



**Howard Peller:** Artist, craftsman and farmer of an organic 140-acre historic farm in southeastern Appalachia Ohio. Maker of living willow structures and weaver of willow baskets and sculpture. Entrepreneur of several successful artisan handcraft businesses for the home décor, tabletop and personal accessory market. International consultant with rural artisans and community cooperatives to provide technical and design assistance.

**Willow farmer and basket maker** **Spring 2012-current**

Traditional training in European techniques of handcrafting willow forms and growing willow rods. Grow and harvest willow for basketry, sculpture, architectural elements, wattles, furniture, living willow structures. Sales of willow rods commercially and for personal use. Client installations of wattles, living structures, sculptures, and other exterior and interior woven projects.

**International Consultant.** **Design and Technical Assistance** **September 2007-current**

Project lead in Haiti, Jamaica, Guyana, Belize and India in collaboration with artisans' cooperatives, and small producers living in rural agricultural regions. Design and technical training using natural local materials for hand crafted products. *Project sponsors include Aid to Artisans; SEWA-India; Life, IADB and JBDC-Jamaica; ACDI-VOCA, USAID, ATA and Clinton-Bush in Haiti, and Wabani in Guyana*

**Decorative Arts Studio** **National Design & Marketing Consultant** **March 1984-current**

Design, modeling and implementation of new products, rebranding and promotional materials. *Partial client list includes: Martha Stewart, Restoration Hardware, Smith & Hawkins, Anchor Hocking, Kraft Maid, LL Bean, Tiffany, Danforth Pewter, Bloomers Chocolate, Glorious Gourmet, Stonewall Kitchen, IBM, Autumn Harp, Muskingum Iron, Sweet Meadows, Wilton Armetale, Hartstone, Xerox, Burlly Clay, Truman University, Waddell*

**Longaberger Baskets Co** **VP of Design and Product Development** **March 1999-2007**

Artistic and thematic design direction for product lines and stories behind seasonal and core collections. Established a design innovation center to strategically support design, prototype and facilitate new business.

**Fioriware Pottery** **Co-owner & Maker** **March 1987-2006**

Founder of a national ceramic tabletop & lifestyle company for major department stores, specialty retailers, catalogues & galleries. Key clients include: *Barney's, ABC Home, Gump's, Bloomingdales, Bergdorf-Goodman, William-Sonoma, Smith and Hawkins, Pottery Barn, Horchow, Sundance, Neiman-Marcus, Marshall Fields, Stonewall Kitchen, Spiegel's, Dillard's, Saks Fifth Ave, Henri Bendels, Restoration Hardware, Bath and Body Works, Country Home, Country Living, Eddie Bauer*

**professional knowledge**

- \* 35 years developing product designs for the consumer tabletop, home décor & personal accessory market
- \* Knowledge base in design and craft arts both applied & decorative
- \* Marketing and communication experience in national-regional direct selling, retail & wholesale trade.
- \* Technical, production and specification knowledge of natural materials, wood, clay, metal, glass, & fabric
- \* Development of brand communication tools for promotional & sales tools
- \* Leadership in training, managing and mentoring staff & teaching students

**academic training**

- \* B.S. Natural Resources University of Michigan 1978 environmental studies & communication
- \* Master Studies of Landscape Architecture – University of Michigan 1980 environmental design, planning, & engineering
- \* M.F.A. Visual Studies Workshop 1982 photography, & design

**academic teaching**

- \* Assistant Professor of Design-Truman University 85-86 packaging, graphic design, & art appreciation
- \* Assistant Professor of Design-St Thomas Aquinas College 86-87 graphic design & fine art
- \* Adjunct Professor in Photography Ceramics, Graphic Design–R.I.T., V.S.W., Muskingum University, & Ohio University

**technical skills**

- \* Computer skills in presentation, photography, design documentation & creative briefs
- \* Photographer- studio & location; electronic and silver techniques; various camera formats
- \* Model maker, engraver, tool and die maker, & sculpture
- \* Printer-monoprint, typesetting, letterpress, wood engraving, block printing, & book binding
- \* Willow farmer & willow basket maker using traditional European basket weaving techniques
- \* Installation & design of living willow structures; installation and weaving of wattle fences
- \* Organic Farmer of 140 acres including willow, fruit & cane orchard, apiary, forest plants, cut flowers, trees, & hay
- \* Renovation and building of workshops, retail spaces, & living spaces