

MEET MRS. WHITE
DOÑA BLANCA

"THE TWO MOST IMPORTANT DAYS IN YOUR
LIFE ARE THE DAY YOU ARE BORN AND THE
DAY YOU FIND OUT WHY" -MARK TWAIN



HIS LIFE IS THE STORY OF PASSION
AND DEDICATION TOLD THROUGH
SILVER PIECES



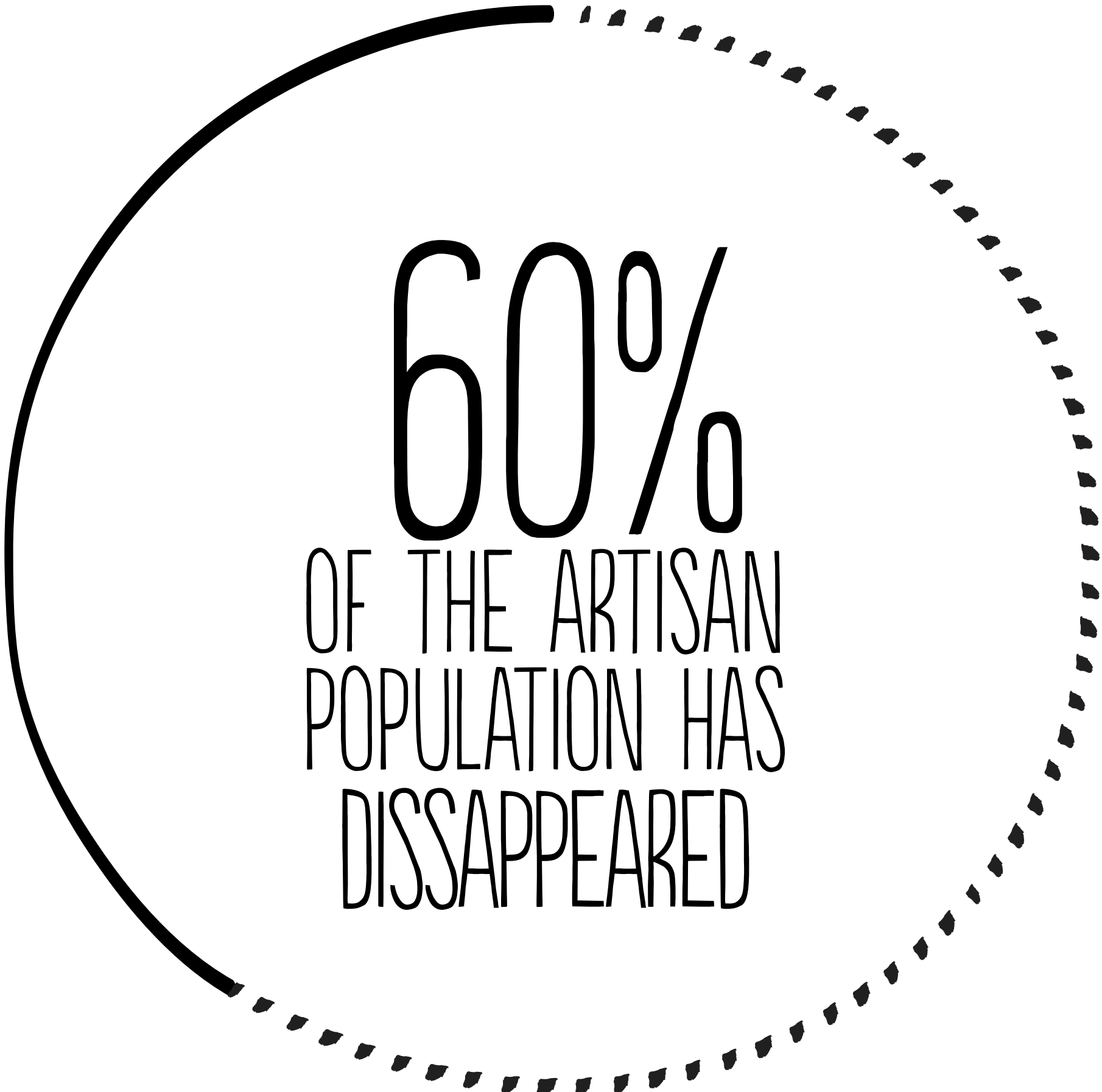


MAKE THE MOST BEAUTIFUL PIECE
THE WORLD HAS EVER SEEN...



