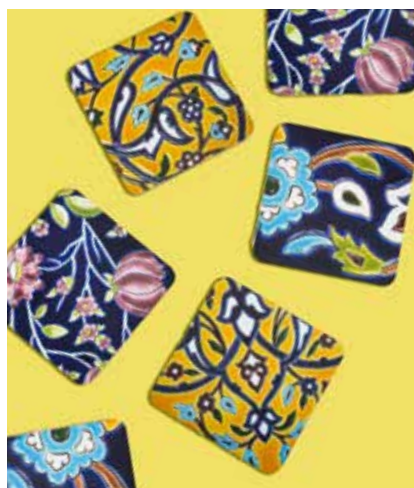


CATALOG 2026

TODAY IS
ART
DAY

Custom



OUR TEAM



David Beaulieu
CEO and Founder



Alexia Labrecque
Product Designer



Brigitte Rancourt
Operations & Sales Manager



Yosr Abid
Business Development Manager

Today is Art Day is a fast-growing, Canadian-based company whose mission is to make art history more fun and accessible through fanciful products.

The company develops a wide range of gifts and collectibles that showcase the greatest painters and masterpieces in history.

With well-established logistics in Canada, USA, France and China, the company serves over 500 clients around the globe, including world-class museums such as the Metropolitan Museum of Art, SFMOMA, Museum of Fine Arts Boston, the Getty Museum, the Detroit Institute of Arts and many more.



2014
Art enthusiast David Beaulieu launches Today is Art Day on Instagram and Facebook where he shares fun facts and anecdotes about art history.



2017
Successful launch and funding of the Van Gogh and Frida figurines on Kickstarter. The company focuses on its popular line of figurines.

2018
Today is Art Day starts its wholesale operations and sells to museum and gift shops.

2019
The company expands its US-based logistics to Canada, Europe and China.

2020-2021
During the pandemic, the company focuses on puzzles, paint by numbers kits, coloring books... and masks!

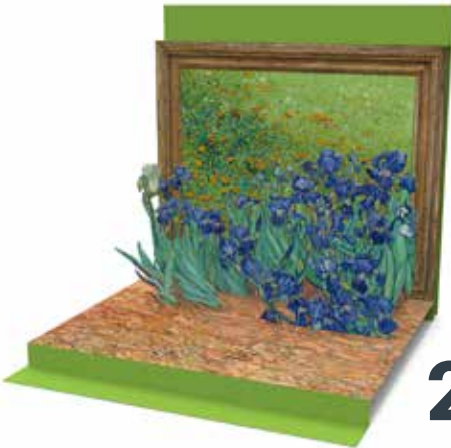


2023
Today is Art Day develops custom products for its clients, mostly museum gift shops.

2024
Today is Art Day starts distributing European brands such as Mon Petit Art, Plego, Cinqpoints and MuseARTa in North America.

CONTENT

BUTTONS	4
STICKERS	4
ENAMEL PINS	5
PATCHES	5
IMPULSE BUY COLLECTION	6
KEYCHAINS	8
MAGNETIC BOOKMARKS	8
POP UP CARDS	9
MAGNETS	9
PUZZLES	10
SMALL PUZZLES	10
COLORING BOOKS	11
JOURNALS	11
SNAKES & LADDERS GAME	12
MEMORY GAME	12
COASTERS	13
MUG	13
TOTE BAGS	14
SCRUNCHIES	14
PUNCH NEEDLE KITS	15
FIGURINES	15
OUR PROJECTS	16



BUTTONS



Project developed with:



Exhibition: *Kaws: Family*

Description	
Dimensions	3.2 cm / 1.25"
Quantity	3 designs
MOQ per style	100 units (total of 300)
Lead time	1-2 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$150	\$150	€150
Cost per unit	\$1.25 (backer card + \$1)	\$1.25 (backer card + \$1)	€0.75 (backer card + €1)
Retail	\$2.50-3.50	\$2.50-3.50	€2.
Total cost	\$525	\$525	€225

ENAMEL PINS



Project developed with:



