

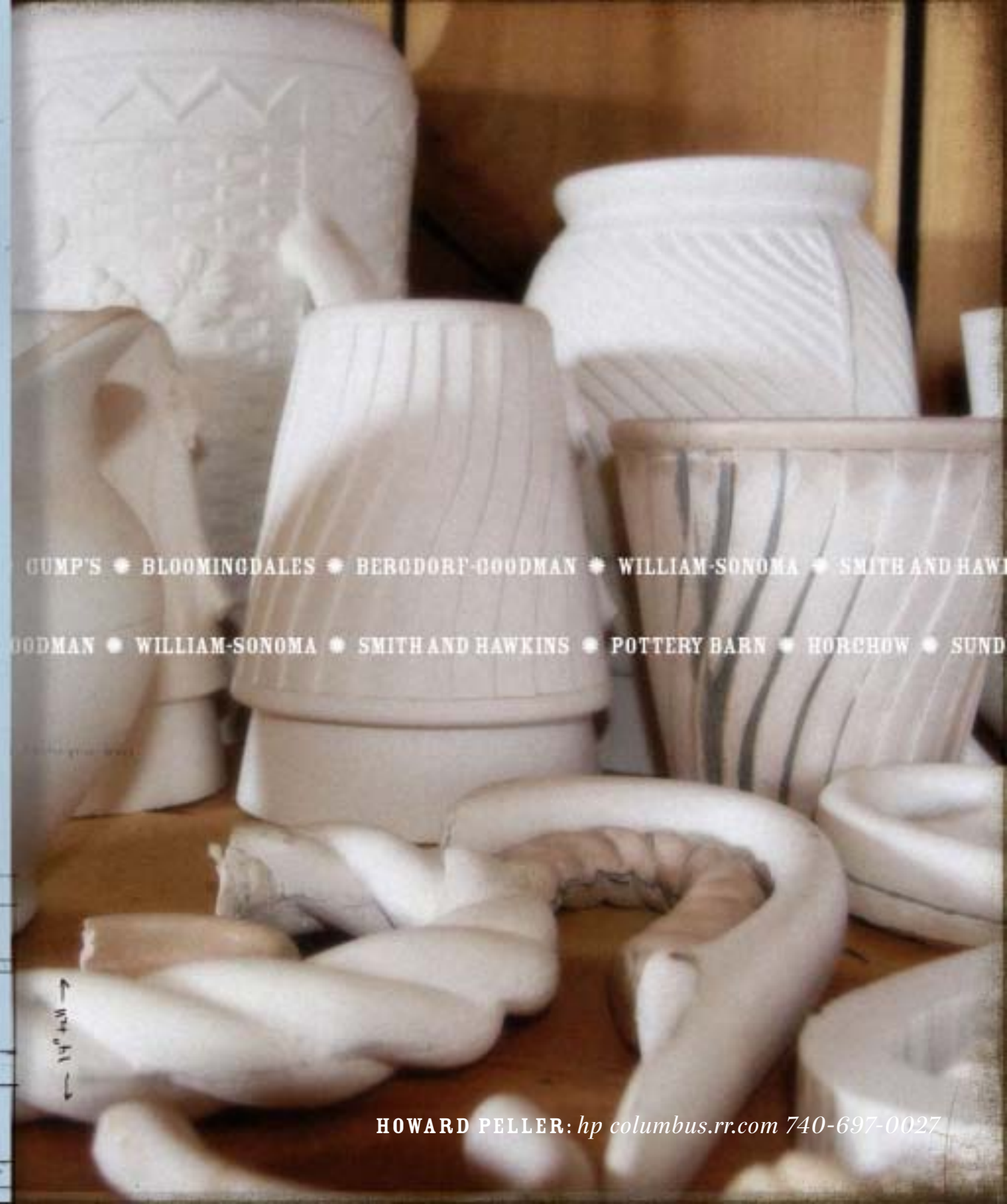
### WHAT DOES A DESIGNER KNOW?

