

Business Connection



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Business Spotlight



Cr atif: The Future of Art Studio

Providing the community with an art experience that is memorable and unique

Cr atif, the revolutionary art studio concept, has proven its draw at its corporate location in Pleasanton, California. With thousands of customers who have enjoyed creating art at the location, Cr atif has been successful in becoming a cherished art experience. The award-winning and inspiring atmosphere, super-friendly service and wide variety of options has made it an attractive art destination for kids and adults.

In July of 2021, Cr atif announced that it would be expanding its footprint by soon opening its first-ever franchise location in York County, South Carolina. The idea to start Cr atif sparked when Founder and CEO Jaya Aiyar was making a painting with her kids. She realized that while the entertainment and children's activity industry was in high demand, there were no art studio concepts suitable for kids and adults that also integrated art with technology.

"With the launch of the Cr atif



franchising program, our goal is to expand our artistic enterprise across the country," said Aiyar. "We are looking for motivated entrepreneurs who can open studio locations in new territories."

Cr atif's uniqueness comes from the fact that they offer a variety of painting surfaces such as canvases, ceramics, rocks, unfinished wood, and planters. "We also have our own proprietary ArtPad app that has video tutorials and images of painted samples, to get customers

started with their art project," said Aiyar.

The Cr atif Franchise

Cr atif is a unique brand that is positioned for growth. It leverages the demand for appealing, engaging art activities, all within the immense family entertainment and children's activity franchise industry. With multiple revenue streams such as Walk-In/DiY Painting Sessions, Private Paint Parties, Art Classes, Painting Workshops, Camps, Corporate events and more, Cr atif has created a robust business model. The award-winning studio design, modern interiors, proprietary technology and great customer service creates an inimitable, vibrant and playful ambiance that encourages imagination and creativity. For complete information about the Cr atif Franchise Program, visit: creatif-franchise.com.

Visit Cr atif's studio in Pleasanton at 5480 Sunol Blvd. Suite 2 or learn more by calling 925-500-8315.