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[REDACTED]	[REDACTED]
[REDACTED]	[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?

Yes

**Edit section title**

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Art Vendor

Simone Guimaraes

License #

8381



## Page 2 of 3 Art Vendor Questions

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

This endeavour started because I wanted to give discarded children related books a second life. So I have made it my purpose to re-use and upcycle books that would eventually have gone to the incinerator or landfill. I made a couple before and people loved my Renewed Book Journals so much it prompted me into going out to estate sales, auctions, yard sales, etc. specifically to collect older childrens books. Each book carries its own story, and by upcycling them, I am trying to preserve their magic while adding my own creative touch. I wish to share my creations with the world!

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

I find an old hardback book that resonates with me in terms of size, color, and weight. I Look for interesting titles, fonts, and cover designs. I consider the book's thickness, paper quality, binding, and style. I can use any book, but vintage and older ones often add character. I prepare the book by removing the covers from the donor book. I use a metal ruler and a very sharp utility knife to cut down the spine, then carefully pull the cover away from the pages. I then decide how many pages I want in the journal. Each group of pages will create a section in the journal. I then cut the pages to size and using my Aikles binding machine I punch the holes in the covers and the pages for the metal wire binding, and then using the crimping portion of the machine I close the wire binding.

2. Where did you learn your craft?

I have been assisted Simone Guimaraes since she joined the San Francisco Art Commission Street Artist program, and seeing the joy she has when creating her work inspired me to learn how to upcycle and bind books, I also took art classes in high school and in college when I was younger.

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

I learned how to turn these vintage and old books into journals on my own by watching alot of YouTube videos.

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

IMG\_1660.JPEG

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

IMG\_1663.JPEG

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

IMG\_1699.JPEG

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

IMG\_1701.JPEG

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

IMG\_1703.JPEG

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

No answer given

4. Tell us why you make this work?

I have imagined the unwritten stories, the poems and letters never penned, the adventures uncharted, the confessions swallowed by silence. The blank journal cradles them all, but



journal is more than paper, it is potential, waiting for the alchemy of words.

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

**During my time assisting Simone Guimaraes at the Embarcadero Plaza, I have not seen not come across any other individual there creating Journals, or Notebooks from Vintage or upcycled Books.**

(Optional) Please provide an artist CV or Résumé

*No answer given*

(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?

**Artist: Simone Guimaraes Business name: FridaCatloArt**

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

**No**

**FridaCatloArt.jpg**

Please upload your image of display

**IMG\_1882.JPEG**

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 believe that through my own work, individuals can tell that my items are not mass produced, not do they come from any commercial venture.**

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?

**Any of the materials I use are not infringing upon any other commercial, corporate copyrights.**

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

**IMG\_8842.JPEG**



materials used to create the items in the work samples

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.

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**Receipt 02.jpg**

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

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**Receipt 03.jpg**

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

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**Safety Glasses and Work Gloves when needed.**



# Frida Cay-lo Art

Handmade  by Simone

San Francisco - California

Cat:Lo Simone

The Children  
That Lived in  
A Shoe



By Josephine van Dolzen Pease  
Illustrated by Esther Friend

BRAND McNALLY & COMPANY  
Chicago

From the heel to the toe  
It was scoured and scrubbed  
And painted and polished,  
And dusted and rubbed.

ed in,  
in,  
whistle  
s a pin.







DUOMAC

231  
COPY PAPER

7/8" 3/4" 5/8" 2:1 3:1 9/16" 1/2" 7/16" 3/8"

1" 7/8" 3/4" 5/8" 9/16" 1/2" 7/16" 3/8"

40 38 34 32 30 28 26 25 24 23 22 21 20 19 18 17 16 15

15



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