RESPONSE #9745 SUBMITTED ON 10/19/2021 12:04:18 PM

Art Vendor Application - English

Page 1 of 3 - Grantee Information

Art Vendor Information

Legal First Name:	Oana Nela Alexandra
Legal Last Name:	Rasca
Artist Name (if different):	No answer given
Preferred Language:	English
Contact Information	
Home Address:	

No



A family unit is two (2) or more persons jointly

engaged in the creation of an art or craft item. Is this an application for a Family Unit?

Page 2 of 3 - Art Vendor Questions

Artist Biography (Please provide a short biography about yourself and your craft):

I'm Alexandra , a 29 years old young lady who loves making candles and home goods . Doing this at a larger scale (more than for friends and family) helped me a lot . Long story short I was going thru an very dark period of my life, I was in a deep depression and nothing worked for me . That's why I decided to quit my toxic job and dedicate 100% of my time making candles. This helped me a lot so it were selfish from my side to keep it only for me . Every candle that I make is a part of me and I want to share this amazing recipes with everyone.

My candles are made with 100% natural soy wax (a rare thing between the candle makers . Usually soy wax is blended with other types of wax as bee wax). They are also vegan, gluten free, phthalates free, eco friendly, cruelty free, heavy metal free and non toxic, made in San Francisco. The wax is made from American grown soy beans.

Besides candles sometimes when I get personalized orders for gift baskets I hand made celebration cards or party items or farmhouse home decor. Nothing is the same and they are make one by one with a secret ingredient - lots of love!

My goal is to educate people about soy wax candles and derivates. A clean candle is very important for our health so I feel like people needs to know about this more and more.

I start and online business at first but because of my lack of marketing strategies and money to pay a professional is not going so great at all. I tried to participate to farmers markets but I feel they are not my target market. The sales doesn't even cover the price of the booth. So the Pilot project is a big chance for me as in front of the Port there are a lot of people walking there all the time. I have a lot of hopes in this.

Thank you!

1. Describe your work in detail. How do you make it?

Making candles - I start with cleaning the jars/containers with soapy water , I let them air dry and then clean with rubbing alcohol. After they are completely dry I use the hot glue gun to place the wicks in the bottom of the jar/container . Next step is melting the wax and bring it at 185-195 F degrees . Next is pouring the wax in stainless steel pitcher (not more than 1#) . This is to add fragrance or essential oils , this when the wax is at 145 F- 155F . The ratio is 1 # of wax 1oz fragrance this represents 6% of fragrance . The wax supports until 9-10% . Sometimes I add more fragrance if I want the result to be stronger .after mixing the fragrance and wax very good next step is hand pouring in theirs jars/containers. They have to cure for few days, minimum 2 . After all good I have to cut the wick at 1/4 inch length . I also design the labels and print them using a thermal printer .

2. Where did you learn your craft?

I learn making bee wax candles with my grandma. We are Christian Georgian Calendar Orthodox so we use bee wax candles at the church or at home for prayers. My grandma use to volunteer making those for the church and I was helping her. Sometime she let me making different shapes so I can have it in my house for relaxing times. Later my interest in finding new recipes grow from my desire of having the perfect scent and the cleanest candle. So I start my research on YouTube. I took online clases from well known candles makers. It takes a lot of time being an expert, I'm on my way!

9/21, 1:29 PM 3. Did you take a class or learn on your own?	FormAssembly Enterprise San Francisco Arts Commission : Responses Online classes / webinars
Please provide up to five (5) images of the work, both in process and finalized.	No answer given
Additionally, artists may upload a video (up to five minutes) of their process.	trim.72293A0B-8E53-478F-8D00-62172AC562A5.MOV
4. Tell us why you make this work?	It was the best way to stand up my depression and also because people has to know there are healthier ways to relax with a candle than typical corner store ones full of bad ingredients.
5. What makes your work different from other artists and craftspeople making similar items?	As far as I know from my research there is only one company in USA who makes 100% natural soy wax candle . I'm the second . Pure wax and pure scents are expensive so not everyone is whiling to pay a lot for the raw materials . Also I do most of my blends (fragrance and essential oils) by mixing them . So there is a extremely low chance to have the same scents with other candle makers .
(Optional) Please provide an artist CV or Résumé:	No answer given
(Optional) Please provide any Letters of Recommendation from other markets or studios you may have:	No answer given
6. What artist or business name are you operating under?	Goose's FarmHouse
7. Do you have a website, Etsy, Instagram or any other publicly accessible online store or social media account?	Yes
If Yes, please provide links to your public sites:	http://goosesfarmhouseshop.etsy.com
If Yes, please provide links to your public sites:	http://www.Facebook.com/Goose'sFarmHouse
If Yes, please provide links to your public sites:	www.goosesfarmhouse.org
	Original.png
Please upload your image of display	479D388F-86BF-470A-8662-44E663A7F70E.jpeg
8. Are you using logos or material commonly used in commercial products?	Yes
9. How are you ensuring customers can tell a difference between your work and commercial or mass-produced items?	All my products are branded and information is provided. Also I have signage attached to my booth or table with all the important information .
10. What steps have you taken to ensure that	My logo was designed by a digital marketing company , I pay all the subscriptions nece

