



# Sunti World Art Gallery

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[www.suntiworl.dart.com](http://www.suntiworl.dart.com)

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## Interior Design Promotional Letter

Sunti World Art sells the *Legends of the Americas* Collection directly to the client from Sunti World Art Gallery in Bigfork, Montana. We have chosen to market this direct channel so as to directly offer the customer the highest value for their *Legend* purchase, and because each *Legend* is a unique, one and only creation (see the ARC process).

As a Professional Interior Design Company and/or Individual, you understand your clients and represent their desire to acquire world class art, reflective of their tastes. As such, you are uniquely qualified to seek and secure prestigious artwork that meets those needs. We, at Sunti World Art, believe the *Legends of the Americas* Collection offers you the opportunity to introduce your client to this one of a kind collection, created by one of America's greatest young artists, Sunti Pichetchaiyakul.

Recognizing the importance of your relationship with the client, Sunti World Art has created The Interior Design Professional Incentive Plan. This incentive plan aggressively compensates the professional design company or individual on any sale of the *Legends of the Americas* Collection, that was directly generated from your efforts with your client.

The only requirement is to register your company and/or yourself with Sunti World Art Gallery at the time you introduce the *Legends of Americas* Collection to your client. Once your registration is accepted, Sunti World Art Gallery will pay you or your company a commission of up to 15% on any sale of a *Legend of the Americas* sculpture to your registered client within a six-month period.

We, at Sunti World Art, believe this incentive program is a creative and innovative way to provide benefits to your client and you, the Interior Design Professional. Please take a minute to review the attached literature and information, while browsing our website at [www.suntiworl.dart.com](http://www.suntiworl.dart.com). If you have any questions or would like to discuss the

opportunities of partnering with Sunti World Art, please contact Erica Pichetchaiyakul, Director, at (406) 260-3428.

## Interior Design Package

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# Interior Design Program Benefits

The Interior Design Professional Incentive Program is designed as a partnership between our Gallery and you, the Interior Design Professional. Since we do not sell through galleries that are not owned by Sunti World Art, we can choose to market our products through non-traditional channels. We feel that a partnership with Interior Design Professionals and Sunti World Art Gallery is a dynamic and non-traditional way increases our potential clientele, and provides you and your clients with world class sculptures at Artist-Direct pricing, while earning a considerable commission.

Here are some of the benefits this program offers to your clients, as well as to you and/or your company:

## **Client Benefits:**

- Introduction to the *Legends of the Americas* Collection. The Limited Edition individually customized, producing the most life-like bronze sculptures anywhere in the world.
- Access to future *Legend* sculptures.
- Artist-Direct pricing from Sunti World Art Gallery in Bigfork, Montana.
- Direct client / artist communication.

## **Design Professional Benefits:**

- Enhancement of reputation with your client by introducing them to the world class *Legends of the Americas* Collection at direct from the Artist pricing.
- Financial compensation for each *Legend* sale. Also, many of our existing customers own 2 – 4 *Legends*, thus providing the opportunity of multiple sales is probable.
- Partnership with the gallery over an extended period of time, as more *Legends* are introduced.

# Interior Design Incentive Program

## **PURPOSE:**

Our purpose is to incentivize Interior Design Professionals to promote to their clients the purchase of the *Legend of the Americas* Collection, by Sunti World Art.

## **Eligible Participants:**

Any Interior Design Company and/or individual that registers and is accepted by Sunti World Art Gallery in Bigfork, Montana, are eligible to participate.

## **Participant Registration and Duration:**

To be registered to participate in this program, you or your company must fill out the enclosed registration form. Once approved by Sunti World Art, you will be enrolled in the program for six months. At the end of the initial six month period, or after any future six month renewal, your participation can be renewed again, provided both parties agree and sign the upcoming renewal.

## **Client Registration:**

As part of the participant registration, you must identify your client and/or clients. To identify a client, you or your firm must have a working relationship with the client and the client should be a qualified collector of Western Art. Sunti World Art retains the right to exempt your client if that client is a customer or has previously showed interest in the *Legends of the Americas* Collection. For your client to be registered under your name, Sunti World Art must approve your client registration in addition to your registration.