PRESENT

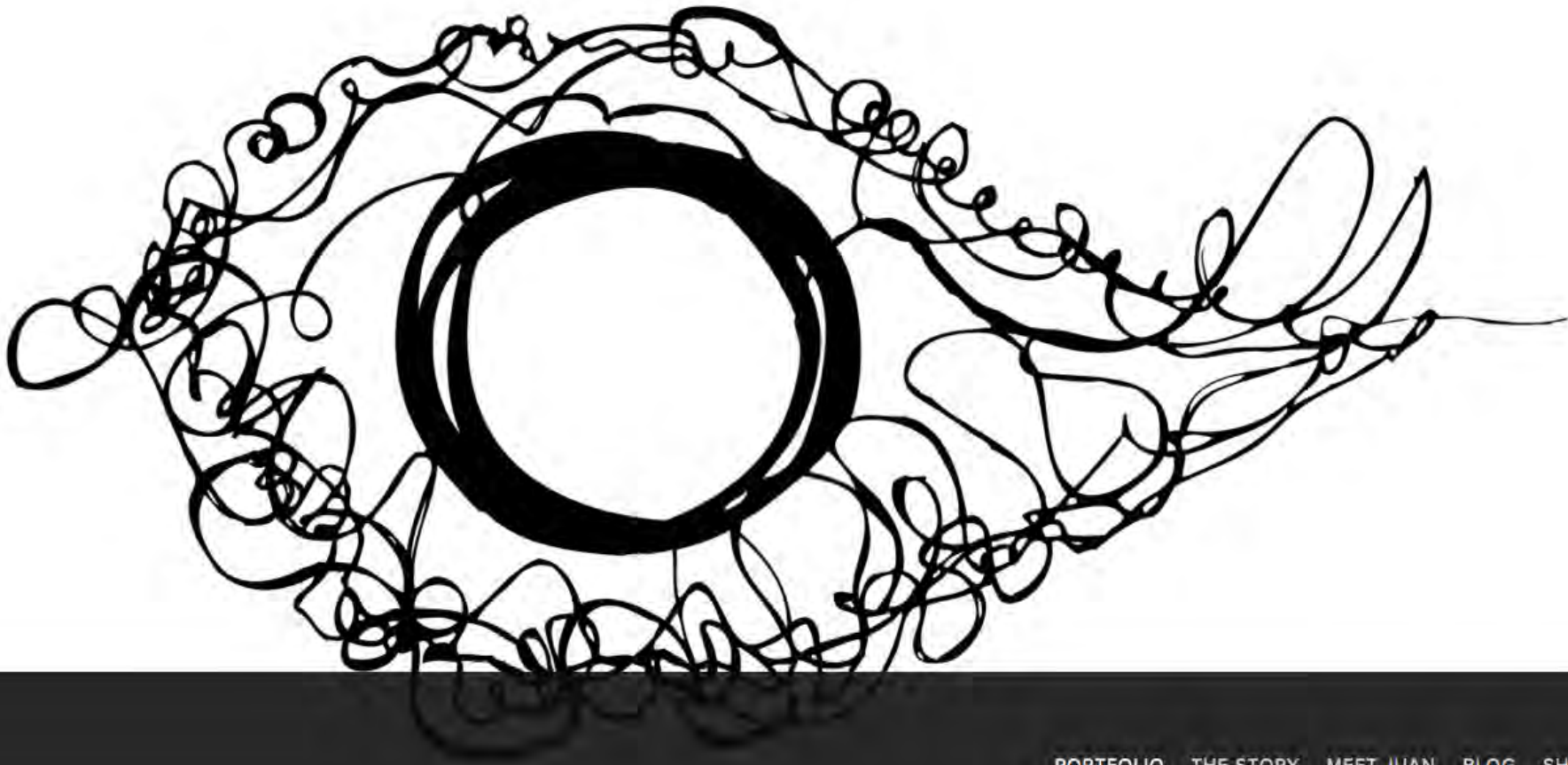
FUTURE



60%
OF THE ARTISAN
POPULATION HAS
DISSAPPEARED

- PRICE OF SILVER HAS GONE UP MORE THAN 300%
- MAIN MARKETS WERE HIT BY RECESSION
- YOUNG POPULATION IS MIGRATING TO OTHER TOWNS OR TO MORE PROFITABLE ACTIVITIES THAT ARE NOT ALWAYS LEGAL

