

RESPONSE #19439 SUBMITTED ON 01/03/2024 01:53:43 PM

Art Vendor Application - English

Page 1 of 3 Grantee Information

Art Vendor Information

Legal First Name: **Nancy**

Legal Last Name: **Cato**

Artist Name (if different) *No answer given*

Preferred Language **English**

Contact Information

[Redacted] [Redacted]

[Redacted] [Redacted]

[Redacted] [Redacted]

[Redacted] [Redacted]

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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):

Cato Creations is the home of San Francisco based illustrator Nancy Cato. Cato has been creating whimsically edgy characters for more than a decade. Working digitally and pen and ink, Cato has created numerous illustrations for her line of greeting cards, art prints and t shirts. Cato began her artistic journey creating greeting cards for friends and family. Currently, Cato has been working on children's books and murals. Her 1st children's book, Jamari's Journey adapted from her 1st commissioned mural from the San Francisco Arts Commission located in front of the Southeast Treatment Plant on Evans St. in the Bayview. Cato also participated in "We are Bruce Lee" exhibit located at the Chinese Heritage Society of America

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

I create greeting cards, T shirts, and digital art prints. With my greeting cards, my process begins with several sketches motivated by a theme: love, birthday, I miss you, etc. When the rough sketch is fully completed, I will take a picture of it and scan it into Procreate on my iPad and color the image digitally. This image will be uploaded into Affinity Design for layout, and then I will create a PDF and send it off to Moo.com This is where my greeting cards are digitally printed. When I receive the cards I begin the packaging process. The cards are counted. And Inventory is updated.

2. Where did you learn your craft?

I basically learned my craft here in San Francisco out of a desire to communicate through greeting cards, prints, and T shirts. My mother loved the idea of sending a greeting card to someone to express any sentiment. Overtime, I created greeting cards for friends and was later encouraged to create more for everyone, primarily thank you cards. These cards segued into other themes

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

I attended a liberal arts college with courses in illustration and graphic design however, creating greeting cards would definitely be something I learned on my own.

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

Can_we_talk.jpg

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

Sorry!.jpg

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

Friendship.jpg

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

Front:Back GreetingCard.jpg

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

I'mSorry Process.mp4

4 Tell us why you make this work?

I make this work to communicate, and represent the black community in ways perhaps we are not seen. I do this work to help us communicate and heal from the assault on our mind, body and spirit . Over time I have noticed that my artwork has brought great joy to both within



outside my community. I suppose it is a testament to the universal nature of my work-it's for healing and I believe laughter is a soothing way to heal.

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

I believe my distinct style makes my work different from other artists and crafts, people making similar items. In addition to this my approach to creating a greeting card is very different. I create some greeting cards based on what people may need, not always what they want. This is a very risky adventure, but I'm up to the task.

(Optional) Please provide an artist CV or Résumé:

Cato Nancy CV.pdf

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

No answer given

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

Cato Creations

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

www.catocreations.com

If Yes, please provide links to your public sites

[CatoCreationsArt.Etsy.com](https://www.etsy.com/shop/CatoCreationsArt)

If Yes, please provide links to your public sites:

INSTAGRAM: @catocreate

CATO.jpg

Please upload your image of display

No answer given

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?

Cato Creations is a small local studio creating original greeting cards and prints. Beyond telling my story to customers who ask about my process I can also offer my bio sheet. Whenever I am selling my artwork, I will be present to answer any and all questions in regards to my art work and process.

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?

My artwork and logo are solely mine. The only logo that I am using is the one in which I designed and provided Cato Creations. I take pride in my originality, distinct style and approach to delivering the most original project I can offer.

11. Does your artwork comply with all federal, state, and local laws and ordinance, including, if necessary, lawful authority to use logos or

Yes



other images protected by copyright or trademark laws?

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.

GreetingCardRACK.pdf

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

Flat_Inserts.png

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

KraftBAGS.pdf

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.

GreetingCARDS_2.pdf

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

ClearBAGS_2.png

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

I keep my area/table clear of debris and sharp objects. Additionally, I monitor my surroundings to ensure a safe and clean environment for my customers.



