelled in any hands-on classroom projects at school. Channeling my love for creativity from nature, emotions, shapes, colors, stories, arts, anything old and new things - all have contributed to my creative development as a young kid. I enjoyed every aspect of it. Fast forward, as my passion continues to evolve and my search for more inspirations helps me hone my skills and further develop my love for creativity. A resourceful creative type, I wanted to be the MacGyver of all things creative. Someone who is determined to create something really good with just a piece of paper and glue.

My formal education in Fashion Marketing and Merchandising paired with my extensive experience in retail window design, visual display and merchandising, online styling, project management, and marketing have given me a strong knowledge base to excel in my career professionally, personally, and creatively.

In my most recent job, I worked as a Visual Merchandiser for the Fine Arts Museums of San Francisco. I managed all aspects of visual merchandising from overseeing store setups, seasonal merchandise floor moves, floor planning, visual presentations to buying fixtures and developing marketing materials.

Fast forward to 2021, after having gone through job losses, surviving Covid infection, and economic hardship, I decided to go solo and started my own business, The Land of More Designs. By combining my love for nature with my passion of recycling old pots and vases to create affordable and artful designs.

Growing up, I may have been the kid with the shoelaces tied twice for my whole school to see, trying to impress everyone that all things can be presented beautifully in every way possible. The Land of More Designs was created from the rejects of consumerism and I intend to educate people on the importance of upcycling and nature.

1. Describe your work in detail. How do you make it?

My work entails few procedures, first is procuring material such as pots and literally any type of container I find suitable for my new plant design collection. I then clean each pot, drill holes and get it ready for gardening. Second procedure is I harvest my plants from my garden. I match plants that I propagated with individual pot and container I put together. Third step in the process are pricing, labeling, and prepare plants for the market.

2. Where did you learn your craft?

I learned my craft from the people who have paved the road for me, from my dad who taught me how to file wood to my my college professor who inspired me to become a professional visual merchandiser to my mom who helped me realized that I have a green thumb.

3. Did you take a class or learn on your own?

My father was a carpenter in the old days so I learned quite a lot from him by watching him work on his woodworking projects and use of his tools and gadgets.

Please provide up to five (5) images of the work, both in process and finalized.

IMG_0146.JPG

Additionally, artists may upload a video (up to five minutes) of their process.

No answer given

4. Tell us why you make this work?

No answer given

5. What makes your work different from other artists and craftspeople making similar items?

I design plants using upcycled materials and I educate people how to care for plants. By using upcycled materials I am able to show people different ways plants can be designed and materials such as old pots can have a huge impact in the environment. Upcycling is great for the environment, lowers carbon footprint, and it help me lower the cost of each of my design. I provide gift ideas for people who are in urgent need of gifts. I help eliminate the hassle of matching plants with pots and/or containers plus it's less messy for people who don't know how to garden.

(Optional) Please provide an artist CV or Résumé:

Carlo-Casareo_-_Resume-2021.pdf

(Optional) Please provide any Letters of Recommendation from other markets or studios you may have:

Carlo-Casareo-SF-Arts-Commission-Letter-signed.pdf

6. What artist or business name are you operating under?

202103410241

7. Do you have a website, Etsy, Instagram or any other publicly accessible online store or social media account?

Yes

If Yes, please provide links to your public sites:

<https://www.instagram.com/thelandofmoredesigns/>

IMG_7861.JPG

Please upload your image of display

IMG_9419.JPG

8. Are you using logos or material commonly used in commercial products?

No

9. How are you ensuring customers can tell a difference between your work and commercial or mass-produced items?

I go by collection and I personally select and lovingly assemble each design by hand to make each plant unique to its design.

10. What steps have you taken to ensure that you are not violating any copyright or other laws that might apply to the logo or other material commonly used in commercial products?

I made sure that each material I use for my plants was purchased from second hand stores and/or garage sales. I do not buy items in bulk and always find ways to alter every material by adding unique characters in them such as birds and gnomes. Materials such as bamboo lamp shades have been upcycled into beautiful planters.

11. Does your artwork comply with all federal, state, and local laws and ordinance, including, if necessary, lawful authority to use logos or other images protected by copyright or trademark laws?

Yes

12. Are there any health and safety restrictions on your products?

No

13. Please upload recent receipts for any tools and materials. Must be the same tools and materials used to create the items in the work samples.

TLMD-Receipt.jpeg

14. What, if any, safety precautions do you employ in your work?

I make sure that I don't garden anywhere near food and wear gloves when applying strong glue adhesive to different materials.

