

The Magnolia Tapestry Project • CUSTOM ORDERS FAQ

Q: Does the Magnolia Tapestry Project take custom orders?

A: The Magnolia Tapestry Project is focused primarily on publishing work by artists to whom we are already committed; we are also dedicated to creating tapestries for museum shows and public art commissions. **Custom work-for-hire commissions are not our main endeavor.** We take on custom projects when we can schedule them and if they are feasible within the limitations of our technology -- not all designs are suitable for this process (for example, pure white is unattainable, and bright or high chroma colors are limited). **As of January 2008, Magnolia is not accepting submissions for custom tapestries for at least six months.**

Q: Can I use the Magnolia Tapestry Project to weave a reproduction of my photograph/painting/drawing?

A: The goal of the Magnolia Tapestry Project is to employ digital Jacquard technology in the creation of **new** art works by contemporary artists, rather than merely reproducing previous works. Accordingly, **preference is given to projects in which an original digital composition is developed specifically to be woven.** (Of course, said composition might contain elements taken from previous works, combined and/or reinterpreted in new ways -- one of the advantages of digital media is that it makes this kind of manipulation possible.)

Q: Can I send my design via mail or the internet, have it woven, and have the tapestry sent to me without having to come to Magnolia Editions in person?

A: Magnolia Editions places a high premium on the integrity of the artist's 'hand' and intention in the creative process, regardless of whether it is a digital, woven or traditional printmaking project. **We ask that the artist be physically present at the studio to participate in the digital development of a file to be woven.**

Q: Where are the tapestries woven?

A: The tapestries are woven in Belgium directly from

digital weave files which are created at Magnolia Editions in Oakland, CA.

Q: How big can a tapestry created with the Magnolia Tapestry Project be?

A: A weaving can be made 6.5' (78") by almost any length. In other words, one dimension is limited to 78", while the other dimension could be as long as you like.

Q: What determines the cost? Do I need to pay in advance?

A: Some of the factors influencing cost:

- final size of the piece
- time for digital preview and/or editing
- the dollar/Euro exchange rate

The use of metallic threads and/or particular color palettes are also variables. Certain images will require a 10 weft setup rather than an 8 weft arrangement and these require more "shots" per centimeter. Weaving costs increase with the number of shots used.

We require receipt of a 50% deposit to send out a weaving order. Payment of the project balance is due on delivery.

Q: I want to create a tapestry with the Magnolia Tapestry Project. What should I do?

A: Please email us at info@magnoliaeditions.com with:

- your name
- a link to images of your work online
- any promotional information, reviews, or other materials which might familiarize us with your work.

While we strongly prefer a link, in the case that images of your work are unavailable online, you may send small (less than 1 MB) sample images as attachments.