Merchandise...On-demand manufacturing...

By Asbjorn Lonvig

Someone once told me that putting reproductions of art on sweatshirts, or carry-on bags is to bastardize artists' work.
Bastardize!
Last time we met I told you about my Art Portals.
Phase 2 of my Art Portal project is to bastardize every single of my art works on the Art Portals.
Bastardize is - as you might have guessed - not at all my favorite term for this.
I call it merchandise.
I could not agree less with the phrase *bastardize*.
I call it to communicate the essence of a good art work to as many people as possible.
So Phase 2 of my Art Portal Project is to create merchandise products based on my art works.

Now I needed a piece of software:
that could help med create merchandise products
that could exhibit my merchandise products
that could allow me to exhibit the merchandise products on my Art Portals
that could receive orders and payment from the customers
that could allow the customers to customize the merchandise product
that could produce the customized merchandise product on-demand, that is what we call on-demand manufacturing
that could send the product to the customer.

Until now my Art Portals have dealt with on-demand printing.
My ambition to create merchandise products for sale presumes **on-demand manufacturing.**
I want to create T-shirts, mugs, greeting cards, postcards, hats, bags ties aprons, ties, mouse pads, stickers, bottoms etc. based on existing art works.

I have been looking around.
In Europe.
In Asia.
In Australia.
In Africa.
In South America.

And of course I found my piece of software in North America.
In The United States, in San Jose - in Silicon Valley.
This piece of software is made by real computer nerds.
Technically it is second to none.
It's called zazzle.com.
My new name is zazzle.com/lonvig*
The users of zazzle.com are young people with a substantial computer background and as far as I can tell most of the users are from north-west United States and south-west Canada.
I can use the technical superciliousness of zazzle.com and make it user friendly by integrating it into my Art Portals.
I found zazzle.com on 13 January 2007.
So far I have made 650 merchandise products and integrating these products into my Art Portals.
My goal is 1000 merchandise products.
No more talk.
Let me show you some samples. The PANELs below are the PANELs shown on each of my Art Portals.

Aarhus City Art Portal
see the merchandise products in San Jose
and in the Panel below

New Vejle Art Portal

see the merchandise products in San Jose
and in the Panel below

Haderslev City Art Portal
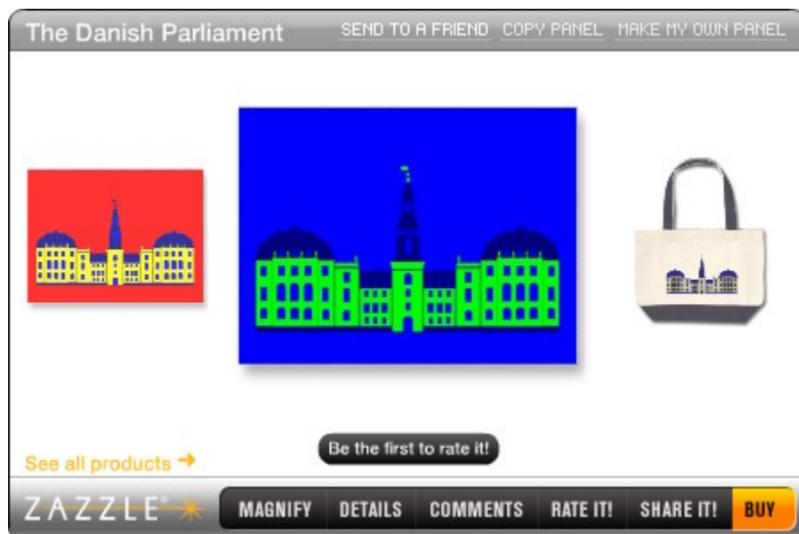see the merchandise products in San Jose
and in the Panel below

