

Contact Information



The Art Vendor Advisory Committee will only screen two crafts per meeting. If you want to screen for additional crafts, you will need to complete a new application after you have been approved for two. How many crafts are you applying for? Example: Beaded jewelry and watercolor paintings on canvas are two crafts; ceramic pendants and ceramic bowls are one craft (Ceramic items)

I am applying for only one craft

Please list your one craft item to be screened:

Artist-designed cotton tote bags featuring original San Francisco artwork

Are you a current art vendor adding an additional craft?

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?

No

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

Jesse M.W. is a San Francisco-based photographer and designer working under SF Art Co. His work begins with photographs he takes around San Francisco, focusing on the city's architecture, transportation, waterfront and familiar landmarks. He develops these photographs into graphic artworks through an iterative digital design process, making decisions about composition, color, texture, typography and visual style. The completed artwork is prepared for reproduction on cotton tote bags. His goal is to create locally rooted pieces that feel less like conventional souvenirs and more like small works of San Francisco art that can be carried and used.

1. Describe the items you plan to sell and how each type of item is made. Please be as detailed as possible. Example: I plan to sell digital photographic prints of artwork that I designed in Illustrator and printed on cardstock using a home printer.

I plan to sell 16" x 16" x 4" cotton twill tote bags featuring San Francisco artwork that I create. I begin by taking my own photographs of San Francisco locations, architecture and transportation. I use those photographs as the source material for an iterative digital design process. I develop the artwork using digital and generative image tools, directing the composition, visual style, color palette, texture, typography and individual revisions until I reach the finished design. I select and refine the final image, format it to the required print dimensions and prepare the completed artwork file for production. The completed design is then provided to InGreetings, a San Francisco commercial printer, which reproduces my finished artwork on the cotton tote. The printer does not create the artwork or make the creative decisions for the design. After receiving the printed totes, I inspect the finished pieces and add my artist/business identification before they are offered for sale.



2. Where did you learn your craft? Did you take a class or learn on your own?

I am largely self-taught. I developed my photography and digital design process through independent practice, experimentation and repeated development of my own work. My background in communications and advertising copywriting also influenced the way I approach composition, visual communication and the relationship between imagery and typography. As I developed SF Art Co., I created and revised a series of San Francisco designs, tested them as physical products and continued refining both the artwork and the way it translates from a digital image to a printed piece.

Please provide up to two (2) images of your craft in process. The images should include you demonstrating your process. See an example here

1.jpeg

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2.jpeg

Please provide up to two (2) images of your finalized craft. The images should show examples of what you plan to sell. See an example here

IMG_0440.jpeg

Please provide up to two (2) images of your finalized craft. The images should show examples of what you plan to sell. See an example here

IMG_0441.jpeg

Please provide an image of your workspace that includes the equipment and materials used in your craft. See an example here.

IMG_0447.jpeg

Additionally, artists may upload a video (up to five minutes) of their process. See an example video here.

No answer given

3. Is your craft considered an American Indian or Alaskan Native style, traditional or contemporary, arts and crafts? Do you identify as a member of the community that practices this cultural tradition? Are you compliant with The Indian Arts and Crafts Act of 1990?

No

4. What makes your work different from other artists and craftspeople making similar items?

My work begins with photographs I take myself in San Francisco. I use those photographs as source material for new digital interpretations of familiar places, including the city's architecture, transportation, neighborhoods and waterfront. Through an iterative design process, I make decisions about composition, color, texture, typography and visual style to transform the original photograph into a finished graphic work. Rather than creating conventional souvenir graphics, I want the work to feel like San Francisco art that happens



be carried on a functional object. The locations remain recognizable, but each is interpreted through a distinct visual approach. The combination of my own photography, my point of view as the photographer and the subsequent design process is what distinguishes the work from mass-produced San Francisco merchandise.

(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

5. What artist or business name are you operating under?

SF Art Co.

6. 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:

sanfranciscoart.co

(Optional) Please upload your logo or signage

sf-art-co-logo-tote.png

(Optional) Please upload your image of display

No answer given

7. 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

8. Are you using any sports or company logos such as SF Giants or other recognizable branding that is not your own?

No

9. How are you ensuring customers can tell a difference between your work and commercial or mass-produced items?

The cotton totes themselves are commercially manufactured and professionally printed, and I make that distinction clear rather than representing the physical bags as handmade. The artwork reproduced on each tote is created through my own photography and design process. Each product will include my artist/business identification and a label identifying the artwork as my design. My display and product information will also identify SF Art Co. and explain that the artwork begins with my original San Francisco photography. These elements allow customers to distinguish the artist-created graphic from commercially designed or mass-produced souvenir merchandise.

