

TAROT

Indie Tarot Publisher

RETAILER KIT



WWW.78TAROT.CARDS

INFO@78TAROT.CARDS

WHO IS 78 TAROT?

The 78 Tarot project is a global art community established in 2014 by artists and tarot enthusiasts. Run by 3 hard-working moms, we're on a mission to create beautiful collaborative tarot decks and support living artists in a world where algorithms, copyright issues and AI threaten the livelihood of our friends and heroes.

We create tarot and oracle decks, each with a different theme, to weave the story of tarot (using the traditional RWS as a base) with masterful art. We bring together a carefully selected group of wonderful artists from around the globe for each deck, as we continually strive to work with diverse artists, not only in terms of nationality and ethnicity, but also of gender, sexuality and belief.



Our line of decks serve as self-care tools of inspiration and divination, while also providing a miniature art gallery that can be held in your hands. And because many of our tarot and oracle decks are limited edition, they quickly become sought after collector's pieces.

By basing our tarot decks on the widely used and understood RWS tradition, our decks are easily enjoyed by both new and seasoned readers. We also have a selection of accessories such as journals, card stands and tarot/altar cloths that ensure our offerings make exquisite gifts!

OUR TEAM

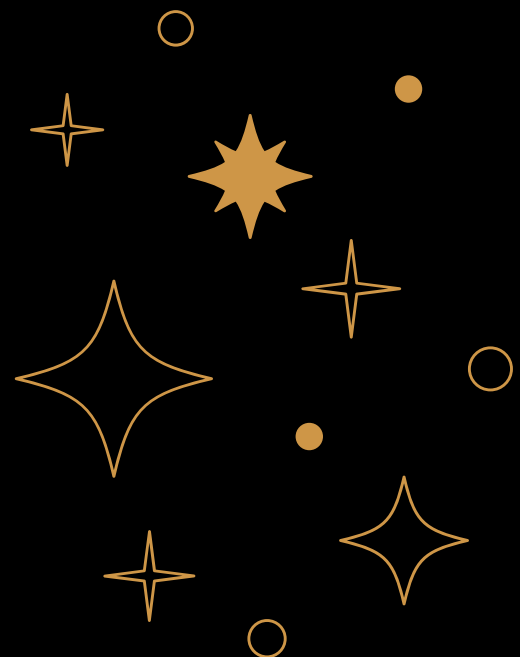
KAYTI WELSH-STEWART

Kayti Welsh-Stewart is the Director and Founder of 78 Tarot, as well as the house designer and operations manager. She manages everything from shipping & production, to graphic and web design, including coming up with the themes and vibes for our decks, all while being the mom to two young, boisterous boys!



Kayti has been a professional graphic designer & illustrator for 20 years with many products and publications of her own, including two solo oracle decks which can also be purchased via 78 Tarot.

She lives in beautiful Northern Virginia with her husband, their two human babies Aiden and Quinn, and their firstborn fur-baby Cypress.



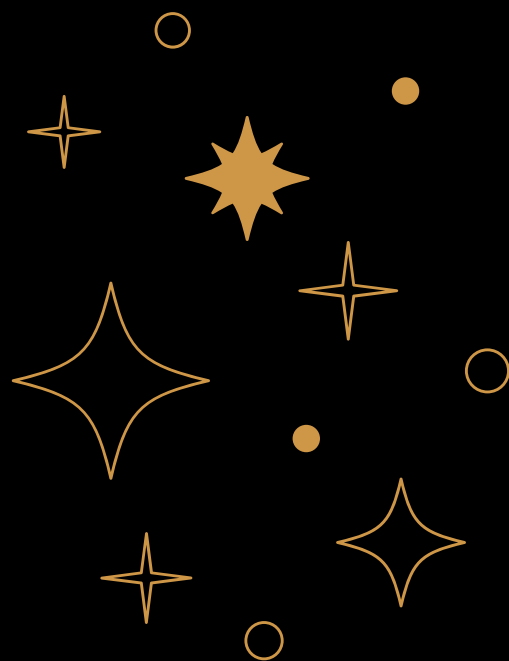
OUR TEAM

TRISH SULLIVAN

Trish Sullivan is the writer of all our 78 Tarot guidebooks, the creator of our companion oracle decks, plus our tarot director for all our artists. She is also the person behind our social media presence, including all our tarot draws, and our retailer liaison.

As well as creating her own solo deck, Trish has written guidebooks for a range of independent artists, such as Monstarot and many more for Joanna Nelson, the Obsidian Oracle for Megan Buccere, Woven Path Tarot for the Changeling Artist Collective, and Michael Calandra's upcoming tarot, published by US Games in 2024.