Page 3 of 3 - Certification and Release

I confirm that the information within this application is true and correct.

Pronoun:

Mr.

Legal First Name:

CARLO

Legal Last Name:

CASAREO

Date:

No answer given

Attached Files



Carlo-Casareo_-_Resume-2021.pdf

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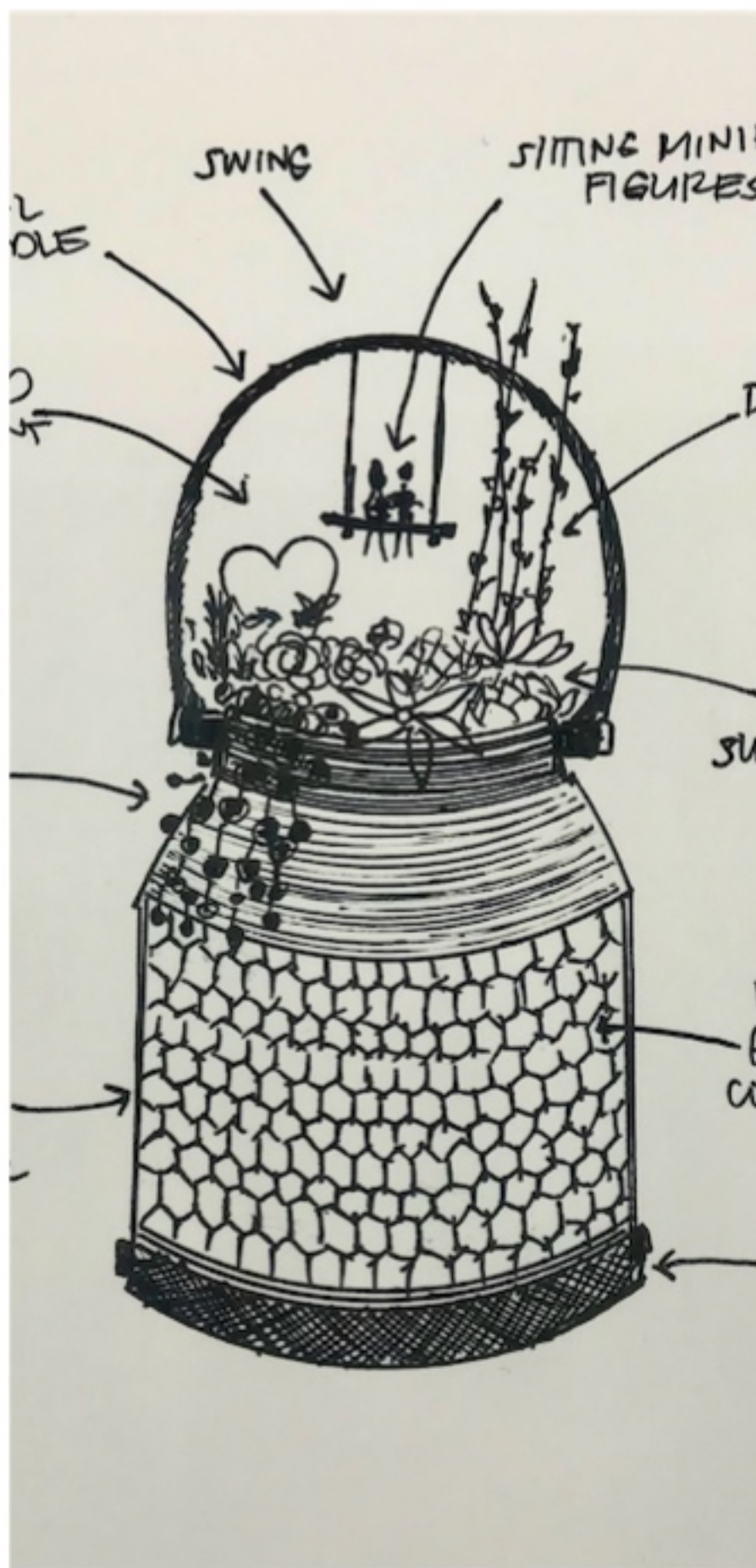
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The Land of More Designs

www.thelandofmoredesigns.com

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arms



NO STOPPING
100 FEET
720-796 GREENWICH ST
BOTH SIDES
ENFORCED SATURDAYS ONLY
6/18/21 to 11/20/21
7 am to 2 pm
VIOLATORS WILL BE TOWED
AT THE OWNER'S RISK
EMERGENCY STOP
CALL 311

