

WELCOME TO ETSY LABS  
325 Gold St, 6th fl., Brooklyn, NY 11201

#### WHAT ARE THE LABS?

Etsy Labs are a community space for Etsy users who make and craft all things handmade. Our goal is to help people make a living from what they make. In an effort to bring the community together offline as well as online, we're opening the Etsy Labs. Makers and crafters can sign up for time on our workstations. In the spirit of collaboration, workshops will be offered from Etsy users depending on their skills and the interests of the community. Various events will be programmed on an ongoing basis -- film screenings, trunk shows, rock bands and much more.

#### HOW TO GET INVOLVED

Anda (anda@etsy.com) organizes the space. During February, Anda will be hosting a number of informal teas and creative sessions for members of the community to meet and discuss our vision for the Labs. Since Etsy Labs are in Brooklyn, we have created a way for our far flung community of users to interact in real time. Workshop and Town Hall, multi-user web environments with video and text chats, will be projected on one wall, making these sessions a hybrid of online and offline space. Visit [www.labs.etsy.com](http://www.labs.etsy.com) to sign up for the mailing list. Stay tuned for a calendar of programmed events and workshops.

#### WHAT IS AVAILABLE

Etsy Labs are a large space on the 6th floor of a former print factory. Right now, we have two large rooms with facilities for sewing, screen printing, letterpress, photographing work and shooting video content; we are building a lockable video/sound editing room, small works gallery and working on jewelry-making. We also have a lounge, a kitchen and a full bath (the tub is being used for rinsing screens currently) and an area for dyeing fabric. Based on the interests and skills of the community, we will be gathering more equipment.

We sublet space to MAKE magazine, iheartswitch.com and Burda Style in a third room; they will also be offering workshops. We do not rent out private studio space to individuals, but artists are welcome to reserve time to use the community space and equipment in exchange for a donation of some sort (money or supplies or help with projects.) We will sell supplies (such as screenprinting ink or teeshirts for a project). Etsy Labs will create all of Etsy's press packs and promotional materials, and recycled donated materials into new creations for our online and in-house boutiques.

#### MORE ABOUT ETSY

Etsy ([www.etsy.com](http://www.etsy.com)) is an online marketplace for buying and selling all things handmade. We launched in June 2005 and, as of February 2007, we have a growing community of about 200,000 users and 38,000 sellers. Etsy is more than just an online marketplace. On Etsy, individual creators sell directly to and have interactions with individual customers. There is a courtesousness to Etsy, a human element, and a sense that you are supporting something worthwhile when you buy or sell here.

Etsy encapsulates the larger handmade movement that is taking root around the planet. More and more, people are growing tired of mass-produced, carbon-copy goods. With Etsy, we aim to swing the pendulum back and find a balance between consumerism and the artisan-rich Nineteenth century. This spark necessarily happens when we foster connections between people in the Etsy community. We're in the planning stages of our Mircohelping initiative, an online tool that will facilitate the exchange of advice, equipment, skills, and all kinds of help between Etsy members.

On Etsy you can shop by color, by geographic location and whiz through a three-dimensional time machine. Truly, Etsy is as unique as the one-of-a kind items our users create. Spring of 2007, Etsy launches even more features online, such as our multi-media newspaper, community site, multi-user chats and workshops. Paired with these online ways to build community, real life workshops and happenings at our Etsy Labs in New York City roll out this spring. We're striving to link real-life faces to online avatars.

Etsy: Just The Facts.

1. Etsy was launched on June 18, 2005.
2. Etsy is pronounced like Betsy, without the B of course.
3. The name Etsy was taken from a scene in Fellini's 8 1/2.
3. Etsy was conceived and designed by Robert Kalin, and built along with Chris Maguire, Haim Schoppik, and Jared Tarbell.
4. There are approximately 300,000 items for sale on Etsy.
5. Over 380,000 non-mass produced items have sold on Etsy.
6. Etsy has approximately 200,000 registered users, 38,000 of whom are sellers.
7. There are no auctions on Etsy, only fixed-price sales.
8. Joining Etsy is free.
9. If you wish to sell on Etsy, there is no cost for setting up your shop. Etsy charges only .20 cents to list an item, and takes only 3.5% of each sell.