



Masterwork Designs

Fine Art Needlecraft Reproductions

THE PRESENTATION



Masterwork Designs

Mission

To create museum quality fine art needlecraft reproductions of traditional and contemporary art and objects of art for museum gift shops, their direct mail catalogs, and Internet sales.



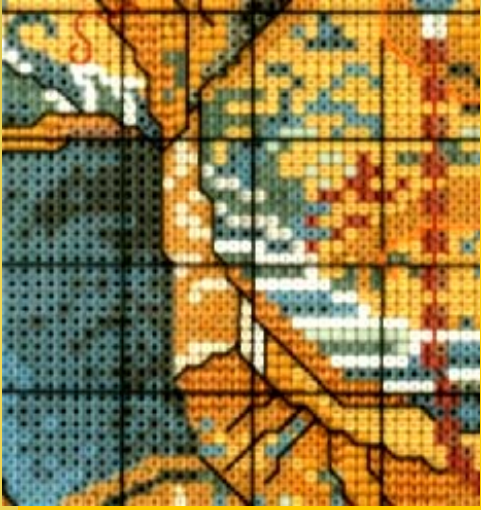
Masterwork Designs

Goal

To introduce an innovative, hands-on product concept with the potential to serve museum marketing, cultural, and educational missions. The photo (next page) of Qing Dynasty Emperor Yongzheng visually states the possibilities.



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(close-up)

Sample of counted
cross-stitch needlecraft
graph

Emperor Yongzheng,
1723-1735, Qing Dynasty



(finished size 20" x 30")

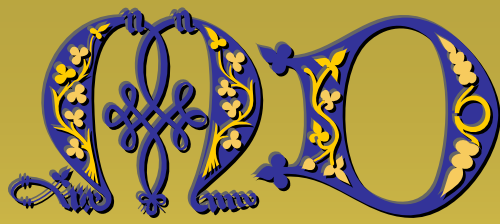


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Objective

To form a cooperative agreement with the Asia Society that allows Masterwork Designs to reproduce a line/s of fine art needlecraft products which support their exhibits and marketing mission.





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Opportunities

Although some American Art, Art Nouveau, Impressionist, and Renaissance fine art needlecraft reproductions are being offered on the Internet, to our knowledge, the creation and sale of fine art needlecraft reproductions have not been introduced to museum gift shops for the furtherance of their marketing focus.



Masterwork Designs

Organization

Masterwork Designs is a proposed Limited Liability Company. Its principals are:

Julie Judge, Executive Director

Dave Fisher, Licensing, Marketing Director

Peter Judge, Internet, Computer Specialist



Masterwork Designs

Julie Judge, Executive Director

Julie Judge, formerly a controller with Roland Levine Construction and Investment, was responsible for the financial operation of their 38 companies. Her background includes 12 years with Edward J. McElroy Advertising and co-ownership of the Los Angeles Hellene, a community newspaper.



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Dave Fisher, Licensing and Marketing Director

Dave Fisher has an extensive background in licensing. He negotiated and administered licenses in the entertainment and transportation industries, including Disney, Charles Schultz, Warner Bros., and Lucasfilms. He was Director of R&D and Director of Design for two international consumer goods companies.



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Peter Judge, Internet, Computer Specialist

Peter Judge, formerly a computer specialist with the Hughes Company, is responsible for the company's Internet/computer function. He works closely with Julie Judge on all aspects of the business.



