



andersen design

www.andersendesign.biz

PROFILE

Andersen Design was established on the coast of Maine in 1952 with an original line of functional forms and a mission to create a handmade product affordable to the middle classes. In a process counterintuitive to “factory” production, Andersen Design created original ceramic bodies and flowing glazes from raw materials mainly sourced in the USA. The decorative process encourages the artisan to use their own unique hand which individualizes every piece while executing patterns consistent enough to be made to order. Daily repetition develops intuitive understanding of the underlying materials and their interactions which creates the confidence to execute spontaneous one-of-a-kind decorative works. Andersen Design believes that the two types of processes reinforce each other.

By the late fifties [The Andersen line](#) a line of wildlife sculptures was added to of original functional forms.

Andersen Design products were sold in Maine Street Gift Stores, Department Stores Catalogs and Museum shops and in the Andersen Design gallery and on the Andersen Design website. Andersen Design participated in the first New York Gift Show and for many years thereafter. The products were also sold in the Itoya Department store in Japan and in a department Store in Denmark as well as all across the USA. in Portland, Maine, attaining status as classics through decades of sustained market appeal and collections handed down from one family generation to the next.

Products were made in a studio facility attached to a home with an exception for a time when there was a production facility in Portland. As a small production the market was never saturated

ASSETS

- Large line of classic ceramic slip-casting designs including functional forms and wildlife sculptures that have been retained their marketability and have been collected and passed down generations since 1952
- Strong brand identity

MISSION

- **AD entity 1** Establish an entity, possibly a trust, that owns Andersen Design's intellectual property, consisting of a large line of classic ceramic slip casting designs and the brand name. Henceforth referred to as AD1 entity.
- Design a legal framework with templates that can be used as is or adapted establishing terms of agreements between AD1 and makers who can reproduce the work.
- Also include inventory tracking systems.
- **AD entity 2** Invest in Andersen Design website and promote as a venue that sells Andersen Design, vintage and contemporary works plus works of other designer-craftsmen consistent with the Andersen Design brand. Henceforth be referred to as AD2 entity.
- **AD Entity 3** Acquire real estate for a gallery, headquarters and production training, including a research facility that will carry on the Andersen Design tradition of developing new glazes, decorating colors and techniques, and bodies. This entity shall henceforth be referred to as AD3 entity.
- **AD Entity 4** Establish a 501 C3 entity that can fiscally sponsor small working studios, that can be attached to a home or stand alone. This entity could collaborate with other small size equity funds such as [The Habitat for Humanity Shelter Venture Fund](#), or it might create its own sister fund and together these two entities can be used in support of workers in residence housing solutions.

VISION

Archeologists' debate over whether Bronze Age itinerant craftsmen might have created their crafts independently of kings, and contingent hierarchies, a debate that continues today. Andersen Design was born during the Golden Age of the American middle class with a mission to create a handmade product affordable to the middle classes. By selling to people of ordinary means, Andersen Design was able to retain an extraordinary degree of artistic freedom and cultural independence. Would it have been possible if not for a time when the middle class was abundant? Today as the second generation takes on the responsibility of shepherding the unique Andersen Design productivity assets into hands that will carry on the tradition of free enterprise, human made technology and meaningful work engagement, it is a time when the middle class is vanishing, and so the Andersen Design vision, consistent with our founding philosophical tradition is dedicated to using our assets to help restore a middle class through worker in residence relationships and working with independently owned creative studios. We believe that in the era of AI that human made technology will rise in social value and that the human mind is vast unexplored territory accessible through the mind-body relationship that hand making engages.

CONTACT

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