



## Q and A

### with *Art Vows* Founder Michael Shapiro

#### **What is an Art Vow?**

As a couple moving forward in life together, **Art Vows** let you make a personal statement for the world to see. An Art Vow provides couples with an elegant and beautiful way to celebrate the new “them.”

Designed by a select group of artists, an **Art Vow** is fine art for discerning couples who have eye for the extraordinary. We offer a large variety of exclusive designs so it’s easy to find one to reflect any style. We take wedding vows or a favorite reading, blessing or poem and transform them into a stunning piece of art.

Art Vows are printed using archival inks on high-quality paper that will last a lifetime. To make your **Art Vow** extra special, they can be printed on canvas. **Art Vows** ordered on canvas come stretched and ready to use; those ordered on paper come professionally matted. After the wedding, **Art Vows** are suitable for framing to be prominently displayed in your home.

#### **Why the new product?**

It’s a natural extension of everything we know how to do. Over the last five years, we have become experts in archival print on demand which is personalized: text, names in various languages. After 15 years of mastering the art of the Ketubah and establishing the leading brand in a niche market, it’s exciting to challenge myself and my team to launch a new product and a new leading brand in the general wedding market.

#### **Why do you think there is a need?**

In the past couple of years, we have noticed a small but growing number of non-Jewish couples buying Ketubahs. The Ketubah was traditionally a legal document within the Jewish tradition. Yet, many of our customers are not buying one as a legal document. They are buying a Ketubah as a lasting visual expression of their love, aspirations and dreams of the life they want together.

#### **Who is your Art Vows customer?**

Our Art Vows customers are discerning couples who are looking for unique and personal ways to celebrate their love. Our couples come from all types of backgrounds in terms of cultures, traditions and personal tastes. They include both secular and religious, straight and gay, traditional and modern.

Most of our couples are planning a wedding within the next year; some are planning to renew their vows after years of marriage. Typically, they are putting significant thought and care into crafting a “day of their dreams” that is as meaningful and memorable as it is a reflection of their personal taste. By choosing to have their wedding vows made into an **Art Vow** they are able to

achieve those goals simultaneously with a personalized piece of fine art that plays a role on their wedding day and becomes a lasting memento of that special day when hung in their home for years to come.

### **Why a piece of art?**

In these days of digital everything and constant change, there is something satisfying about commissioning something of beauty that will remain constant in the years and decades ahead. As couples grow and evolve over time, an **Art Vow** is a constant reminder - through thick and thin – of the commitments they made and the love that they shared on their wedding day.

### **How did your experience with Ketubah.com impact the creation of Art Vows?**

Ketubah.com was the result of an inspirational journey that began in 1994. Having recently left the corporate world, I undertook a period of study and travel abroad intent on coming up with a business idea that would be both financially viable and consistent with his personal interests.

As I was preparing for my travels, I organized an interfaith weekend retreat. Surrounded by participants and speakers from a wide range of traditions, I was struck by the underlying similarities among people of various backgrounds in their quest to connect with and express “what really matters to them” in life.

Fast forward to the present. With 15 years of experience offering fine art for Jewish and Interfaith weddings through Ketubah.com, its time for my talented team and I to come full circle and bring our expertise in printing personally significant, heirloom quality fine art prints to everyone!

### **How can an Art Vow make a wedding more special?**

Wedding vows are at the heart of your promise to each other. They proclaim to friends, family and community the commitment you have made.

Crystal may break, photographs may only get looked at on anniversaries, and the wedding dress may be stored away out of sight. An **Art Vow**, like the wedding rings, is enduring, personal and symbolizes the coming together of a couple. Each couple’s **Art Vow** is a touchstone that captures the essence of the vows and promise they have made.

Choose a design you love, and we’ll incorporate your wedding vows or the text of your choice that shows your true colors as a couple. You can also choose from one of our beautiful text options including Religious, Spiritual, Humanist, Individualist, Christian and Interfaith.

### **Who are the artists and how do you find them?**

Our artists work in a broad range of media from watercolor to collage to fabric and beyond. They are distinguished by two things: their talent in working with their medium of choice and; their feeling for this specific genre and especially for what matters to couple’s who seek to incorporate an **Art Vow** in their wedding ceremony and in their home.

### **How does a customer create an Art Vow?**

Our user-friendly online service makes it easy to create the perfect Art Vow. If there are any questions, we also offer exceptional personalized service by email or by phone.

Here is a step-by-step guide. Before the order is completed and the **Art Vow** created, we will send a proof to make sure everything is just right.

1. Pick an exclusive design from our large selection
2. Choose the text you want to appear on your **Art Vow**. There are two options:
  - Provide your own vows or a favorite reading, blessing or poem
  - Select one of our exclusive Classic Vows
3. Select the size of the Art Vow
  - Small – approx. 11” x 19”
  - Classic – approx. 16” x 24”
4. Select the print stock
  - Canvas
  - High-quality Paper
5. Select shipping option
6. Check out.
7. Enjoy for a lifetime.