

AUTHENTICITY AND QUALITY SINCE 1936

A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops

Williamsburg Licensees Introduce New Products at High Point Market



A SPECTACULAR neoclassic sideboard along with rococo arm- and side chairs by Baker Furniture headline the introduction of new products from the Williamsburg Reproductions Program at the Spring 1993 High Point Furniture Market. The sideboard features high tapered legs, serpentine front, and intricate inlay. The chair backs have gothic arches and an elegant profusion of rococo carving. Mottahedeh introduces a

the Duke of Gloucester pattern, the exciting and well-received dinnerware pattern introduced last year. The Williamsburg licensee will also introduce new accessories to the Imperial Blue dinnerware pattern.

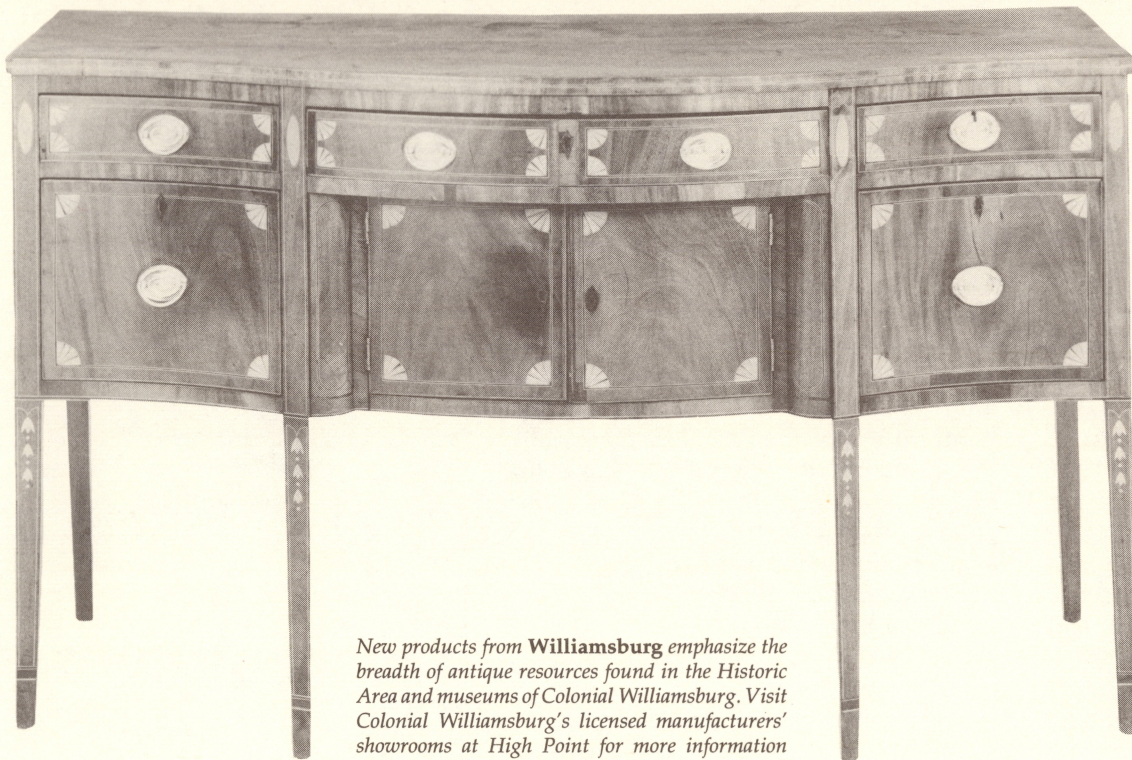
Colonial Williamsburg's newest licensee, Michaelian and Kohlberg, will introduce a grouping of needlepoint pillows and rugs from needlework examples in the museum's vast collection. Patterns like "Stars and Dia-



monds," "Bassett Hall Plumes," and "Carter's Grove Refusal Room Aubusson" are all handmade. An in-depth look at the collection and licensee will be included in the summer newsletter.

