

WILSHIRE GARDEN MARKET

August 2008 Newsletter
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CELEBRATING 11 YEARS

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Established 1997

EACH PIECE IS A WORK OF ART *CREATIVE, LABOR INTENSIVE, WITH ATTENTION TO DETAIL*

We have been carrying the high quality fountains, statuary, and planters of Campania International for 10 years, developing a relationship with the company and becoming their largest dealer in Oklahoma. When our company rep encouraged us to visit the factory in Pennsylvania, we happily accepted her invitation.

Campania's new building is an expansive 300,000 square feet, housing their corporate offices, show-



room, and factory.

Our tour began with

the corporate offices. On several large walls in their administrative area they have created their "Walls of Fame", displaying national magazine articles and photographs featuring their products: Martha Stewart Living, Better Homes & Gardens, Garden Design, House & Garden, and Cottage Living to name a few, including a three page article about Wilshire Garden Market in Garden Décor magazine.

The tour of the factory was enlightening and impressive. We were shown how the concept for each piece starts in the design room, where antique garden statuary, planters, fossils and fragments are kept for inspiration. The creation of each piece begins and ends by hand. It is calculated that as many as 30 pairs of hands are involved in the labor intensive 15 step production process.

In an adjoining room, artisans were carefully refining details with small paintbrushes and water on two large prototypes that will be in their catalog next year.



The mold making department begins a multi-step process to create production molds that will replicate the detail and texture of original pieces. Each form



is brushed with up to 50 coats of latex, each of which has to dry completely before the next

coat can be applied. After the final latex coat is applied, molds spend time in a heated drying room. Depending on its size and complexity, a mold can take up to three months to complete.

After the molds are completed, they are moved to the production area where the liquid cast stone is poured into the mold. The liquid cast stone mixture is made on site, two wheelbarrows full every four minutes, using enormous bins and conveyor belts. The machinery is even able to calculate the amount of humidity in each dry load of stone, in order to gauge the precise amount of water needed. Once the liquid cast stone is poured into the mold, the mold is placed on a large vibrating platform to remove air bubbles. The mold is then moved to a drying area where it is monitored and de-molded by hand. The final finishing department reduces the appearance of the seam and fills any undetected air bubbles.

If the piece passes the final quality control inspection, it is moved to the warehouse for stocking. Pieces have no color at this stage. The warehouse is computerized and organized like a city's street map with an address for each piece on the streets of shelves, so that the pieces can be retrieved quickly when orders are filled.





Once an order is filled, the entire order, including glazed pieces, is grouped on pallets and moved together as cast stone pieces go through the color finishing process.

The finish is airbrushed onto cast stone pieces and finished by hand spraying, wiping, or brushing for the most artful effect. Having one person handle all of the cast stone pieces of one color in an order ensures finish consistency to pairs of planters.



After pieces are color finished, they are dried again and hand packed in excelsior (shredded pine) in sturdy cardboard boxes on pallets. The excelsior is clean and can be recycled for large animal bedding,



garden mulch, or gift wrapping. The packed pallets are covered with a huge plastic bag that is used to dispose of the excelsior after the contents are unloaded, and then shrink-wrapped for further stability. Pallets can easily weigh 1500 pounds each. These pallets are in a holding area, ready to be loaded into semi-trailer trucks for delivery.



After we completed our tour of the factory, we shopped the showroom where all of the pieces in the catalog are shown as well as pieces available only to showroom visitors. We are excited and we believe that our customers will be as well when they see the new items from the catalog supplement and with the showroom-only pieces that we have selected. Many new items will be arriving within weeks.

Peter Cilio, Vice President and Creative Director of Campania has been given the honor of making reproductions from original antique pieces found in Longwood Gardens, the world famous garden created and endowed by Pierre du Pont; casting is done on site by Campania's master craftsman. The collection embodies Longwood's timeless elegance and beauty.



We were delighted to have the opportunity to visit Longwood Gardens after our tour of Campania.

WHAT'S NEW AT WILSHIRE GARDEN MARKET

We have received new French triple milled shea butter enriched soaps. The new dreamy scents include ginger root and lemongrass; their silky texture surrounds you in fragrant luxury while they cleanse, moisturize, soften, and soothe. They are *divinement!*



Hear the breezes blow with a new wind chime. No matter the temperature, the wind creates a gentle soothing tune on the chimes. Choose a set of chimes that appeal to you! You can hear them from the pool, from indoors as you are drifting off to sleep, and during a rain storm. These wind chimes are made in the Appalachian Mountains in the U.S.A., so it is fulfilling to purchase a quality product that also helps an impoverished area of our country.

DOG DAYS GARDEN TIPS

It is hot. When the temperature rises to 100, plants wilt, can go into dormancy, stop blooming, and even drop their leaves trying to stay alive and cope with the heat. Keep your garden good looking even in the hottest days of the year by following a few common sense tips.



Especially when it is hot, keep the garden tidy. Trim back excess growth from annuals. Deadhead perennials to keep blooms coming and to keep plants healthy and attractive.



Apply water to trees and lawns for longer periods of time if you have oscillating sprinkler heads, because it takes the oscillating type longer to distribute adequate water. Mature trees need 1 and ½ to 2 inches of water a week. Lawns need at least one inch of water twice a week, more when it is very hot.

Looking outside and seeing your beautiful pots of plants drooping in the 100 degree heat sends a panic through most of us; we want to run out and drench the plant in cool water.

Grass and plants should be watered early in the morning, before ten o'clock. Water container gardens early in the morning so that plants can have a chance to absorb cool water and prepare for the heat that is to come later. It is important to water slowly beneath the plant around the outer edges, not the stem and not the leaves. The plant absorbs water from the outer ends of new roots, similar to the drip line of a tree. For plants that trail over the edge of a pot or window box, gently lift the bulk of the plant and water the soil slowly until water runs through. AFTER watering, revitalize plants with a dose of liquid fertilizer.

Another tip to relieve sun tired plantings in pots is to move them into the shade for several days. If you have a pair of pots by an entry try turning the pot a quarter or half turn to relieve the potential heat burn due to the radiating heat emitted from the building.

EXTERIOR DECORATING



This year give yourself a garden retreat, or refresh the one you have. In response to repeated requests, Wilshire Garden Market now provides an exterior decorating consultation service. By appointment and for a fee, we will make a consultation visit followed by written suggestions to make your garden retreat more charming, cohesive, and useful. Call the store for more details or to set up an appointment.

Let us help you create your outdoor living room!

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WILSHIRE  GARDEN
M A R K E T



Overstock SALE on select
glazed pots & accessories
Fri. Aug. 8--Wed. Aug. 13

Wilshire Garden Market
2821 West Wilshire Boulevard
Oklahoma City, OK 73116
