

From: Sarah K <[REDACTED]>
To: [REDACTED]
Subject: Re: Dear Sarah and Lindsey
Date: Wed, 18 Apr 2012 04:41:02 +0000

Kerry, it is a great pleasure to meet you as well! Thank you for taking the time to explain all that you do. It sounds like you are the person I have been searching for to help me with my ideas! I am an avid backgammon player and have found it so difficult to find unique beautiful backgammon boards that I would enjoy playing on, so I thought I would just start designing them myself! My problem has been finding the right people to make my ideas come to fruition. I would love to meet with you to discuss my ideas further. I would also love to visit your showroom in Italy. What city is it in? There is a chance of me coming to Italy next week and would love to try to visit if it's somewhere close to me. I will be in NY for sure until at least Friday. If you are in NY this week, possibly we could meet on Thursday? I don't have an NDA, but will work on one to have ready when we meet. I look forward to speaking/meeting you very soon!

All the best,
Sarah

On Apr 14, 2012, at 8:58 PM, [REDACTED] wrote:

Dear Sarah and Lindsey,

Lindsey, thank you, for sending Sarah's email address to introduce all of us.

Sarah, it is great to meet you via email. Lindsey, has spoken, highly, of you.

It is a wonderful surprise to find out you want to create bespoke and/or a unique backgammon collection.

It is possible to speak with you about your concept? And, if you have an NDA to share I will sign one for us to speak in detail about your project and my company.

In theory of the function needed to create the board the breakdown is simple.

There is a form with various elements to create the concept:

1. board,
2. the pattern on the game board,
3. the 15 chip pieces for each player. 30 in total. (I would suggest an few extra for each player bc we chips are lost it takes away from the game and the aesthetic of the board design. or, offering the ability for clients to buy other types of your designed chips to mix and match.)
4. the (2) sets of dice with the (2) dice cup with the special dice. (same concept as above.)

In theory of the design and creative theme of the board the breakdown is simple.

There is a medium that is a combination of materials and colors to create the art in the design.

1. the board: hard board with a box, roll up or a speciality box where the interior is a material mat that is unique.
2. the pattern on the board depends on the medium material to create the board.
3. the chips have a medium material and color that can be similar to the above or be unique in their own right.
4. the dice and cups can be a connector element of the board.

Meaning, the board may be a leather crocodile skin roll up with the clasp closures in a mother of pearl magnet or snap closure. The game is sewn with a color(s) of mother of pearl and within there is a color story that connects with the chips. The chips may be a mother of pearl and the cup may be crocodile and

the chips slide into a long stick where the cups can cover the chips and the long stick acts as the roll ups ability to have an ease to roll up and be a weight to keep the roll up from paying flat.

We do various forms of collection developments for all areas in the accessory market. We have the ability to create an entire collection from the concept to sourcing to final production to post production services. And, we have a (5) phase theory that is based on the heritage of artisan craftsmanship from Italy.

Gaming boards and unique ways to create them has been something I enjoy. We have created boards to tables for bespoke clients. And, to make this unique we explore with our clients in all productions a few keys ideas for them to enhance the unique aspects for the product. I use one from "King's Road" that is a black leather roll up. Also, many of our bespoke clients have an interest in unique games for a center piece in their office/library to travel sets bespoke/monogramed for their interest or name.

I am able to speak more in detail about our ghost house and clients when we have an NDA signed.

If you were keen on the development I will invite you to Italy to visit our showroom and artisan house. Some clients do meet with us there and others do not. It is an open invite to you at any time you would be interested. We are able to work with you off site and have many international clients that work this way.

We are able to work in many sectors of the development or focus on the production only. If this is a development where you are aware of the idea yet, need the details to be figured out I will explain to how the process and how we are able to create the entire development in all areas for clients.

Also, we are a ghost house. This means we produce for brands with their labels. We have discretion for all clients and their products as artists and businesses. The same applies to our ghost house and respect discretion to keep ourselves a mystery in the market.

Your idea to create unique boards is a smart business idea and has the potential to enter into a market as an exquisite design brand for games. Great for you for such an idea. And, I hope you will be able to create the board brand from the market as a reality. I am positive you would have a good market of clients and press if the concept is as unique as the product.

It would be wonderful to speak more if you have the time and desire.

Thank you, Lindsey for introducing Sarah and I. Sarah, please contact me if you wish to speak further.

Most Faithfully,
Kerry

Atelier Artisan
Contact: Nash

[REDACTED]
[REDACTED]