Recently introduced products as well as perennial Williamsburg Reproductions favorites may be seen in other licensed manufacturers' showrooms at High Point this April, including Virginia Metalcrafters, Friedman Brothers Decorative Arts, Rowe Pottery Works, Schumacher, Goodwin Weavers, and Foreign Advisory Service.

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New products from Williamsburg emphasize the breadth of antique resources found in the Historic Area and museums of Colonial Williamsburg. Visit Colonial Williamsburg's licensed manufacturers' showrooms at High Point for more information about new products and timeless reproductions.

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Colonial Williamsburg's licensees reproduce, adapt, and interpret decorative accessories and gifts based on the museum's collection of objects dating from the seventeenth to the twentieth centuries. The objects are found in the homes and public buildings of the restored capital city of Williamsburg, the DeWitt Wallace Decorative Arts Museum, Carter's Grove plantation, Bassett Hall, and the Abby Aldrich Rockefeller Folk Art Center.



Williamsburg new product introductions include needlepoint cushion covers and rugs from Michaelian and Kohlberg, chairs and sideboard from Baker, and tureen and stand from Mottahedeh.

The Britannia Collection Adds Furber Floral to Crummles Williamsburg Enamel Box Group

Inspired by Robert Furber's *Twelve Months of Flowers*, Crummles has designed the decoration for the top of an enamel box. The design is based on the flowers in the English nurseryman's illustration for June.

The enduring beauty of Crummles boxes is due in part to their process of manufacturing and fanciful decoration. The box is made from a thin sheet of pure copper that is cut, shaped, and cleaned in preparation for the enameling process. The enamel is applied layer upon layer and fired repeatedly at high temperatures until a fine glaze is achieved. The design is carefully ap-

plied as a transfer and fired onto the enamel. A series of painting sequences follows. The paints are ground by hand and mixed with turpentine and oils, then hand-painted onto the enamel. Since each color has its own firing characteristics, the artist takes great care during the firing process to control kiln temperatures and makes regular visual checks. The resulting subtlety and translucency are a hallmark of Crummles Enamels.



This new enamel box from Crummles features a colorful display based on Robert Furber's catalog illustration of June flowers.

Bruton Heights School Educational Center to Be Newest Resource for Licensees

Colonial Williamsburg recently acquired the last available site of sufficient size (thirty-three acres) located near the Historic Area for the development of an educational campus to bring together its research, training, curatorial, and conservation functions. Grants from private sources will make this ambitious project possible, with the first phase slated for completion in approximately four years.

The educational campus will be located in the restored Bruton Heights School building and several new structures. These will pull together staff, collections, and activities now housed in scattered and undersized buildings throughout the Historic Area and in adjacent properties not designed for their current use. The total center will include: 1) a training center, offices, labs, auditorium, and audiovisual department, 2) a library that consolidates four current Foundation library collections, and 3) the DeWitt Wallace Collections and Conservation Building.

"The Wallace Collections and Conservation building will be especially important to *Williamsburg* Reproductions Program licensees, since it will allow better access to information and objects. Work areas will be located there with curators and other experts in close proximity," said John Sands, director in the Department of Collections and task force member for the new building. "The new facilities will significantly enhance our ability to care for our collections." The building, which will serve most curatorial and conservation functions including primary object storage areas, will cover approximately seventy thousand square feet and cost more than \$11 million.

"The Wallace Collections and Conservation building [at the Bruton Heights School Educational Center] will be especially important to Williamsburg Reproductions Program licensees, since it will allow better access to information and objects."

Kirk Stieff Royalty Audit Completed

Colonial Williamsburg director of internal audit, Gwen Williams, conducted the first on-site audit of a *Williamsburg* Reproductions Program licensee in November. After auditing Kirk Stieff's reports of sales and royalties, Williams reported, "The audit went



Gwen Williams, Colonial Williamsburg director of internal audit, plans regular audits of Colonial Williamsburg licensees' royalty payment records.