EMPLOYING SILVER TO GROW THE MARKET
FOR A SHRINKING CRAFT HERITAGE IN MÉXICO



PORTFOLIO THE STORY MEET JUAN BLOG SHOP

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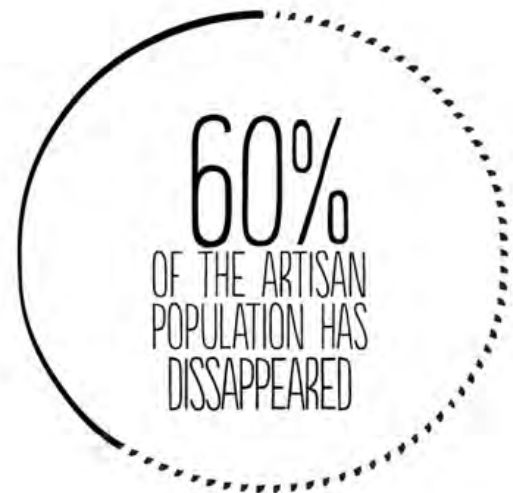
Juan is an artist, his life is the story of passion and dedication told through silver pieces

He finds inspiration in nature and is most creative when he's at his studio listening to some really loud 80's music. He has a dream, to make the most beautiful piece that anyone has ever seen.

His talent and passion are both unique and undermined. Juan works for talented designers, but dreams about having direct access to markets where patrons will be paying for his unique designs.