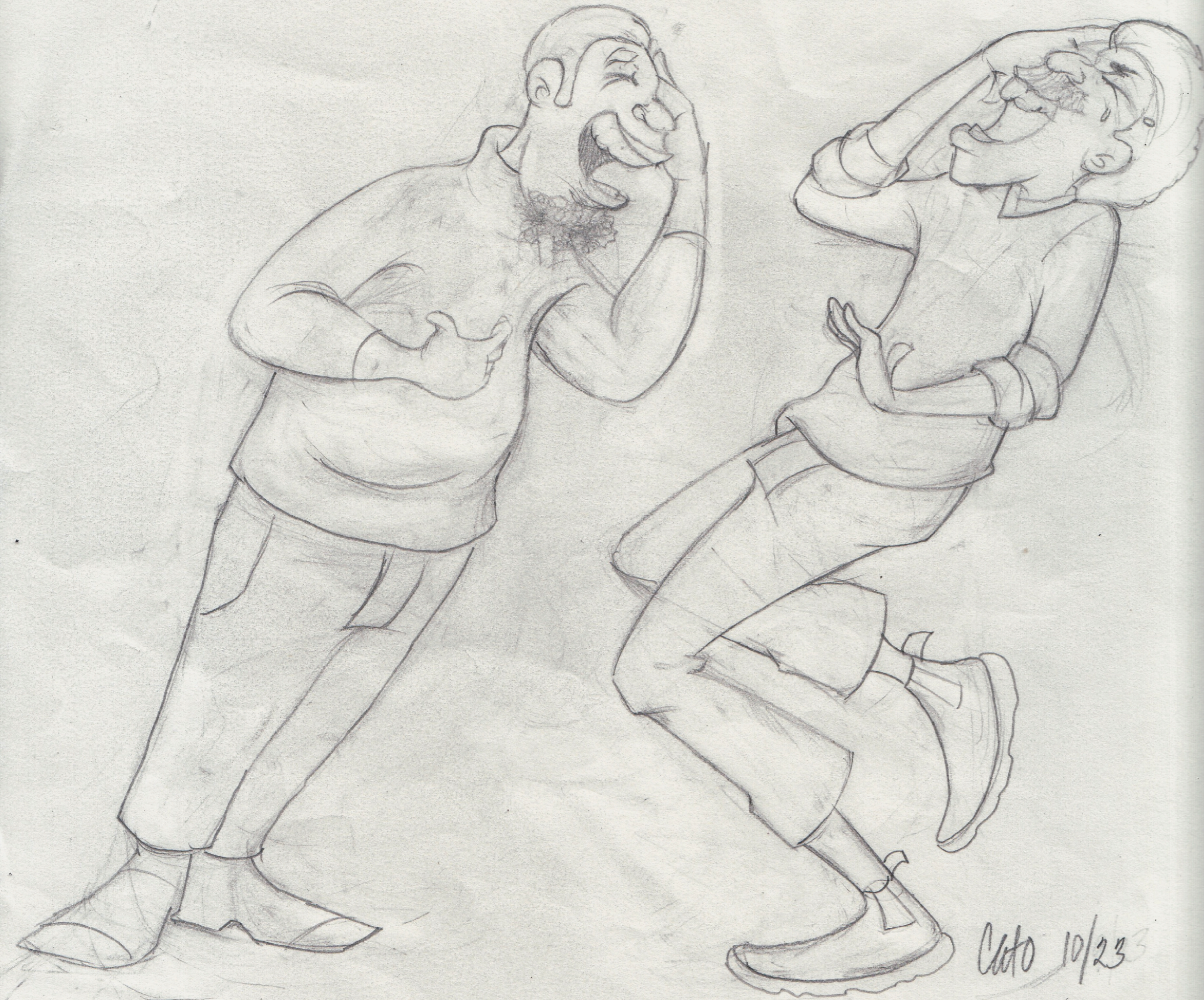


WTC

creations



Friendship



Cato 10/23