As a designer, I strive to find the harmony between the competing values of needs and requirements, between the art of the craft, and the science of manufacturing. Design is finding the balance between the cost of making a consumer product and the expected return. This ensures value and function while maintaining the highest level of craftsmanship and quality workmanship. As a designer, I constantly seek insight into the marketplace and the wants and needs of the consumer. And through all this, I bring a vital spark of **CREATIVITY AND INNOVATION** to everything I make for the customer. My design, business and artistic career center around my **PASSION** for objects made by hand, a **HISTORICAL KNOWLEDGE** of American and international decorative arts, a working knowledge of **MANUFACTURING** processes in ceramic, glass, wood, metal, basketry, fabric, and a personal **DESIRE** to create beautiful and useful objects. It is these ingredients along with embracing a contemporary lifestyle that have enabled me to have a successful and satisfying career in designing, manufacturing, and marketing products for the tabletop, home accent, and personal accessory market.





**THE TABLE IS SET AS A PORTRAIT OF OUR LIFE STYLE.** The business of the tabletop is creating a wonderful array of useful objects to serve with and to display. I strive to design table wares that provide multiple layers of texture, form, sizes, shapes and functional requirements – pattern, color and surface finishes – glass, wood, ceramic, and metal items together or independently – to create a palette of useful objects which convey cultural heritage, personal expression, style and purpose. **IT'S WHO WE ARE.**







**DESIGNER IN THE MARGINS.**

What value the customer places on a specific product is key to knowing who they are. We must make the connection between the cost of making useful objects and the inherent value of that creation to society. Those are the margins designers work within, while striving to make margin.



CLIENTS: BARNEY

ALL KITCHEN • SP

IP'S • BLOOMINGDALES • BERGDORF-GOODMAN • WILLIAM-SONOMA • SMITH AND HAW

ANCE • SAKS FIFTH AVE • LL BEAN • BATH AND BODY WORKS • EDDIE BAUER • THE L



**VICE PRESIDENT OF DESIGN: THE LONGABERGER COMPANY:**

*I was instrumental in establishing design as a hallmark of the Longaberger handcraft product tradition. Initiated and implemented a design studio and prototype workshop in which I could direct all product design. Primary responsibilities were to provide thematic and artistic direction for each selling season; create new collections of products; provide the business with exciting and innovative products; and provide the leadership and stewardship to maintain the legacy of the Longaberger handcraft brand story.*

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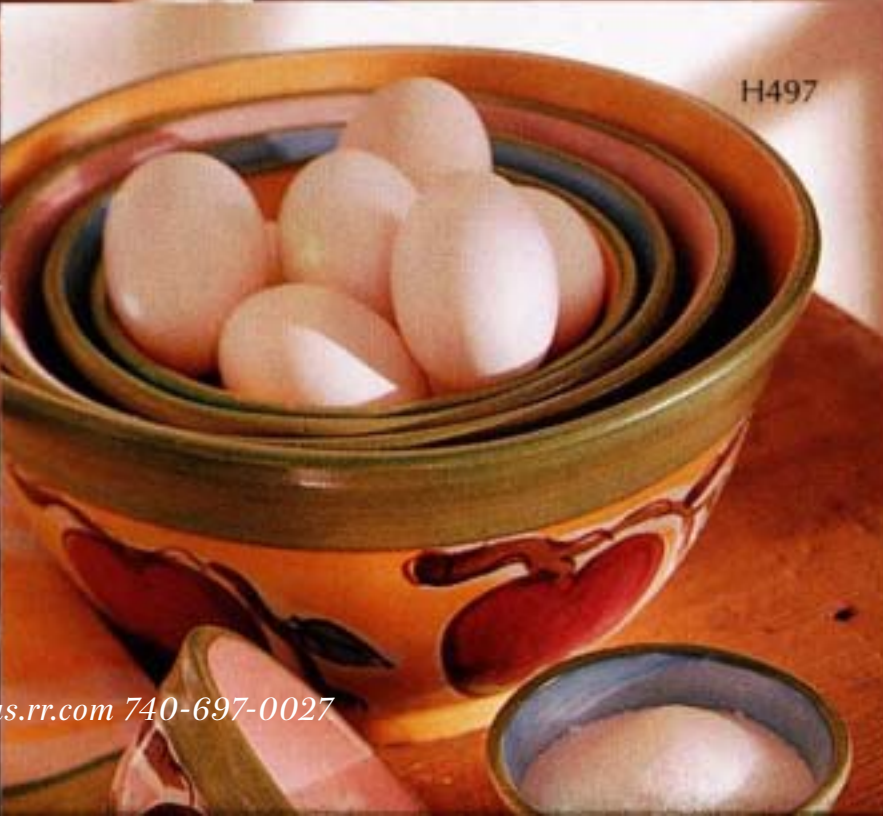