Shanghai Chambers of Commerce Art Portal
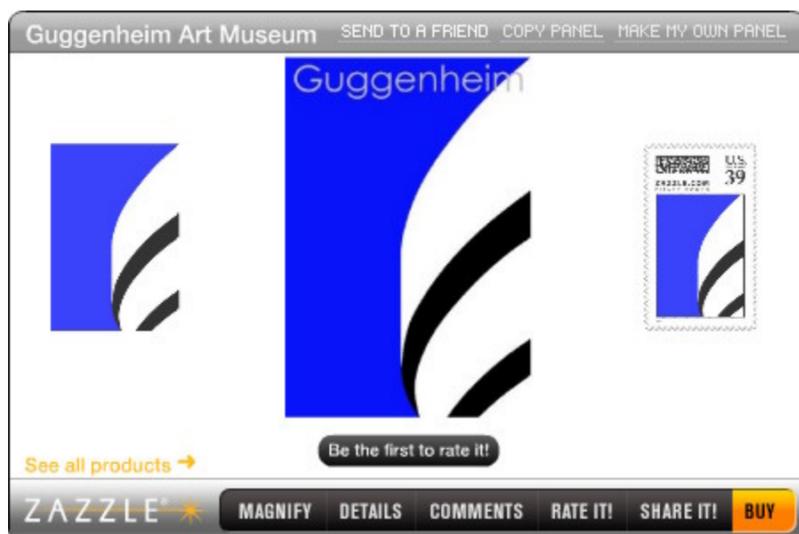see the merchandise products in San Jose
and in the Panel below

The Aros Art Museum Art Portal
Racing Cars - The Art Dimension
se the merchandise products in San Jose
and in the PANEL below

The Dansih Parliament Art Portal
see the merchandise products in San Jose
and in the PANEL below

The Guggenheim Museum Art Portal
see the merchandise products in San Jose
and in the PANEL below

The BG Bank Corporate Art Portal
see the merchandise products in San Jose
and in the PANEL below

The BG Bank Hedensted Art Portal (my bank)
see merchandise products in San Jose
and in the PANEL below

The Nykredit (Financial Group) Art Portal
see the merchandise products in San Jose
and in the PANEL below

The Worldwide Wildlife Art Portal
see the merchandise products in San Jose
and in the PANEL below

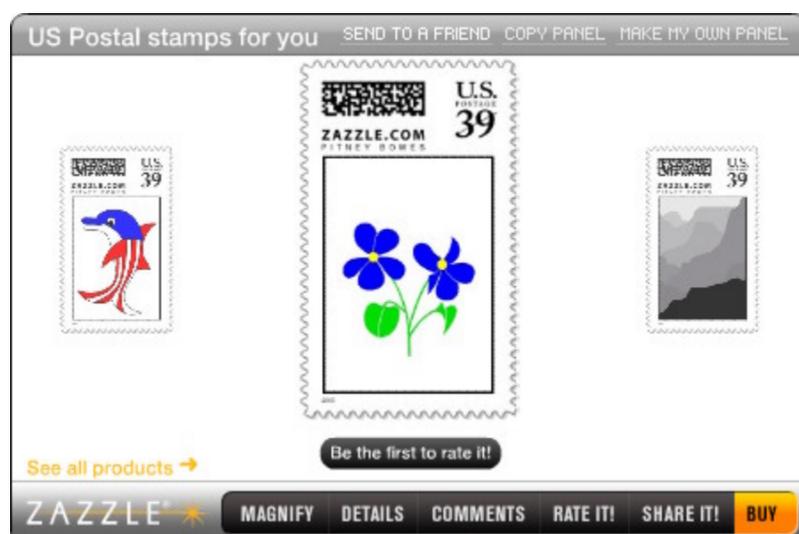**The Children's Museum** Art Portal
see the merchandise products in San Jose
and in the PANEL below

Circus - I'll invite you to see the Circus Merchandise
even if there is no Circus Art Portal - yet.
The Banana is far the most popular of my Merchandise products.
See the Banana in San Jose
and in the PANEL below

Finally for your entertainment (US citizens only)
Zazzle.com is authorized to approve US Postal stamps.
So far I have made 50 stamps for all you guys in The US.
See them in the PANEL below
and order the stamps in a sheet of 20 in San Jose

If you want to see more PANELS you have to explore them yourself on Art Portals.

Thoughts
I know I have to be aware of my own fascination of technically good software due to my past as a software engineer.
zazzle.com is an example.
I have to see the software as a tool and only bring is along if it is possible to make it user friendly.
I look forward to see what happens with Phase 2 of my Art Portals project.
Phase 2, which implements merchandise by on-demand manufacturing.

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