

JOHN BEARD COLLECTION MAKES SOME BOLD MOVES!

From an importer of art, to a fully up-and-running MADE IN AMERICA GREEN FACTORY in record spinning time.

February 2020, St Augustine Florida, home of the John Beard Collection (JBC) studio/warehouse. Running full time with an eclectic crew and a positive work environment to create, manufacture and ship out wall art all created under the JBC roof that houses an interior designer, sculpture, photographer, painters and ceramicists all under the helm of John Beard, founder and acclaimed self-taught American artist. Boasting "MADE IN AMERICA" stickers on every piece produced, JBC not only made the move from importer to job provider but streamlined all processes to be as environmentally conscious as possible.

Let's rewind.

It's a simple tale, almost fairy-like, John and Molly met three years ago. The two creatives: John, the fine artist and Molly, the interior designer, collided and joined forces to re-invigorate JBC into the next in-demand brand.

With this unprecedented combination, the husband-wife team created a bold, outside-of-the-box brand, appealing to the company's already existing customer base and most importantly those that walk the halls of market in search of something fresh and unique.

Current.

Fast growth meets creative solutions. And that is exactly what prompted the married entrepreneurs to make the bold move from importing reproduction hand enhanced art, to expanding their current studio/warehouse space to accommodate mass production. This meant dropping the painful tariff fees to become an all American made company.

With the expansion came job provision. It was important to the couple to create a team that fit the swagger of JBC. This eclectic bunch includes a Savannah College of Art and Design graduate to the most crafted and skilled crew working on the stretching and framing tables (Molly even learned how to use all sorts of industrial equipment like a V-Nailer to a framing saw when she had to jump in filling orders through this innovative and adaptive period).

To the husband-wife team, obtaining and maintaining a crew in today's atmosphere meant an open line to creative freedoms, an understood flex work schedule that adapts from 3-day weeks to 7-day weeks as order demand dictates. Oftentimes, you can find half the JBC crew out throwing the football while the other half is on their skateboards "flipping tricks" to let off some steam while working long hours.

Along with this bold move, it was equally important to Molly and John to streamline anywhere they could to benefit the health of the environment. Everywhere from recycled and reduced shipping materials to revitalizing throw-away materials as a result of production into one-of-a-kind wall art.