**PREVIOUS PAGE** (left to right)

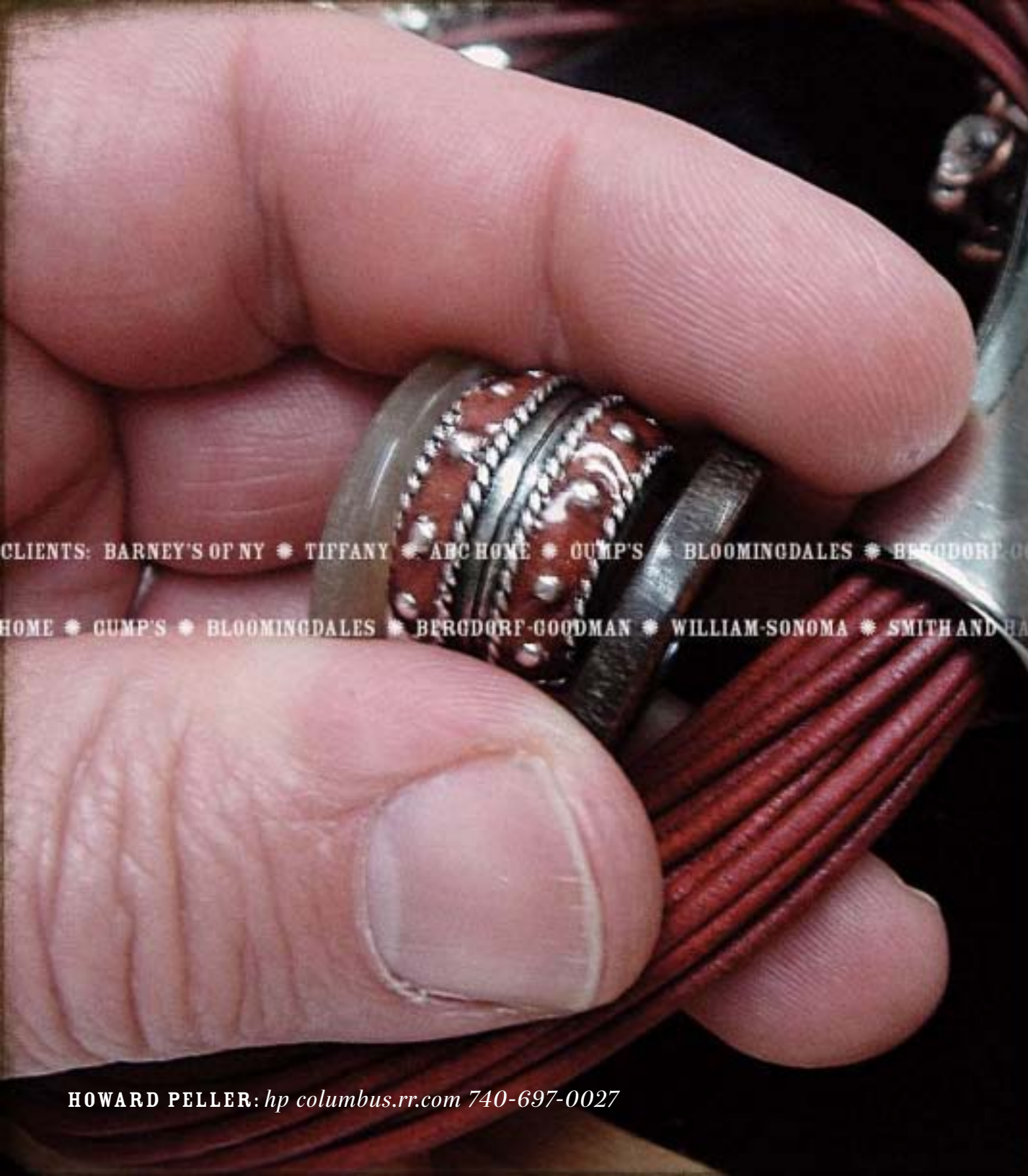
1. Fioriware harlequin dinnerware pattern in linen glaze with bone trim as shown in the Horchow catalogue;
2. Fioriware striped yellow ware bowl set offered by Stonewall Kitchen;
3. Longaberger soft square woven tradition dinnerware pattern.



