

## Residential FAQ

### **About Birch & Willow**

Birch & Willow is a small woman-owned green business that makes unique lighting fixtures from naturally harvested materials. Located in a sunny studio in the Fort Point Art District of Boston, Massachusetts, Birch & Willow offers in-house production from design to delivery. Skilled artists customize earth-friendly lamps, luminaries and shades that bring nature into your home or commercial space. Inherently serene, Birch & Willow's handmade lamps are remarkable arrangements of maple branches, magnolia twigs, grapevines, beach stones and other natural recycled materials.

### **What natural materials do you use and where do you get them?**

Our primary lamp making materials are saplings, vines, twigs and beach stones. With very few exceptions, we collect natural materials that are not native to New England. These exotic vines and trees: Norway maple, bitter-sweet vines, wisteria vines and grapevines, overrun indigenous species and harvesting them can provide space for native species to thrive. These exotic vines and trees are ideal for our use because of their beauty, flexibility and abundant availability. We gather them from wild spaces, overgrown edges of parking lots and along roadways and untended hedges in Massachusetts, Vermont and Rhode Island. The beach stones we use for our table lamps are washed up by New England winter storms

### **Is Birch & Willow a green business?**

Yes, respecting and preserving the environment has been one of our guiding principles for over ten years. Birch & Willow is proud to be in compliance with the guidelines of the American Society of Interior Designers (ASID) ReGreen Initiative for ecologically sensitive businesses.

As specified above, most of our materials come from renewable resources. At all points in our designing, manufacturing and shipping processes, we encourage energy efficiency and reuse of byproducts. The byproducts of one design can spur the creation of a new design that uses those materials. Visit our web site at [www.birchandwillow.com](http://www.birchandwillow.com) to find out more about our environmentally conscientious business practices.

Birch & Willow is developing our own green self assessment guidelines for designing, manufacturing and shipping our lighting products. These guidelines will be in keeping with EnergyStar, Greenseal and USBG (Check?) guidelines. Upon completion, our self-assessment guidelines will be posted on our website.

### **Who are Birch & Willow's clients?**

Birch & Willow works with individuals who want to bring creative lighting elements to their homes or workspaces, as well as interior designers, architects, art collectors and corporations. Our clients want to bring the serenity of nature indoors. So, our clients choose the beauty of Birch & Willow's natural lighting products. Our clients appreciate and enjoy the added benefits of the quality of our fixtures, the low-environmental impact of the creation process, and the social and economic benefits of supporting a green woman-owned small business.

### **How are Birch & Willow lights used?**

Birch & Willow lamps and luminaries are used to minimize the contrast between indoors and outdoors as often as the pieces are used to underscore that contrast. Like nature, Birch & Willow lamps and luminaries evoke a sense of peace and warm belonging. Our product line offers a mix of ambient light, strong architectural statements and functional decorative table and floor lamps. Birch & Willow sconces and pendants are often paired to create a complimentary look. Just as often our fixtures and lamps are paired with discrete recessed lights or contrasting lighting elements. The creative possibilities are endless.

### **Are Birch & Willow lamps available in stores?**

Orders are placed directly with Birch & Willow and shipped from our studio in Boston, Massachusetts. You will discover our design services and guidance through the information overload on "green products" and energy efficient lighting options very helpful.

### **Where can I see the lamps?**

To locate a public space near you where our lamps are installed, please refer to the client list on our web site ([www.birchandwillow.com](http://www.birchandwillow.com)). We also encourage you to visit us in our studio. Check our web site for the next scheduled Open Studio event or call us at 617.423.3437 to arrange a visit.

### **Does Birch & Willow take custom orders?**

Yes, we will modify our existing designs to meet your needs. Alterations can be made to the dimensions, color palette, texture and weaving styles. We will also work with you or your designer to create one-of-a-kind fixtures.

### **Once an order is placed, how long is the lead-time?**

The lead-time is, typically, four to six weeks. The larger the order or the larger the fixture (i.e., Long Thicket Sconce or Sapling Floor Lamp), the longer the lead-time. The lead-time for all orders will be quoted by the job at the time of estimate. If you have time constraints, please contact us, and we will do our best to accommodate your schedule.

### **Can I get a catalog?**

As part of our environmental commitment, we urge you to save paper and shipping costs by visiting our web site. At [www.birchandwillow.com](http://www.birchandwillow.com), you will find just about all the information you need. On the site, you can see our lamps illuminated and unlit, as well as paper, weaving and fabric samples. If you want more specific details, you can download our high or low resolution cut sheets. We will also mail paper samples at your request. If you still need a full hard copy catalog, including cut sheets, actual paper swatches and weaving material samples, you can order one for \$60 USD plus shipping and handling.