

LACMA LOS ANGELES COUNTY MUSEUM OF ART
5905 WILSHIRE BOULEVARD
LOS ANGELES CALIFORNIA 90036

APRIL 30, 2009

DEAR JEFF (AKA THE ENGLISHMAN IN LA),

WHO WOULD HAVE BELIEVED THAT YOU WERE IN OUR OWN BACKYARD!

WHILE STROLLING THROUGH THE SAN FRANCISCO GIFT MART, I SPOTTED YOUR PRODUCT IN A SHOWROOM. THE TILES WERE A PERFECT ADDITION FOR THE MUSEUM GIFT STORE ASSORTMENT TO HELP SUPPORT THE THEME OF A SHOW THAT WAS DUE TO OPEN IN SEVERAL MONTHS.

TRUE TO YOUR SLOGAN, SEVERAL OF YOUR DESIGNS WERE GREAT REPRODUCTION OF PIECES IN THE GALLERY COLLECTION. YOUR ATTENTION TO DETAIL (STAMP/S, HANG TAG AND ARCHIVAL WRAP) ADDED PERCEIVED VALUE AND A BIT OF WIT AND A PLEASANT SURPRISE FOR THE CUSTOMER.

I APPRECIATE YOUR DILIGENCE WORKING TO QUICKLY TURN THE PROJECT AROUND AND MEETING OUR TIGHT SHIPPING GUIDELINES.

I LOOK FORWARD TO SELLING YOUR "GREAT FORGERIES" DURING THE EXHIBITION WE'VE ONLY BEEN OPEN LESS THAN 48 HOURS AND HAVE SUCCESSFULLY SOLD 3 PIECES.

THANK YOU AGAIN FOR YOUR INTEREST IN LACMA AND I AM THRILLED TO LEARN THAT YOUR TALENT IS RIGHT HERE IN OUR OWN BACKYARD.

SINCERELY,



CIM CASTELLON
AVP, MERCHANDISING LACMA
5905 WILSHIRE BLVD
LA CA