**PREVIOUS PAGE** (Clockwise from top left)

1. Fioriware fluted yellow ware dinner plate created for Stonewall Kitchen;
2. Fioriware vintage stoneware mixing bowl set with linen glaze and bone trim as seen in Horchow catalogs;
3. Fioriware grape garland dinner plate in pansy purple as seen in Gourmet Magazine;
4. Fioriware 6 piece bowl set with hand painted apple pattern created for Bloomingdale's.





CLIENTS: BARNEY'S OF NY \* TIFFANY \* ABC HOME \* CUMP'S \* BLOOMINGDALES \* BERGDORF-GOODMAN \* WILLIAM-SONOMA \* SMITH AND HA



**PERSONAL ACCESSORIES ARE JUST THAT, PERSONAL.** They are the things that adorn for fun, pleasure, and style. The best personal accessories connect with our story, our passion, and our style; yet they provide the elements – combining cast, woven, hammered metals with precious and semi-precious stones, natural materials, leather and synthesized man made materials – which can become unique and distinctively us. Striving to design something that at its core is personal, and at the same time appealing to as many people as possible, makes for a challenging job. This is just the challenge I embrace. Designing for one is a job for the fine artist. Designing for all is the art of business. Making it personal at the same time, that's my job.





**THE ART OF DESIGN.** Design adds significance, meaning and usefulness to objects used every day. It has always been important to create products with connections; to the past, to the future, to personal tastes, and to its useful purpose. When all of those connections are made, a design makes its mark, and connects itself indelibly with a brand, with a point in history and with the consumer.



WILLIAM-SONOMA • SMITH AND HAWKINS • POTTERY BARN • HORCHOW • SUNDANCE

CLIENTS • BLOOMINGDALE'S • MARRIOTT HOTELS

NEWMARKET • WOODEN SPOON • DILLARD'S • SUNDANCE • SAKS FIFTH AVE • LL BEAN

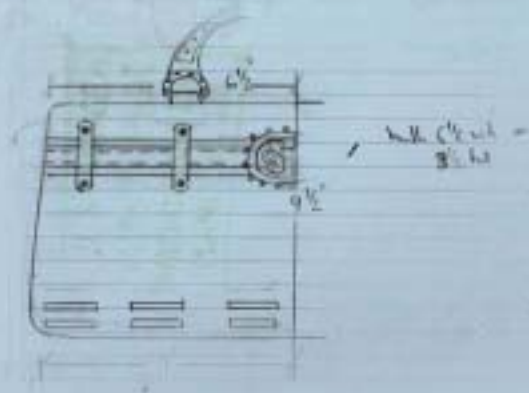


Glass bead or filigree bead

**OWNER: FIORIWARE:** Fioriware started as a simple idea to create beautiful and practical tabletop products that combined a European sense of color and design with an American Art Pottery tradition of utility and style. As co-founder, designer and President, Fioriware became a leader in the casual dinnerware and home accessory market that was offered at major department stores, specialty retailers, catalogues, and galleries throughout America. I designed new collections and introduced to the marketplace fresh looks, new styles, shapes, patterns and products in dinnerware, giftware, furniture, textile, floor covering and glassware product categories. Fioriware provided the national market with unique and innovative products, which blossomed into a signature lifestyle brand.

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**PREVIOUS PAGE** (left to right)

1. Longaberger cast metal leaf necklace with oxidized copper finish and bush enamel;
2. Longaberger earrings with glass beads and hammered copper oxidized cast metal caps;
3. Longaberger woven mesh chain necklace with hammered ring in silver oxide finish.

**PREVIOUS PAGE** (Clockwise from top left)

1. Longaberger fishing creel basket in heartwood maple veneer with chestnut leather accents and shoulder straps;
2. Longaberger necklace with glass beads cast hammered caps in silver and copper oxide finish;
3. Longaberger backpack woven with nylon and maple veneer with leather trim and accents;
4. Longaberger soft leather slouch handbag with basket band inspired leather accent trims.



