

Hello!

Thank you for responding to our craigslist ad for original artwork. First let me tell you about our show, *Top Design*, which airs on the Bravo network.

*Top Design* is a reality/competition show for professional interior decorators. Our judges are celebrity designers Jonathan Adler and Kelly Wearstler, and Elle D\_cor editor, Margaret Russell. Todd Oldham acts as a mentor to our designers.

This is the second season for *Top Design*, but the first time our production company, Magical Elves, is producing it. Among other shows, we also produce the Emmy nominated *Project Runway* and *Top Chef*. *Top Design*'s format is very similar to these shows. Last season, *Top Design* was the third highest rated show on Bravo, with over a million viewers per episode. We anticipate even better ratings this season!

In each episode of *Top Design*, our designer/contestants are given a challenge to decorate a specific space we give them. This season we would like to offer our designers access to a gallery of artwork for them to use in the rooms they decorate. This is where you come in! We are reaching out to local artists to feature in this gallery.

Our Art Director will hang a number of pieces in the "Top Design Showroom", which will also house various d\_cor accessories. The designers visit this showroom, on camera, in at least 4 episodes. As the show goes on, he will rotate the art to keep our collection fresh and abundant. Your art work will be available to our designers, but we certainly can't guarantee that any of them will choose yours specifically. If they do choose your work, it will be prominently featured in their finished designs and you will be acknowledged with a "promotional consideration" at the end of that episode.

The majority of artwork will be returned at the completion of filming, in May 2008. A few pieces, however, will not be returned at all. Most of our challenges take place in temporary spaces that we create, and break down upon completion of that episode. In those cases, the artwork used will be returned. There are a couple of challenges, though, that will exist in real spaces, with real clients, and in those instances, the artwork and all other furnishings will belong to the client and will not be returned. Inevitably, some artwork will not be chosen at all- and these pieces will also be returned.

We believe this is an exciting opportunity for local artists to showcase their work in a national forum, directed specifically to people with a love of design, not to mention our celebrity judges and interior designer contestants.

We are asking that each artist select a number of pieces, up to 15, that they will be able to contribute to our showroom gallery for the duration of shooting, which

goes from the end of March to the beginning of May. It is advisable to choose pieces that will complement interior design, to create a better chance of being chosen. We ask that you avoid images of recognizable faces, trademarked logos, or graphic erotic art. Please email us jpegs of the specific pieces you would like to contribute, along with their dimensions and what mediums were used in their creation.

Feel free to call me with any questions.

Best regards,  
(name omitted)

(name omitted)

Associate Producer



Bravo | Magical Elves, Inc.

(phone number omitted)

Some links to check out...

[Bravo's official Top Design site](#)

[Magical Elves](#)

[Wikipedia- TopDesign](#)