Emily Hope Dobkin  
AAD 585: Multimedia in Arts Administration  
February 24, 2011  
Web 2.0 App Analysis

**Etsy: Buy, Sell, and Live Handmade.**

**Description:**
Etsy is an online network focused on the buying and selling of handmade or vintage items, as well as arts and crafts supplies. The site echoes the tradition of open craft-fairs, allowing sellers personal storefronts where they list goods for a fee of $0.20. With a strong emphasis on DIY items, Etsy showcases a wide range of items including art, photography, clothing, jewelry, edibles, quilts, tops, among various other trinkets and gadgets. With a vision is to build a new economy and present the choice to “buy, sell and live homemade,” the Etsy community spans the globe with buyers and sellers coming from more than 150 countries.

**Application:**
Identified as a “crafty cross between Amazon and eBay and to your grandma’s basement,” Etsy serves as an online base to enable people to make a living creating, innovating, and simply making things, as to reconnect makers with buyers. Etsy stands as an effective way to promote, market and sell arts & crafts of the DIY culture. Etsy has certainly gained success as it has grown significantly to tens of thousands of sellers and five times that in buyer accounts. Moreover, Etsy is represented by several social networks including flickr, MySpace, Faceook, Twiter, YouTube, Blip.Tv and del.icio.us, Etsy’s blog consisting of listing titles, descriptions, and tags allows Etsy sellers to converse with potential buyers, as well as Etsy's search and search engines. Moreover, the Etsy iPhone app allows the average Etsy addict to quickly and efficiently access Etsy and all of it’s charms.

**Value:**
Etsy has gained significant amount of attention in the last three years, particularly through use of social media. The success of Etsy has been attributed by the consumer’s interest in cheaper and more personalized goods due to the economic recession. The unique nature of items for sale appeal to many online shoppers, as well as the less expensive and rather unusual versions of mass-produced items. What I find interesting is that Etsy seems to bridge the divide of D.I.Y culture and modern day technology in that as D.I.Y. culture emphasizes people to reconnect people with hands-on activities and the aesthetics associated with them, the opposite of what is emphasized in modern technology. In cultivating the two, worlds collide and inspiration is practically infinite. I someday hope to sell on Etsy (when I have more time to create); for now it remains my go-to for igniting ideas for creative endeavors.