All while being the mum to a teenager, conducting tarot readings and teaching workshops in the UK.



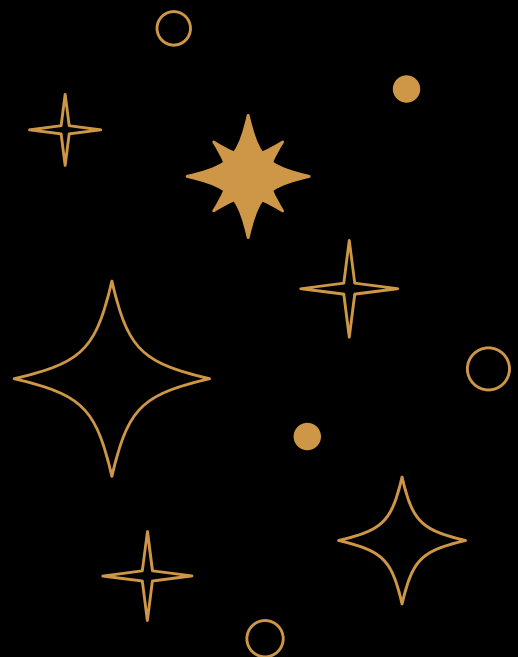
OUR TEAM

DELPHINE & CHRIS MALIDORE

Delphine Malidore is our Art Director, working with Trish and Kayti to create an image concept for each and every card before assigning these to the perfect artist. She (and Chris) also then provide ongoing feedback for every image throughout the artistic process.

With a history of work that extends back to when she was only 15, Delphine has been able to create for production and licensing companies including Bettie Page Productions, Hot Topic, and more. She is joined by her husband Chris Malidore, as Co-Art Director.

Chris has spent the better part of 17 years illustrating for gaming companies such as Wizards of The Coast, Fantasy Flight Games, Pinnacle Entertainment Group, and so on.



OUR MISSION AND HISTORY

The 78 Tarot project was created as a passion project, in 2014 by Kayti following a heavy loss. Publishing a tarot deck had been a dream of Kayti's for a long time, as for many artists, including friends and peers. But the art for 78 cards can often be a daunting task, especially for self-employed artists, as this can take a year out of their earning potential. But what, Kayti thought, if each image was created by a different artist?

She reached out to friends to see if they would be interested, including Trish, a long-time friend with a history of tarot reading and reiki healing, and Delphine. Word of mouth spread, and in mere days all the cards were spoken for.



And since our first deck was funded on Kickstarter, our mission has been to create beautiful, meaningful decks, and work with incredible, living artists. So far, we've been lucky enough to work with some of the best artists in the community and we strive to invite diverse artists into our own little community.

We aim to always produce decks that do not show cultural appropriation, only appreciation. To achieve this, we vow to continue improving, to always listen to our fans and critics and ensure we include imagery of diverse races, religions, sexual identities, body types and ages, so everyone can connect to our decks.

OUR CUSTOMERS

We remain ever-grateful to our customers and backers, without whom the 78 Tarot project would have remained only a dream. We firmly believe our customers deserve the very best, and we're always looking into how to provide just that! Our decks are high quality products, and Kayti, Trish and Delphine have poured countless working hours into ensuring we work with the best printers possible and provide the very best decks and accessories.

Another area of our company where we constantly strive to be better is in delivery. Because our team is based across both the US and UK, all three of us are well aware of increasing shipping and import costs. And we are seeking retail partners across every continent (at least) to ensure that our customers and fans can buy as local as possible, and safeguard their wallets!



We love small businesses who are as customer focused as we are, and currently do not retail with big-box companies. We currently work with some retailers in the US, Canada, Europe and Asia, but are actively looking for more.

If you feel your store would make a wonderful home for our decks, please contact Trish at writer@78tarot.cards for more details, including a price list.

AI STATEMENT

78 Tarot is a project founded by artists and on this project alone we have spent 10 years working with some of the best artists in the business, including artists we have been fans of for years ourselves. We firmly believe in supporting and paying talented living artists and encourage our backers and fans to follow our artists, by including their name on every card and across our media. For this reason, no AI is allowed, or will ever be permitted in our projects. For conception, sketches or any step of this process. All art is completed from scratch by our artists. AI will never be used for any design, templating or writing either.



One of our greatest joys in this project is seeing the sketches our artists provide, and hone until they are what we are looking for. They are so talented, and we love seeing every moment of their process. This is another reason we will not ever accept AI - it would cut out an essential part of our project's heart.

By supporting the 78 Tarot project, you are supporting living, hard-working artists.