Bruton Heights School, a Williamsburg landmark, will be fully developed in ten to fifteen years as a state-of-the-art educational research, training, and laboratory facility.



very smoothly and there were no findings. Kirk Stieff's accounting procedures, books, and records were straightforward and in good order."

After interviewing Colonial Williamsburg Product Management staff to review documentation, Williams and one staff member performed the audit at Kirk Stieff's office in Baltimore. They worked with William Sample, Kirk Stieff controller, and Bert Gertrudes, Kirk Stieff data processing officer. Selected products were traced from monthly invoice records to royalty reports. Selected sales were traced, sales totals were compared to general ledger entries, and Foundation records were compared to Kirk Stieff's records. "We appreciated the assistance of Mr. Sample and Mr. Gertrudes," said Williams. "They were helpful and easily able to provide us with books and records requested."

Colonial Williamsburg's Internal Audit Department will continue this process with licensees on a regular basis in the future.

Williamsburg
SHOP
NEWS

William Spencer in Rancocas Woods, N. J., held a promotion over the George Washington's Birthday weekend using Mr. Greenhow to draw attention to the era in which the Father of Our Country lived and worked. Ryan Fletcher, representing shopkeeper John Greenhow, was featured in the last issue of this newsletter as adding a touch of eighteenth-century Williamsburg to special occasions.

Kudos to Ken Kipps of Colonial Williamsburg's Media Relations Department for sending the press release on Kirk Stieff's *Williamsburg* heart box to magazines and newspapers suggest-

Williamsburg Reproductions Program Loses Friend

Joe Kormann, president of J. J. Kormann & Son, Inc., Reproductions Program licensee since 1982, died December 26, 1992, at age 65 in Fincastle, Virginia. He will be remembered for his personal warmth and the fine service he provided. Everyone who knew Joe regarded him as a friend.

Joe Kormann was a member of the Church of the Transfiguration and the Knights of Columbus in Fincastle. He is survived by his wife, three children, and five grandchildren. The family sug-

gests that memorials be made to the Fincastle Rescue Squad, P. O. Box 273, Fincastle, Virginia, 24090.

J. J. Kormann & Son, Inc., frames pictures from licensees Dietz Press, Kedron Design, Hedger House, Highland House, New York Graphics, and Galison. Daughter Tracy Brady and son Jody Kormann will continue the business in Roanoke, serving Colonial Williamsburg, Williamsburg Shops, and other customers.



Joe Kormann, seen here with his wife and David Mathison at a gathering following the 1985 Williamsburg Licensed Manufacturers meeting, died December 26, 1992.

ing it for Valentine's Day. As newspapers called Kipps for more information, he told them the name of the Williamsburg Shop nearest them. *Woman's Day Beautiful Brides* advertised the heart box as being available through Colonial Williamsburg mail order or at a Williamsburg Shop. We are aware of four papers that ran the article with mention of Williamsburg Shops. In fact, **Cozarts** in Raleigh, N. C., reported selling eighteen heart boxes

as a result of the publicity! This is an example of Ken's interest in promoting our stores. Remember to ask us for help whenever a media opportunity presents itself.

New Williamsburg Shops are being added at **Legacy** in Ft. Worth, Tex., and at **Red Lion Interiors** in Wyckoff, N. J.

Jess Behringer, director of the Williamsburg Shops Program, will be in the Baker Furniture Showroom during the April High Point Market.

Foreign Advisory Sales Meeting Held in Williamsburg; New Crystal Discussed

On December 11, Foreign Advisory brought its representatives, many new to the sales team, to Colonial Williamsburg for a sales meeting. In the morning session, Jess Behringer, director of the Williamsburg Shops Program, spoke to the group about Colonial Williamsburg and the Williamsburg Shops Program. Rebecca Rhyne, product manager, discussed the product development process used by Colonial Williamsburg to develop reproductions and adaptations from antiques in the museum's vast collection.

