

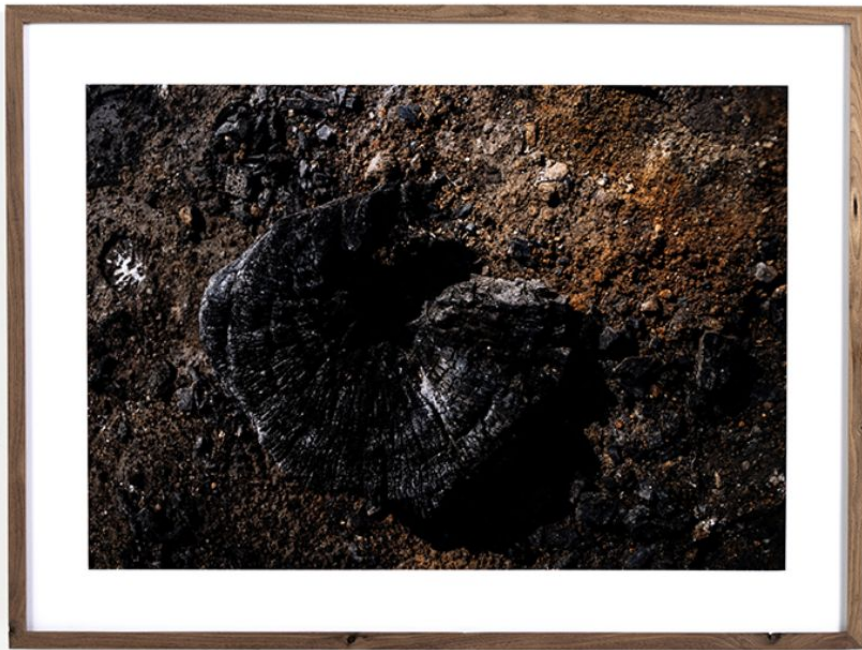
ART + DECOR

## Four Hands' foray deep into art



Jane Dagmi // Editor in Chief • March 28, 2022

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A print from the "Char" series

In 2017, [Four Hands](#) acquired Wonderwall Studio, an art company just a five-minute drive from its Austin, Texas, headquarters. The two companies had been collaborating for a while, but the purchase enabled Four Hands to make significant and unique offerings in the art category — and the result is the Four Hands Art Studio.

Adam Dunn, vice president of design at Four Hands, says that he has observed the art category expanding as a whole. “Everybody is looking for a personalized experience and art is one of the first things you can do to personalize a space and make it feel like your point of view,” he says.

Dabbling in art for roughly 10 years, Dunn says Four Hands, which opened its doors in 1996, has increasingly become more intentional with the category and has leaned in in the last two years. “There’s more marketing content, around it, we’re telling stories about the artists – putting a huge focus on it,” he says, explaining that the goal is to curate an offering that feels like one-of-a-kinds.

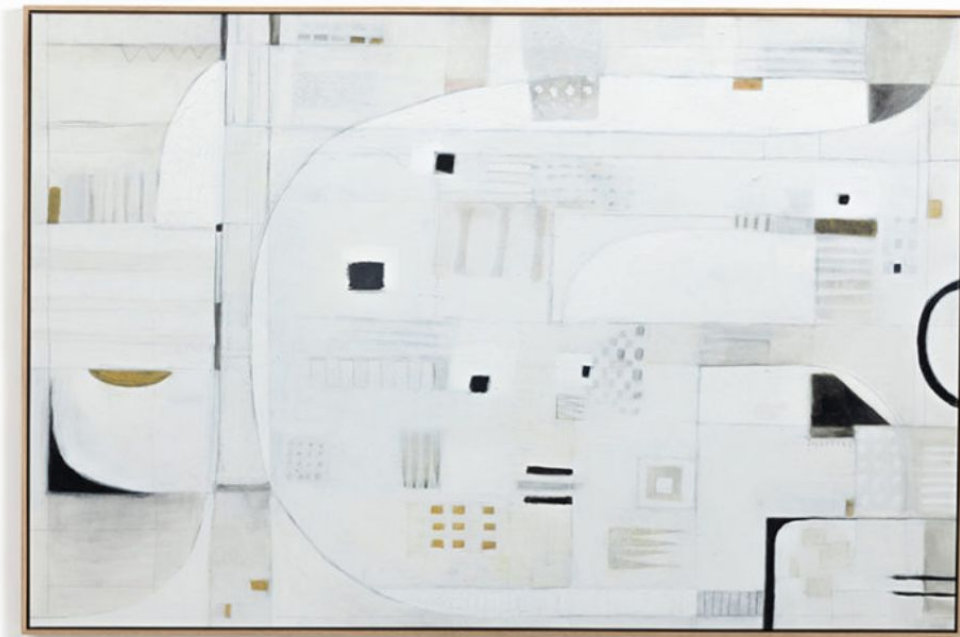


Four Hands’ Adam Dunn, Brooke Elliott and Josh Jarboe

The acquisition enables the Four Hands Art Studio to give its customers a floor-to-ceiling brand experience which suits the company’s vision as it transforms from a furniture and product company into a lifestyle brand. “We’re now making sure that art is as impactful as the furniture experience,” says Dunn who first spotlighted the growing collection in the spring of ‘21.

Brooke Elliott is product development manager at the Art Studio and has a hand in all aspects. She says that manufacturing the art gives the company control from start to finish – the start is, of course, bringing artists into the fold and the finish is getting it to market. “When they hear the Four Hands name... they know us, they know our quality is out there in the market and are excited to work with us.”

She talks about the investment in machinery on par with that of furniture manufacturing. The Swiss cube printer can scan textures and reproduce them faithfully. “Four Hands can do justice to reproducing artists’ work,” she says. All framing is done on site too.



“Dream” by Jess Engle

In addition to the allure of combining creativity and technology, Josh Jarboe, vice president of sales, says there’s another reason why Four Hands is attracting an excellent caliber of artist. “We are an inviting place for an emerging or established artist to come because of our wide variety and high-end distribution – it’s an ideal scenario.”



Currently the company works with 150 artists, including their in-house design team, and has curated a collection of thousands of images. They are also privy to the Getty image library. Jarboe says, "When we work with designers on custom projects it's basically unlimited as to what we can pull for them and unlimited based on technology."

From giclee reproductions, to prints and photography, to more three-dimensional works with torn paper, Jarboe highlights a few artists like Latvian artist Pepi Sprohge whose work is being shown posthumously and Austin painter Jess Engle. He makes note of "Char," a bestselling series of photographs taken at a burned down sawmill.

"That artist is a manufacture of ours and we're good friends," Dunn explains. "It was so sad when everything burned down, there were logs and trees that they had been saving for special projects. They took a sad experience and turned it into something beautiful – art from the ashes." Dunn said that as soon as the photos, he was begging for the files.

Dunn and other stakeholders see the investment in the art studio as a differentiator and emphasize the company's commitment to offering buyers and partners unique products. "What we can offer is 50% content and 50% presentation," he says. "We're not just a print-in/frame-it company – we are constantly throwing new concepts and new techniques to make the pieces stand out."

Dunn lets in on an upcoming company painting party where there will be paint, sand, canvases, etc. "All of us are designers and we all like to do this stuff – and we'll see what we come up with." Jarboe adds that he will also host a collage event with the sales team. Just a bit more evidence of the company's dedicated focus on art.

The company will show more than 170 pieces of art at High Point Market, 18 of which were developed by Four Hands Art Studio, including its Char series.