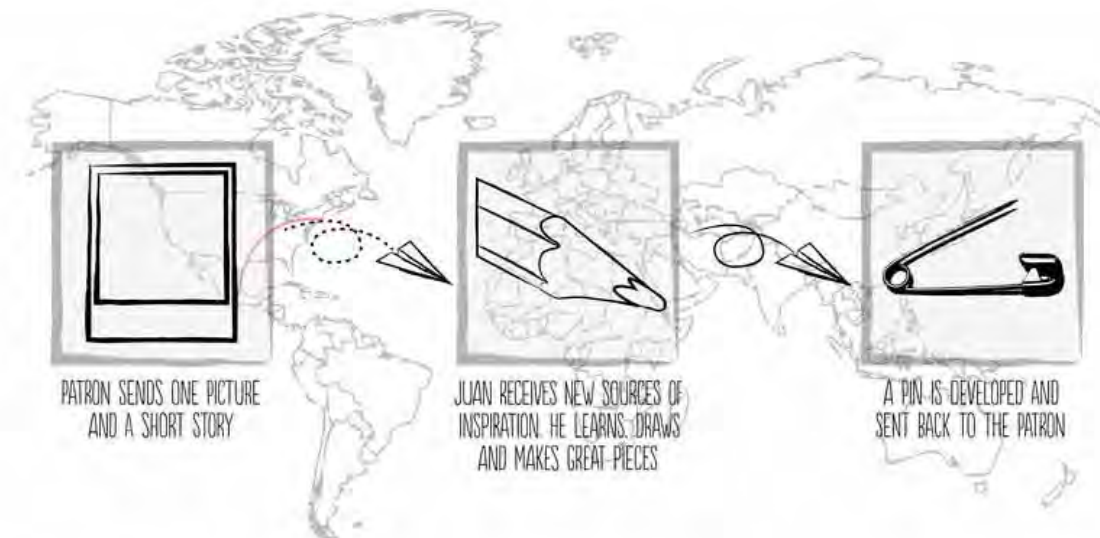
PORTFOLIO THE STORY MEET JUAN HOW IT WORKS BLOG SHOP

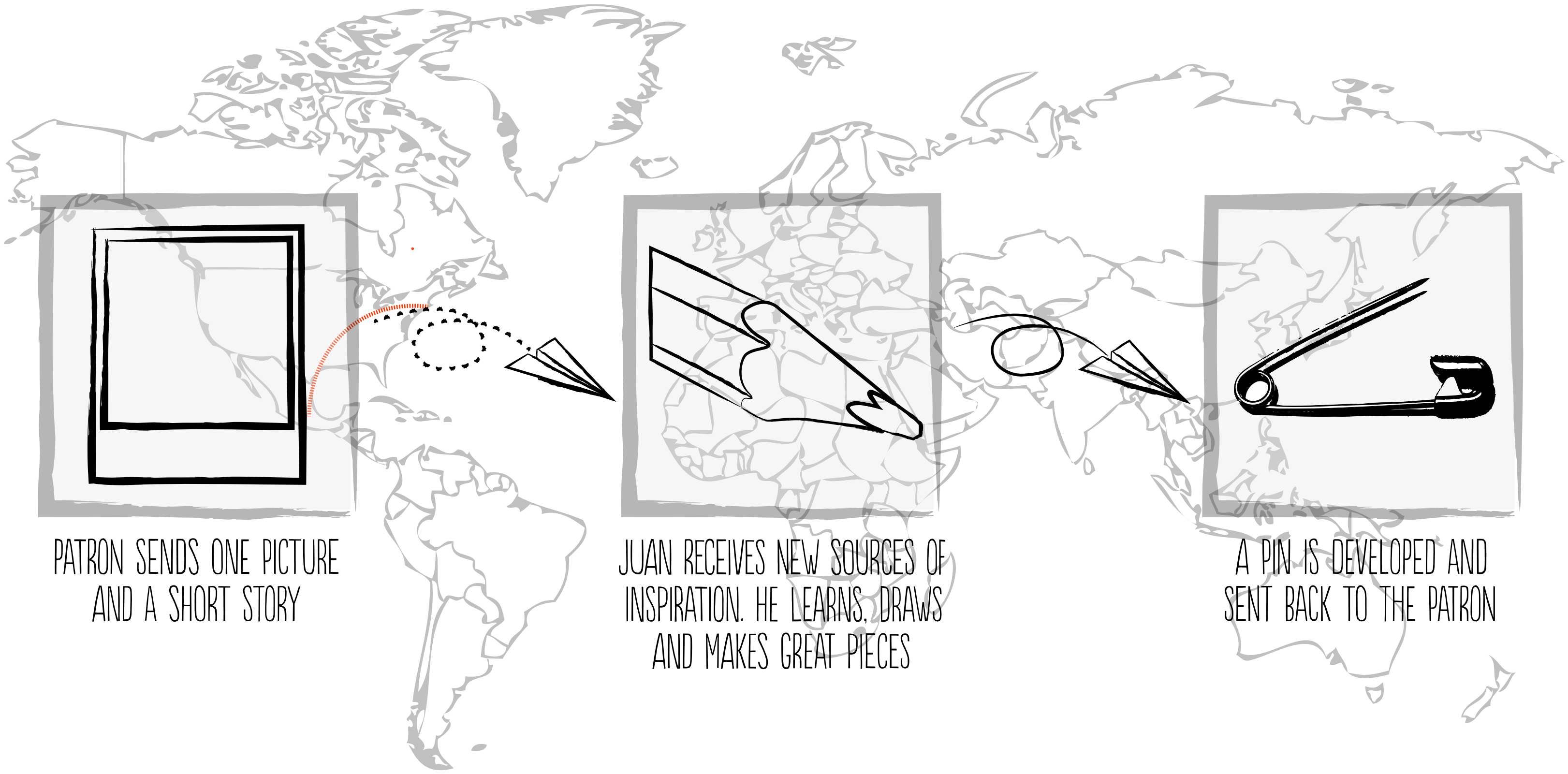


DOING SOMETHING ABOUT IT...

During the past forty years, the Mexican craftsmanship population has diminished from five million to less than two million persons.

The cultural tragedy has translated into a loss of knowledge, skills, traditions and identity.





PATRON SENDS ONE PICTURE
AND A SHORT STORY

JUAN RECEIVES NEW SOURCES OF
INSPIRATION. HE LEARNS, DRAWS
AND MAKES GREAT PIECES

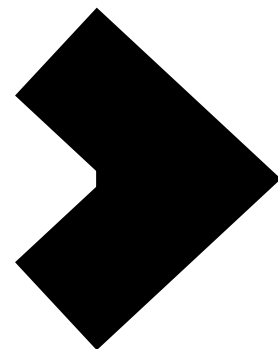
A PIN IS DEVELOPED AND
SENT BACK TO THE PATRON



ONE OF ONE HANDCRAFTED PIECES IN STERLING SILVER



FROM THIS
WOOL SCARF



TO THIS
HAND CRAFTED PIN



THE SYMBOLISM IS BEAUTIFUL, TELL JUAN THANK YOU
-MONICA (PATRON)



IT'S BEEN A REALLY LONG TIME SINCE I LAST SAW HIM SO HAPPY
-MAGO (JUAN'S WIFE)

"I WILL NEVER DIE, AS LONG AS SOMEONE WEARS ONE
OF MY PIECES, I'LL BE ALIVE IN EACH AND ONE OF THEM"
-JUAN JOUHAYERK

IT WAS NICE TO MEET YOU!