

# NICHE

THE MAGAZINE FOR  
PROGRESSIVE RETAILERS

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### Shayla Su Named a 2006 NICHE Awards Winner

Baltimore, Md. (February 19, 2006)—Artist **Shayla Su** has been selected as a winner in the **2006 NICHE Awards** for the piece entitled “**Furrow**” in the **Home: Lamps** category.

Winners of the **NICHE Awards** were announced at a ceremony during the **Philadelphia Buyers Market of American Craft** on February 19, 2006. Only 191 artists out of more than 1,000 entries were named as finalists for **NICHE Awards**. Of that group, 43 artists won awards in several categories including ceramics, wood, metal, jewelry and glass. The Awards are sponsored by **NICHE magazine**, the exclusive trade publication for North American retailers of American crafts.

The **NICHE Awards** program began in 1990 to recognize the outstanding creative achievements of American craft artists who produce work for craft galleries and retail stores. Judging criteria are based on three areas of distinction:

- technical excellence, both in surface design and form
- market viability
- a distinct quality of unique, original and creative thought

**NICHE magazine** is published by The Rosen Group, which also publishes **AmericanStyle magazine**, an arts lifestyle magazine for enthusiasts, collectors and travelers. The Rosen Group also produces the **Philadelphia Buyers Market of American Craft**, the nation's largest wholesale craft tradeshow.

Applications for the **2007 NICHE Awards** will be available in Spring 2006. For more information on the **NICHE Awards**, call 410.889.2933 x218, fax 443.524.2644, e-mail [danielw@rosengrp.com](mailto:danielw@rosengrp.com) or visit [www.AmericanCraft.com](http://www.AmericanCraft.com).

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### Shayla Su Named a 2006 NICHE Award Finalist

Baltimore, Md. (November 17, 2005)—Artist **Shayla Su** has been selected as a finalist in the **2006 NICHE Awards** for the piece entitled **Ripple** in the **Ceramics: Hand-built** category.

Winners of the 2006 NICHE Awards will be announced at a ceremony during the **Philadelphia Buyers Market of American Craft** on Sunday, February 19, 2006. Only 191 entries—out of more than 1,000 submissions by some of the nation's most brilliant and innovative artists in every medium—were named as finalists in this year's competition. The awards program is sponsored by **NICHE magazine**, the exclusive trade publication for North American retailers of American craft.

The **NICHE Awards** program began in 1990 to recognize the outstanding creative achievements of American craft artists who produce work for craft galleries and retail stores. Judging is based on three main criteria:

- technical excellence, both in surface design and form
- market viability
- a distinct quality of unique, original and creative thought

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Applications for the **2007 NICHE Awards** will be available in Spring 2006. For more information or to obtain images of finalists' works, e-mail [danielw@rosengrp.com](mailto:danielw@rosengrp.com) or visit [www.AmericanCraft.com](http://www.AmericanCraft.com).

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