Masterwork Designs

Contact

Julie Judge, Executive Director

8004 Cowan Avenue ~ Los Angeles, CA 90045 ~ USA

Telephone 310-670-6589 ~ Fax 310-670-3427

e-mail: Masterwrkdesigns@cs.com

AdProse

e-mail: adprose@earthlink.net

<http://home.earthlink.net/~adprose>

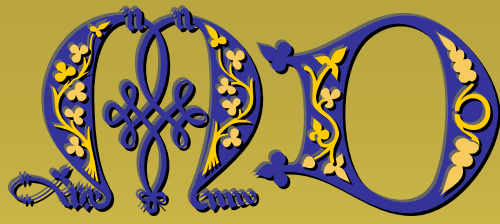
Graphics & Web Design



Masterwork Designs

Fine Art Needlecraft Reproductions

THE PROPOSAL



Masterwork Designs

The Product

Fine art needlecraft
reproductions of traditional
and contemporary art





Masterwork Designs

Goal

A mutually beneficial cooperative agreement allowing Masterwork Designs to reproduce museum selected art. Access to high quality photographs/or photo negatives for needlecraft art design reproduction.



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Sample of
Packaging



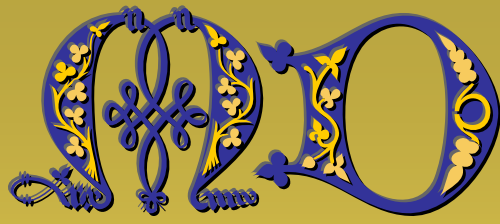
Created Exclusively for the **Museum Name**

Finished size 20" x 30"

Kit Contents: imprinted linen, high-quality threads & flosses, blunt tip tapestry needle, instruction sheet & sorter card, history of subject

Emperor Yongzheng,
1723-1735, Qing Dynasty





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Kit Contents

- Graph Size: 20" x 30" or 15" x 22½"
- Imprinted Linen Fabric or 14 Ct Aida Cloth
- Finest Quality European Threads and Flosses
- Size 24 Blunt Tip Tapestry Needle
- Instruction Sheet and Sorter Card
- History of the Subject
- Packaging Face Sheet with Museum Name/Logo



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Cost Structure

Pg 1 of 2

Size	Fabric	Volume Discount	Unit Costs	Price Structure	Volume Discount Differential
20" x 30"	14 Ct Aida Cloth	-0-	\$20.00	300-1200	-0-
20" x 30"	100% Linen Fabric	-0-	\$24.00	"	-0-
20" x 30"	14 Ct Aida Cloth	2-1/2%	\$19.50	1200-2000	\$0.50
20" x 30"	100% Linen Fabric	2-1/2%	\$23.40	"	\$0.60
20" x 30"	14 Ct Aida Cloth	5%	\$19.00	2000 or more	\$1.00
20" x 30"	100% Linen Fabric	5%	\$22.80	"	\$1.20

Minimum Order 300 pieces

Orders above 1200 pieces per design can be mixed and matched with other designs (increments of 300 each), to qualify for a higher volume discount.

The 5% volume discount applies to 2000 or more pieces per design category.



Masterwork Designs

Cost Structure

Size	Fabric	Volume Discount	Unit Costs	Price Structure	Volume Discount Differential
15" x 22-1/2"	14 Ct Aida Cloth	-0-	\$15.80	300-1200	-0-
15" x 22-1/2"	100% Linen Fabric	-0-	\$20.00	"	-0-
15" x 22-1/2"	14 Ct Aida Cloth	2-1/2%	\$15.40	1200-2000	\$0.40
15" x 22-1/2"	100% Linen Fabric	2-1/2%	\$19.50	"	\$0.50
15" x 22-1/2"	14 Ct Aida Cloth	5%	\$15.00	2000 or more	\$0.80
15" x 22-1/2"	100% Linen Fabric	5%	\$19.00	"	\$1.00

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Considerations

The right to:

- 1) Reproduce the art in another medium.
- 2) Use the art in all related needlecraft types.
- 3) Exclusivity in the needlecraft field for a period of 8 to 10 years.
- 4) Sell in a broad market, where feasible.



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Conclusion

Masterwork Designs' goal is to develop a world wide market for fine art needlecraft reproductions and to develop and coordinate products that actively support museum marketing, cultural, and educational missions.



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Los Angeles, CA 90045 ~ USA

Telephone 310-670-6589 ~ Fax 310-670-3427

e-mail: Masterwrkdesigns@cs.com

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Graphics & Web Design