10/19/21, 1:29 PM you are not violating any copyright or other laws that might apply to the logo or other material commonly used in commercial products?	FormAssembly Enterprise San Francisco Arts Commission : Responses ensure my work is unique when I design labels for my business . Everything is designed by me or I hired competent people to do it for me.
11. Does your artwork comply with all federal, state, and local laws and ordinance, including, if necessary, lawful authority to use logos or other images protected by copyright or trademark laws?	Yes
12. Are there any health and safety restrictions on your products?	No
13. Please upload recent receipts for any tools	No answer given

13. Please upload recent receipts for any tools and materials. Must be the same tools and materials used to create the items in the work samples.

14. What, if any, safety precautions do you employ in your work?

I use safety glasses, respirator, windows and doors are always open , I use an air purifier and last but not least all my candles have a warning label.



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	I confirm that the information within this application is true and correct.
Pronoun:	Miss
Legal First Name:	Oana Nela Alexandra
Legal Last Name:	Rasca
Date:	No answer given

Attached Files



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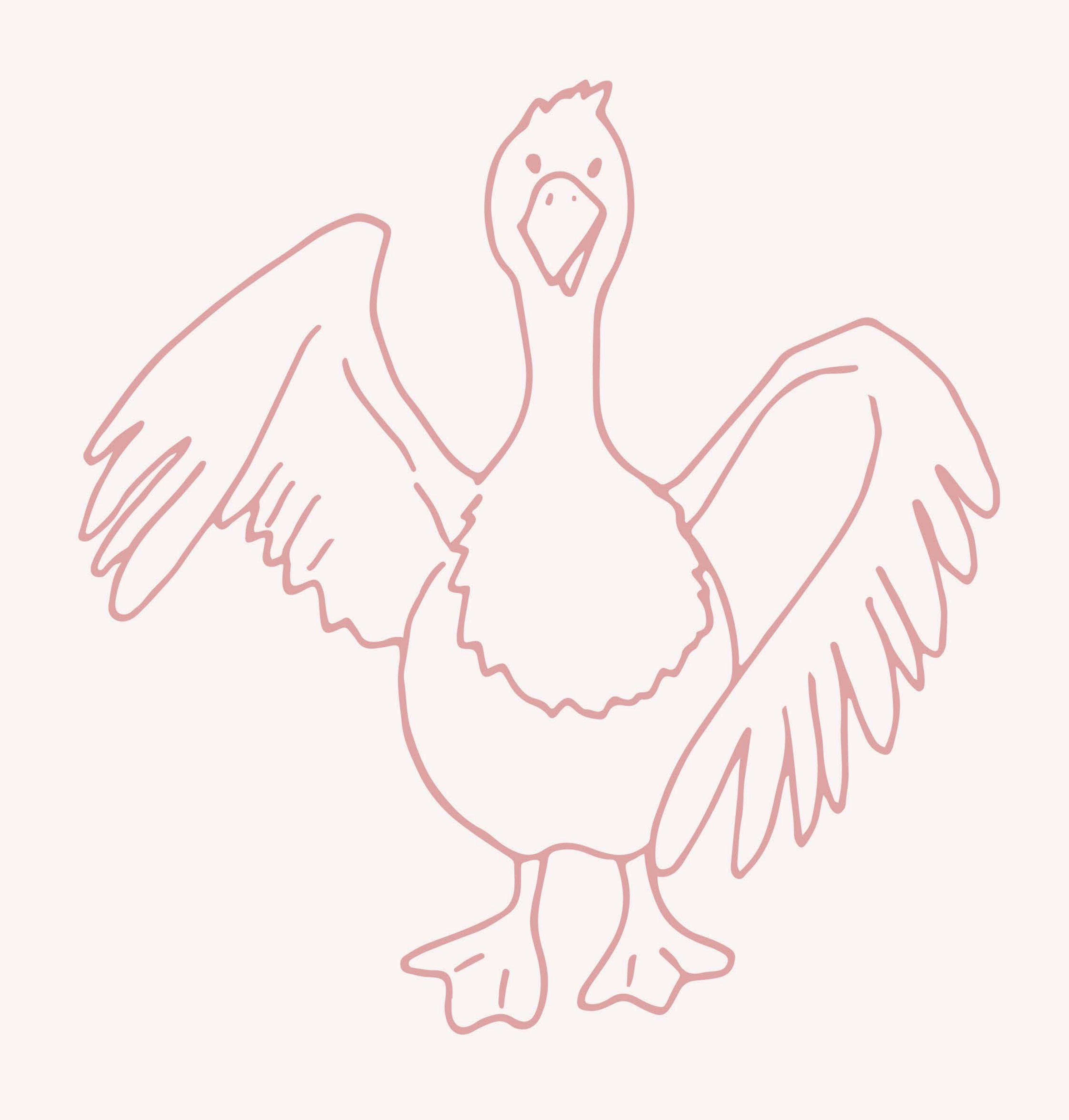
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