

**From:** Sarah K <[REDACTED]>

**To:** [REDACTED]

**Subject:** Re: Showroom Meeting in NYC and Varese, Italy

**Date:** Thu, 19 Apr 2012 16:30:08 +0000

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Hi Kerry!

Today has turned out to be quite hectic for me. Would tomorrow morning work for us to meet? Do you think it would be best to meet at the showroom in NY, or just for us to meet for a coffee? I can meet you anywhere that's best for you. Let me know where and if tomorrow morning is good for you! I'm looking forward to meeting you very soon!

On Apr 18, 2012, at 9:45 PM, [REDACTED] wrote:

Dear Sarah,

Thank you, for your email. You are welcome for the details I sent to you. I do understand the multitude of needs to create a product which, is daunting for someone starting to create their masterpiece. Bespoke or high quality is unique and has to be an aesthetic that is well thought out in design and function.

I, too, love Backgammon. Yet, I have not played in a while. I do have my "King's Road" leather roll up here and will bring it. We finished a crocodile game table with matching chairs. The boxes and boards are more simple in theory to create. And, it is defining the concept structure plus the game pieces.

There are many elements to any creation and this is why are concept is unique because we are constantly developing collections.

We create bespoke and have to find or custom create elements of a product. This is why we have a theory and partners in each sector. It allow us complete creative creation freedom for our client's developments and we are very aware of the operational time and budget needs to be in balance with 14 week season cycles. While, bespoke depends on the speciality creation of pieces there is a laid back attitude to work with these clients that buy in the high end custom market thus, waiting several weeks or months to have their new "it" product is a joy.

We have built a foundation that offers all the services that fulfills the needs of a full development with partners in each sector.

It is useful for our larger brand companies that want to have access to unique suppliers and impeccable manufacturing by true Italian artisans and craftsmanship. You will see this in person when you come to Italy.

And, if you have concepts/pictures you want to show me this would be great.

I do agree with all your concepts and ideas. The concept is chic and I can imagine a client of yours enjoying the experience of the board and the attention they will receive from the beauty of the game board.

It will be my pleasure to meet with you in NYC. Are you available tomorrow (Thursday, April 19th or Friday, April 20th)?

The showroom we are a part of in NYC is called "T Project". This is a partner company that we work with that utilizes our teams in the South of Italy. We work with them on projects and have our space in their showroom when we are working in NYC. In the early summer our products will be in the showroom yet, all our products are in Italy and you will see them in our showroom and in the factory.

The address of T Project:  
T Project



NYC, NY 10018

Our showroom in Varese, Italy is, vastly, different and I will explain this in person. We have an art and artisan showroom and we would, also, take you to our artisan factory. Where you will see many high end products of known brands that we produce for.

The showroom is an art gallery with well known modern fine artist given my partner has a well respected family business in the fine art world. And, we showcase of artisan products and materials for clients to explore the meaning of artisan in the modern era.

While, our factory is a high end artisan factory where our focus is exotic skins and luxury bespoke manufacturing. We took over a space for our showroom that once was an artisan factory in the 1800's where 95% of the workers were women and made 50,000 products a day. We just showed our Hermann Nitsch exhibit with a installation of our painted python products.

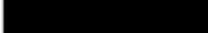
We have a conservatory and in door garden and an art table with a library for clients to spend time being artistic. It is to offer inspiration and a creative door for clients to open their collection while we speak about the business logistics, too.

If you are, also, able to visit the showroom/factory in Varese, Italy. This is 25 minutes from MXP and 1 hour from Milan. We have a pop up showroom in Milan yet, we are renovating it at this time. And, it is better to meet in Varese to bring you to our artisan factory. I will introduce you to my partner that is in Italy at the moment while I am here. And, she will meet you at the showroom, take you to lunch and after, to the factory. So, you will have time to speak about your project and see things in person in NYC and Italy.

I will call you in the morning or if you want to speak tonight feel free to ring me. I do not want to be impolite and call to late. We can organize to meet tomorrow!!!! Amazing!. I am looking forward to our meeting.

I will have an NDA to give to you in person with other materials. And, will wait for one from you when you have the time to send it.

Best Regards,  
Nash



Atelier Artisan  
Contact: Nash  
Phone: 001.917.402.3466



----- Original Message -----

Subject: Re: Dear Sarah and Lindsey  
From: Sarah K <[redacted]>  
Date: Wed, April 18, 2012 6:41 am  
To: [redacted]

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 some 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

917-855-3363

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]