Small Fold-Over Handbag  
in Soft Lime - \$150  
See us next page





CLIENTS • HORCHOW • SUNDANCE • NEIMAN-MARCUS • MARSHALL FIELDS • MARTHA STEWART  
NEIMAN-MARCUS • MARSHALL FIELDS • STEWART • STONEWALL KITCHEN • SPIEGEL'S



**HOME ACCENTS DRESS UP OUR LIVING SPACE** to create personality, comfort and mood. These artifacts provide the connections we need to identify and personalize a living space and make it our home. Items with practical purpose such as lighting, furniture, hardware, storage and shelves come together like friends, adding texture and warmth that make us feel connected. Materials like metal, glass, wood, textiles create comfort and mood. The surface finish-patina, the type of materials, character of craftsmanship and shape all combine to create a unique environment. If the foundation of all good design is rooted in craft and tradition, there is no telling the longevity a piece can have. Craftsmanship creates enduring value. Design can create lasting memories, usefulness, and good business.



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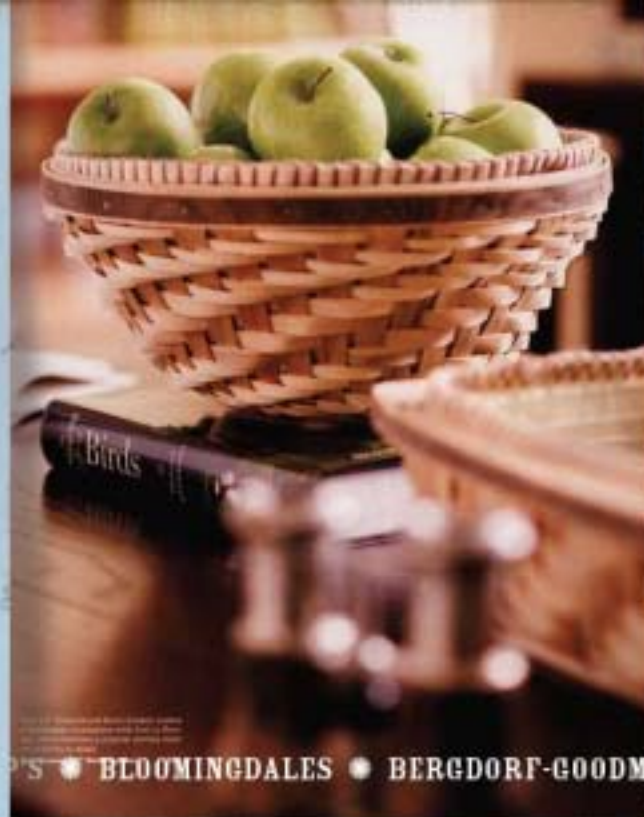
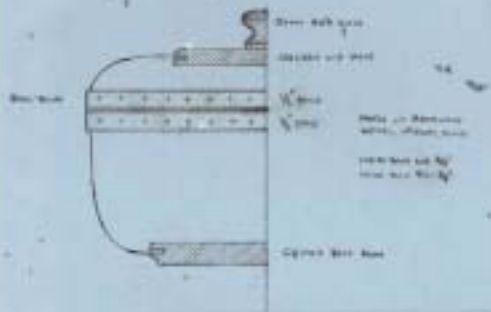


**INDUSTRY AND DESIGN.**

The knowledge of the materials, processes, and costs is critical in the design process. How hands and machines shape materials is central to the actual design of an object. Practical experience with the making of objects makes for a better product design. Innovative product design is cumulative. It is essential that a layered knowledge of business, industry and creativity can be shared with others.