## **Program Duration:**

This program becomes effective June 1, 2010 and will continue at the sole discretion of Sunti World Art. In the event of cancellation of this program, all registrations will be honored through the 6-month duration period.

# Commission Plan

The registered company and/or individual is eligible to receive up to a 15% commission on any *Legend* sculpture sold to a registered client during the period of your registration, provided that the client has been registered with you. If the client is not registered with you, or the sale happens beyond the registration period, no commission will be owed or paid.

## **Commission Schedule:**

The following commissions will be paid to the registered company and/or individual within 10 days of the full payment sale of any *Legend* to a registered client, meeting the following terms:

- 15% of the sale price on any *Legend* sculpture sold at current list price.
- 14% of the sale price on any *Legend* sculpture sold between 95 – 99.9%.
- 13% of the sale price on any *Legend* sculpture sold between 90 – 94.9%
- 12% of the sale price on any *Legend* sculpture sold between 85 – 89.9%
- Negotiated commission on any sale less than 85% of current list price.

Sunti World Art must first approve any reduction in sale price from the current list sale price in writing.

# Sunti World Art Gallery Pricing

While discounts apply for the purchase of two or more sculptures, our Summer 2010 pricing for the **Legends of the Americas** Collection is as follows:

## *Native American Chiefs*

Crazy Horse.....	\$32,000
Chief Joseph.....	\$42,000
Chief Sitting Bull.....	\$36,000
Chief Little Horse.....	\$52,000

## *American Explorers & Pioneers*

Captain Meriwether Lewis.....	\$28,000
Captain William Clark .....	\$28,000

\* If Lewis & Clark are purchased simultaneously, a \$6,000 discount applies

Coming December 2010..... Sacagawea (and Child) .....Pricing to be announced

## **The Legends Give Back**

A portion of the proceeds of each *Legend* sale is donated to the Institute of American Indian Arts. Yet, Sunti World Art now provides buyers with the option of donating to additional charities, or a nonprofit organization of their choice. Our website will be updated shortly with further information for those who would like to learn more.



## Artist's Rendering & Customization (ARC)

*Developing Exclusivity in Sculpture*

A limited edition cast, or replica of bronze statue, typically describes a routine in which an artist brings his/her clay sculpture to a foundry and retrieves it once the piece is a completed and saleable bronze sculpture. *Artist's Rendering & Customization*, on the other hand, describe the highly intricate progression from the master mold to essentially, an original bronze sculpture, personally recreated by the artist. While Sunti feels that art should be treasured - not mass produced, his *Legends of the Americas* sculptures not only include additional phases of the sculpting process, but also require his artistic involvement throughout the entire course of the sculptures' development and the creation of each ARC.

Sunti begins each sculpture in clay as the foundation for his piece, aiming to recreate his model's exact structural measurements and capture the individual's emotion, personality, and biography. As soon as the first phase of the sculpture is finished, Sunti fashions a plaster mold from which to create a wax sculpture. The wax allows Sunti to capture fine detail, such as the lifelike texture of the skin, birthmarks, wrinkles or scars. For example, *Chief Joseph* has a scar above his lip on the right side of his face, and *Chief Sitting Bull* has a birthmark over his right cheekbone, as revealed in authentic photographs of both chiefs.

Once the wax phase is complete, Sunti will create silicone and plaster molds of the main figure and smaller pieces. At this time, the bronze foundry will pour a second hollow wax sculpture from these molds for the "lost wax" casting method, all requiring assembly. Sunti will meticulously *chase* each wax piece, removing bubbles, rough edges, and excess wax at the seams, and further customize the sculpture before casting.

The purpose of creating an ARC is to ensure that each sculpture is unique and unlike any other in the world. Sunti adds detail, makes changes in the sculpture's structure and the arrangement of accessories, and creates certain parts from scratch.