10. What steps have you taken to ensure that you are not violating any copyright or other laws?

I use photographs that I take myself as source material for my designs rather than using third-party photographs or artwork. I do not intentionally incorporate sports-team logos, company logos, copyrighted characters or other protected branding into the finished designs. During my digital design process, I review the resulting artwork for recognizable third-party logos.



trademarks, characters or other material that should not appear in the finished work. I also review the final design again before submitting it for production.

11. REQUIRED Please upload recent receipts for any tools and materials. Receipts must be for the same tools and materials used to create the items in the work samples you provide. Receipts must show that the materials were shipped to you/your address. See an example [here](#). Optionally, you can upload images of your workspace. The image of your workspace must include the equipment and materials used in your craft. Receipts and/or images of your materials used in the production of your craft are required for approval. You will not receive a license until you have provided this information.

ingreetings order 1.pdf

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ingreetings order 2.pdf

12. If you are unable to provide a copy of your receipt, please provide the reason you are unable to do so.

I no longer have the receipt for my camera or laptop.

13. Describe the safety procedures you use in your craft. What, if any, safety equipment do you use? How do you store and handle any toxic or hazardous material?

My creative process primarily involves photography and digital design using standard camera and computer equipment. I do not use paints, solvents, chemicals or other toxic or hazardous materials in creating the artwork. The completed digital artwork is professionally reproduced on cotton tote bags by a commercial printer. My workspace therefore does not require specialized protective equipment or hazardous-material storage. I keep my computer, camera and related equipment in a normal indoor workspace and follow standard manufacturer instructions for their use. Any labeling or finishing materials used on the completed totes are handled and stored according to the manufacturer's directions.







chatgpt.com/g/g-p-6a7871f54e44819193085b581875b94a/c/6a7...

SF Art Co. Work

keep the black seal the same, but make the red seal say "San Francisco Art Company"

Worked for 3m 46s >

Work on anything

5.6 Sol Light

5550-1873

SAN FRANCISCO



金門橋之圖

加利福尼亞州三藩市

廣港美
街會社



CALIFORNIA



order igreetu-43500 from Bulk Denim Bags, Wholesale Tote Bags, Custom Printing

1 message

orders@store.turbify.com <orders@store.turbify.com> Tue, Aug 18, 2026 at 10:49 AM

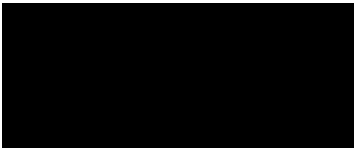
Reply-To: ingreetings@aol.com

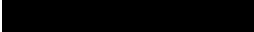
To: 

This email is to confirm the receipt of your recent order from Ingreetings.com

You can always find out the current status of your order by going to 

Date Tue Aug 18 10:49:32 PDT 2026
Ship to Jesse McCullough



Bill to Same
E-Mail  (emailed)
Via \$4.95-\$18.95 Flat Rate or Free with \$99 Purchase
Payment Visa
Comments Interested in the dtf sample you mentioned - thank you!

Name	Code	Qty	Each	Options

16"x16"x4" Heavy Natural Cotton Twill Tote Bag with Full Color Print of Your Artwork/Logo	Customtwill3	5	3.95	Color = Natural(2,500instock)
Subtotal		19.75		
Shipping		13.25		
Tax		1.70		
Total		34.70		

order igreetu-43514 from Bulk Denim Bags, Wholesale Tote Bags, Custom Printing

1 message

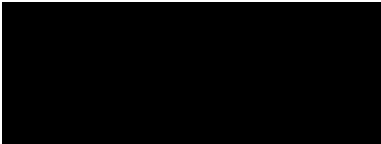
orders@store.turbify.com <orders@store.turbify.com>
Reply-To: ingreetings@aol.com
To: 

Sun, Aug 23, 2026 at 9:39 AM

This email is to confirm the receipt of your recent order from Ingreetings.com

You can always find out the current status of your order by going to 

Date Sun Aug 23 09:39:31 PDT 2026
Ship to Jesse McCullough-Wilson



Bill to Same
E-Mail  (emailed)
Via \$4.95-\$18.95 Flat Rate or Free with \$99 Purchase
Payment Visa
Comments Everything has looked really good so far - thank you for the quality work

Name	Code	Qty	Each	Options

16"x16"x4" Heavy Natural Cotton Twill Tote Bag with Full Color Print of Your Artwork/Logo	Customtwill3	45	3.95	Color = Natural(2,500instock)
Subtotal		177.75		
Shipping		0.00		
Tax		15.33		
Total		193.08		

SF

ART CO.