CLIENTS: BARNEY'S

Y'S OF NY • TIFFAN



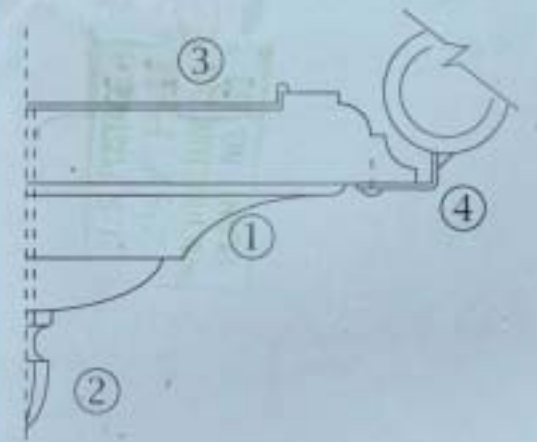
S • BLOOMINGDALES • BERGDORF-GOODMAN • WILLIAM-SONOMA • SMITH AND HAWK

DALES • BERGDORF-GOODMAN • WILLIAM-SONOMA • SMITH AND HAWKINS • POTTERY

**OWNER: DECORATIVE ARTS STUDIO:** *I founded an independent design-consulting studio to assist in the development of products, packaging, and printed materials for local, national and international companies. My work included concept development, presentations, design documents, actual physical models, production samples, and marketing strategy planning and implementation. A partial list of contract and licensing relationship includes the following: Tiffany, Portugal Ceramic Companies, Block China, Bath and Body Works, The Longaberger Co., Martha Stewart, Restoration Hardware, Gump's, Smith and Hawkins, L.L. Bean, Waddell Industries, Burley Clay, Autumn Harp, IBM, Xerox, Feenstra Heating, Burlington Recording Studio, Vermont Lottery, New England Gem, Truman University, Glorious Gourmet, Zak's Salsa, Fine Woodworking, Sweet Meadows, Danforth Pewter, Stowe Woolen, and Lankhorst Polywire.*

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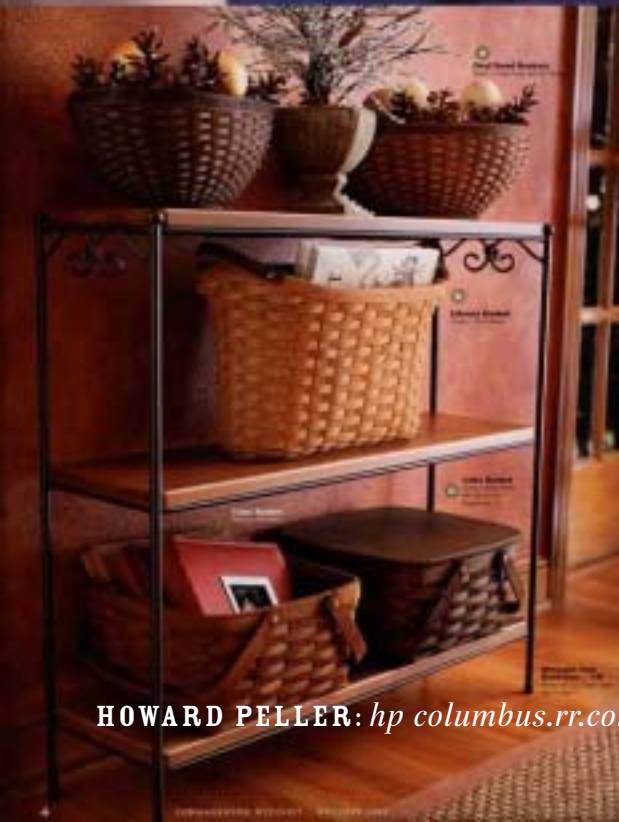


**PREVIOUS PAGE** (left to right)

1. Longaberger woven maple veneer mailbox with copper hinged lid;
2. Longaberger woven basket bowl with heartwood maple in a stairstep weave pattern;
3. Longaberger woven chest basket woven with leather straps and wood stain accents.

**PREVIOUS PAGE** (Clockwise from top left)

1. Longaberger solid colored glaze woven tradition dinnerware;
2. Longaberger wrought iron foundry side table with maple veneer woven baskets with wood stain finish;
3. Longaberger wrought iron three shelf stand with maple veneer woven baskets with wood stain finish;
4. Longaberger pedestal vase woven with maple veneer and turned maple wood base.







**IN ALL MY ENDEAVORS** I have cultivated an entrepreneurial spirit, which values hard work, honesty, risk taking and integrity. In my roles as a professor, director, vice president, president and business owner I acquired the ability to lead, to assign projects, set goals, communicate relevant information, assist others with their work, and work as a member of a team.

My educational and professional experiences have provided me with the technical and artistic ability to become a designer who appreciates the nature of what can be made, how it is used, and the connection it has to the people who value an objects beauty and utility. Motivated to excel in everyday, I value doing the very best in the best way possible. I am community focused and care about the impact of my efforts as it relates to others in creating a common good and greater purpose.

Respectfully

Howard Peller