**Chief Sitting Bull:** When comparing Sunti's ARCs of *Tatanka Iyotanka / Chief Sitting Bull*, the artist often changes the direction of *Chief Sitting Bull*'s head, which requires re-

sculpting the neck each time, as well as the feathers, braids, and “string” that ties at the end of the braids. The feather is created from scratch for each casting and the hair barrette and bone, which holds the barrette in place, are different from one another. Likewise, the rows of beaded necklace and medallion are distinct and individualized. The rough impressionistic edges of the bust, as well as Sunti’s signature, are all unique and the patina varies between each custom piece.

**Chief Little Horse:** The customization of *Tasunke Cikala / Chief Little Horse* is a highly intricate process, involving 35 molds and the re-sculpting of each feather and afterfeather on the sculpture’s back and headdress. The horns and tails of the headdress are unique with each casting, and the fur on *Chief Little Horse’s* vest and headdress are comprised of fresh new strokes of Sunti’s wire loop sculpting tools. The bone plate and wrinkles of the shirt are distinct and further customized, and the patina of each ARC are markedly different.

**Chief Joseph:** *Hinmuuttuyalatlat / Chief Joseph* ARCs not only differ from one another in terms of headdress and patina, but also include detachable feathers of the headdress over the ears, allowing the Chief’s classic earrings to be revealed. Owners of *Chief Joseph* can display their piece with or without the additional headdress feathers, as shown in the photograph above.

**Chief Crazy Horse:** *Tasunke Witko / Chief Crazy Horse* ARCs include variations in the hair and feathers – from one or two red tail hawk feathers to a Golden Eagle or Bald Eagle feather. Collectors may choose to add earrings of various designs and the Chief’s war paint will be unique for every casting.

Once Sunti has created a distinguishing, one of a kind sculpture, he brings it back to the foundry to have cast, and returns when the sculpture is in bronze pieces and ready to assemble. Sunti directs the *chasing* and *welding* of the bronze and arranges the feathers and accessories of each ARC slightly different. When the sculpture is assembled and sandblasted, Sunti personally applies the *patina*, again varying the coloration of each ARC. While many artists and foundries color bronze sculptures with acrylic paint, Sunti applies the classic patina, using numerous coats of chemical solutions and a torch. Indeed Sunti implements his aptitude in painting the lifelike faces of his fiberglass resin sculptures when applying the patina on the bronze *Legends of the Americas* busts. Lastly, to make the coloration permanent, Sunti applies a thin coat of wax over the patina, causing the colors to darken and assume a timeless bronze appearance.

Sunti’s *Legends of the Americas* collection not only retells the stories of renowned historical figures, but takes us back to a time when the ancestors of the earth possessed ancient wisdom, as Sunti accurately captures in the faces of his Native American Chiefs. Undeniably, bronze as detailed and lifelike as the *Legends of the Americas* sculptures is revolutionary, and each piece of the collection is personally customized by the artist. What’s more, those who purchase an ARC have the option of participating in the customizing of their own sculpture.

## INTERIOR DESIGN PROGRAM REGISTRATION

<b>COMPANY REGISTRATION</b>			
Company Name		Contact Name	
Address			
City		State	ZIP
Phone		Fax	
Cell	Email		Federal ID No.
Names of Designers			
Company Profile			
Commissions Paid To			
<b>INDIVIDUAL REGISTRATION</b>			
Name			
Address			
City		State	ZIP
Phone		Fax	
Cell	Email		Social Security Number
Commissions Paid To			
<b>CLIENT REGISTRATION</b>			
Name			
Address			
City		State	Zip
Email		Phone	Cell
Client Profile			
<b>PROGRAM ENDORSEMENT</b>			
<p>Sunti World Art affirms that all Company and Client information is secure and confidential, and agrees not to contact the client, unless instructed to do so by the participating company or individual. Participating company or individual guarantees that all information is correct, and enters into this agreement for six months, at which time both parties may elect to terminate or reinstate the agreement for an additional 6 months. Participating company's / individual's signature below verifies that the undersigned has read and agreed to the Interior Design Incentive Program Terms of Agreement. This agreement starts and is in effect from the date signed by Sunti World Art.</p>			
Company	Signature		Date
Individual	Signature		Date
Sunti World Art	Signature		Date