



Bōbiam

TRAINING

MANUAL

Who is Bōbiam?

Bōbiam is a Minneapolis-based company that makes products that are decorated with the artwork of youth artists, ranging from 18 years old and younger; all wanting to become a part of our brand: having artwork accepted gives them positive emotional feedback— and when they see someone wearing a t-shirt with their artwork... Well, the excitement is practically tangible. For every product sold that youth artist receives commission, so that's pretty neat, too.

Bill Farrell founded Bōbiam in 2010, not long after seeing his son, Liam (nicknamed "Liam Bōbiam") doodling an intergalactic creature. Mesmerized by the raw, persuasive power of the drawing, left his corporate job to begin producing shirts featuring his son work to be sold online. Since then, the business kept growing, and now includes a stable of youth artists from all over the world.

Bōbiam has a staff of designers that assist the youth artists to make their work marketable and print-ready, as well as production professionals that use state of the art sublimation techniques to make unique mugs and mobile device cases, and locally sourced serigraphers to screen print apparel.



Discover the **Bōbiam** Artist

You might encounter a guest who's curious who produced the sweet artwork that's on the Bobiam mugs and travel mugs. Well, credit where credit's due is easy- here's how.



The Youth Artist's name is located next to the mug's handle, along with washing instructions and a URL to Bobiam's website.

FAQ and Selling Points

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