Foreign Advisory's Allen MacKenzie discussed at length with the sales representatives the redevelopment of the crystal line. The line was redeveloped in an effort to provide customers with high-quality products at competitive prices. The prices of the lead crystal pieces that have been a part of the **Williamsburg** line for many years had risen substantially over the past few years. After an exhaustive search in the United States and Europe for a new manufacturer, Foreign Advisory found a coalition of manufacturers in the Czech Republic who have the expertise to maintain the consistent shape, brilliance, and overall quality required of **Williamsburg** crystal. Czech Republic crystal is among the finest in the world, representing nearly one thousand years of crystal and glass craftsmanship. All of the items are still hand-blown and shaped; they have been carefully reviewed for accuracy and authenticity. The Czech crystal has a much lower lead content (10 percent) than the pieces from the Netherlands (24-30 percent), which gives the new products a slightly different color and heft. With growing concerns about high lead content, this change will enhance the crystal's appeal to the customer. Below are some of the questions frequently asked by customers and Foreign Advisory's answers.



Q. Is this new crystal as good as the older product?

A. It is lighter in weight, contains far less lead, is just as brilliant, and is closer in historical accuracy, since original drawings were used in the redevelopment process.

Q. Why is it less expensive?

A. Primarily because costs in the Czech Republic are so much lower than in Holland. Also, the lower lead content reduces cost somewhat.

Q. Is it possible for a customer to buy the old Leerdam pieces?

A. We have a very limited stock available at the old prices.

Q. Is Czech Republic crystal known for quality?

A. Bohemia, now part of the Czech Republic, has been a leader in high-quality glass and crystal making for hundreds of years.

Q. Is the new product more fragile?

A. Not really, but the pieces should be treated with respect, since the rims are thinner.

Q. Will these new pieces match pieces bought in the past?

A. Some customers will notice the difference. The rims are thinner and each piece weighs somewhat less than the old.

Foreign Advisory's executive vice president Allen MacKenzie toasts their new crystal resource at a sales meeting in Williamsburg. Colonial Williamsburg product manager Rebecca Rhyne discusses the product development process with sales representatives.



Two Colonial Williamsburg Books Win Awards

Two Colonial Williamsburg books, *The Folk Art Counting Book* and *The Governor's Palace in Williamsburg*, were chosen as winners in the 1991 Southern Books Competition sponsored by the Southeastern Library Association in Birmingham, Al. The competition recognizes excellence in design.

The Folk Art Counting Book was designed by Helen Mageras of the Publications Department. The Governor's Palace in Williamsburg was designed by Greer Allen, a free-lance designer from New Haven, Conn.

The books are available through Colonial Williamsburg Wholesale Sales, P. O. Box 1776, Williamsburg, Va 23187-1776. Call Marina Ashton at (804) 220-7751 or Christine Twyman at (804) 220-7178.

Lis King Public Relations Places Architectural Products Stories

For the last three years, Lis King of Lis King Public Relations has worked for the architectural products licensees by placing articles and photos with captions and drumming up editorial interest in paints, tiles, moldings, lighting fixtures, fences, and other *Williamsburg* products. Media clippings from all over the country continue to pour into the Product Management Office from Colonial Williamsburg's clipping service. Thank you, Lis!

Overheard in Indianapolis

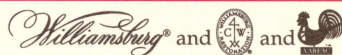
On a recent visit to *Kittles* in Indianapolis, Jess Behringer, director of the Williamsburg Shops Program, talked to a couple interested in *Williamsburg* furniture by Baker. When they were surprized by the price on the Clifton High Chest, Behringer was inspired by a memory of the nearby Lexus dealer. He hypothesized that you might invest \$50,000 to \$75,000 in a luxury car and in four years get 40 percent of the value back in trade. For much less, however, you could invest in tomorrow's antique. To your grandchildren's children it will have greatly appreciated in value!

Comments/Suggestions

Comments and suggestions for making this newsletter more effective are welcome. Write: Sara Flanary, Colonial Williamsburg Foundation, P. O. Box 1776, Williamsburg, VA 23187-1776, or call 804-220-7293.

Licensed Manufacturers . . .

If your sales representatives would benefit from receiving this quarterly newsletter, please contact Sally Barnes at (804) 220-7530.



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