Description	
Dimensions	3.2 cm / 1.25"
Quantity	3 designs
MOQ per style	100 units (total of 300)
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$300	\$300	€300
Mold cost	\$50/design (total of \$150)	\$50/design (total of \$150)	€50/design (total of €150)
Cost per unit	\$5.95	\$6.50	€4.15
Retail	\$12.95-15	\$13-15.95	€9.95
Total cost	\$2,235	\$2,400	€1,245

VINYL STICKERS



Project developed with:



Description	
Dimensions	3 x 7.5 cm / 1" X 3"
Quantity	3 designs
MOQ per style	250 units (total of 750)
Lead time	1-2 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$300	\$300	€300
Cost per unit	\$2.50	\$2.50	€1.65
Retail	\$5-6	\$5-6	€3.95
Total cost	\$2,175	\$2,175	€1,237.50

IRON ON PATCHES



Project developed with:

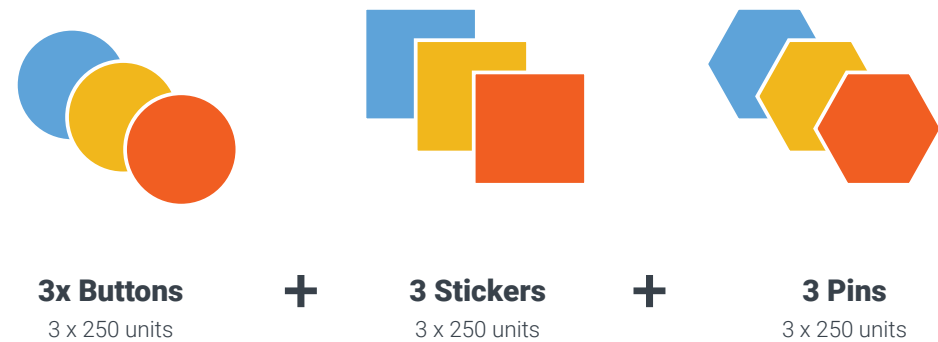


Description	
Dimensions	7.5 cm / 3"
Quantity	3 designs
MOQ per style	100 units (total of 300)
Lead time	2-3 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$300	\$300	€300
Cost per unit	\$5.95	\$6.50	€4.15
Retail	\$12.95-15	\$13-15.95	€9.95
Total cost	\$2,085	\$2,250	€1,245

IMPULSE BUY COLLECTION

STARTER BUNDLE (3 DESIGNS)

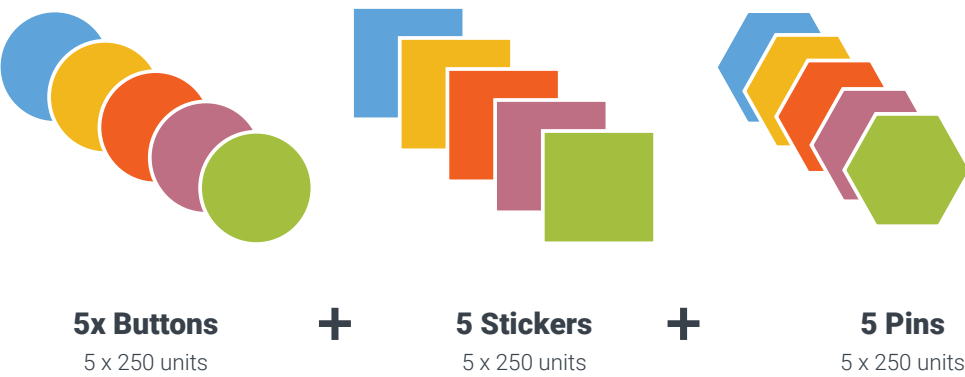


- No design fee
- No mold fee (pins)
- 5% volume discount
- Smaller quantity
- Ideal for a test

Design fee	Free
Bundle discount	5% off
	\$6,450.50 (USD)
Total cost	\$6,816.25 (CAD)
	€6,450.50 (EUR)



PREMIUM BUNDLE (5 DESIGNS)



- No design fee
- No mold fee (pins)
- 10% volume discount
- Wider assortment
- Best value

Design fee	Free
Bundle discount	10% off
	\$10,912.50 (USD)
Total cost	\$11,250 (CAD)
	€10,912.50 (EUR)



KEYCHAIN



Project developed with:



Exhibition: *Kaws: Family*

Description	
Dimensions	6 x 13 cm / 2.4" X 5"
MOQ	100 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$200	\$200	€200
Cost per unit	\$6.95	\$8.95	€4.95
Retail	\$13.95	\$17.95	€11.95
Total cost	\$895	\$1,095	€495

POP-UP CARD



Project developed with:



Description	
Dimensions	15 cm / 6" (square)
	White envelope included
MOQ	500 units
Lead time	4-5 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$250	\$250	€250
Cost per unit	\$6.50	\$6.50	€4.95
Retail	\$13-14.95	\$13-15.95	€11.95
Total cost	\$3,500	\$3,500	€2,475

MAGNETIC BOOKMARKS



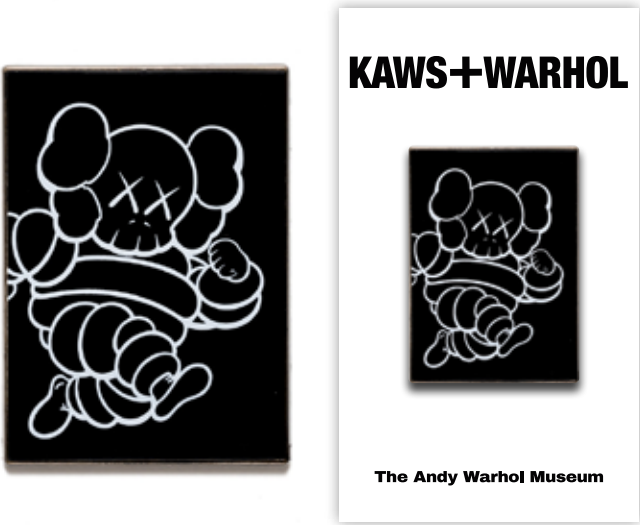
Project developed with:



Description	
Dimensions	5.5 x 10 cm / 2.2" X 4"
MOQ	300 units
Lead time	1-2 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$200	\$200	€200
Cost per unit	\$1.95	\$2.95	€1.95
Retail	\$3.95-4.95	\$5.95	€4.75
Total cost	\$785	\$1,085	€785

ENAMEL MAGNET



Project developed with:

the warhol:

Description	
Dimensions	3.2 cm / 1.25"
Quantity	3 designs
MOQ per style	100 units (total of 300)
Lead time	3 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$300	\$300	€300
Mold cost	\$50/design (total of \$150)	\$50/design (total of \$150)	€50/design (total of \$150)
Cost per unit	\$5.95	\$6.50	€4.15
Retail	\$12.95-15	\$13-15.95	€9.95
Total cost	\$2,235	\$2,400	€1,245

PUZZLE



Project developed with:



		Description			
		500 pieces	61 x 46 cm / 24" x 18"		
		1 000 pieces	70 x 50 cm / 27.5" x 20"		
		Lead time	3-4 months		
		Cost	USD (\$)	CAD (\$)	EUR (€)
		Design fee	\$250	\$250	€250
Quantity	Cost	USD (\$)	CAD (\$)	EUR (€)	
500 units	Cost per unit	\$12.45	\$13.45	€10.45	
	Retail	\$24.95-26.95	\$27.95-29.95	€24.95	
	Total cost	\$6,475	\$6,975	€5,225	

COLORING BOOK



FSC Certified,
professional premium
180 g paper
for pencil, marker,
ink and watercolor

Project developed with:



		Description			
		Dimensions	25 x 34 cm / 9.8" x 13.4"		
			12 illustrations		
		MOQ	250 units		
		Lead time	4-5 months		
		Cost	USD (\$)	CAD (\$)	EUR (€)
		Design fee	\$1,200 for 12 designs	\$1,200 for 12 designs	€1,200 for 12 designs
		Cost per unit	\$11.95	\$12.45	€9..95
		Retail	\$23.95-25.95	\$24.95-26.95	€23.95
		Total cost	\$4,187.50	\$4,312.50	€2,487.50

SMALL PUZZLE

Round cardboard box
Cloth bag included



Project developed with:



		Description			
		300 pieces	31 x 23 cm / 12.2" x 9"		
		Lead time	3-4 months		
		Cost	USD (\$)	CAD (\$)	EUR (€)
		Design fee	\$250	\$250	€250
Quantity	Cost	USD (\$)	CAD (\$)	EUR (€)	
100 units	Cost per unit	\$9.95	\$13.45	€9.95	
	Retail	\$19.95	\$26.95	€19.95	
	Total cost	\$1,245	\$1,595	€1,245	
300 units	Cost per unit	\$8.95	\$12.45	€8.95	
	Retail	\$17.95	\$24.95	€17.95	
	Total cost	\$2,935	\$3,985	€2,935	
500 units	Cost per unit	\$7.95	\$11.45	€7.95	
	Retail	\$15.95	\$22.95	€15.95	
	Total cost	\$4,225	\$5,975	€4,225	
1000 units	Cost per unit	\$7.45	\$10.95	€7.45	
	Retail	\$14.95	\$21.95	€14.95	
	Total cost	\$7,700	\$11,200	€7,700	

JOURNAL



Hardcover
with bookmark ribbon
and elastic band

Project developed with:



		Description			
		Dimensions	14 x 21 cm / 5.5" x 8.3"		
			188 pages (lined, dotted or blank)		
		MOQ	500 units, assorted (2 or 3 designs)		
		Lead time	2-3 months		
		Cost	USD (\$)	CAD (\$)	EUR (€)
		Design fee	\$250	\$250	€250
		Cost per unit	\$7.95	\$9.95	€7.25
		Retail	\$15-19	\$19.95-22.95	€17.45
		Total cost	\$4,225	\$5,225	€3,625

SNAKES & LADDERS GAME



Customize this famous family game with the artworks from your collection!

- 54 artworks on the board
- Instructions and list of artworks included

Description	
Content	Board - 49 artworks Tokens - 5 artworks Wooden dice Instructions booklet
MOQ	250 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$350	\$350	€350
Setup fee	\$250	\$250	€250
Cost per unit	\$14.95	\$19.95	€12.45
Retail	\$29.95	\$39.95	€29.95
Total cost	\$3,737.50	\$4,987.50	€3,112.50

COASTERS (SET OF 4)



Cardboard box with window to show the designs

Description	
Content	4 coasters
MOQ	250 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$150	\$150	€150
Prototype fee	\$150	\$150	€150
Cost per unit	\$9.95	\$11.45	€9.95
Retail	\$19.95-22.95	\$22.95-24.95	€19.95-22.95
Total cost	\$2,787.50	\$3,162.50	€2,787.50

Project developed with:



MEMORY GAME



20 images from your collection
1 instruction sheet,
1 list of artists and artworks

Description	
Content	40 pieces
MOQ	200 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$250	\$250	€250
Setup fee	\$250	\$250	€250
Cost per unit	\$7.95	\$9.95	€7.95
Retail	\$15.95-20.95	\$19.95-22.95	€15.95-20.95
Total cost	\$2,090	\$2,490	€2,090

MUG (WITH COLOR BOX)



Description	
Dimensions	8 x 9,5 cm / 3.15" x 3.7"
MOQ	300 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$150	\$150	€150
Prototype fee	\$150	\$150	€150
Cost per unit	\$8.95	\$9.95	€7.95
Retail	\$18.95	\$19.95-22.95	€18.95
Total cost	\$2,985	\$3,285	€2,385

Project developed with:



TOTE BAG



Colorful and vivid
sublimation print
on canvas



Description	
Dimensions	34 x 45 cm / 13.4" x 17.7"
	Artwork on front, full color on back
MOQ	100 units
Lead time	2-3 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$250	\$250	€250
Cost per unit	\$9.00 (double-sided print + \$2)	\$9.45 (double-sided print + \$2)	€8.25 (double-sided print + €2)
Retail	\$18-22	\$19.95-22.95	€19.95
Total cost	\$1,150	\$1,195	€825

Project developed with:



SCRUNCHIES



Description	
Quantity	3 designs
MOQ per style	100 units (total of 300)
Lead time	2-3 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$200	\$200	€200
Cost per unit	\$2.45	\$2.95	€2.45
Retail	\$4.95	\$5.95	€5.95
Total cost	\$735	\$885	€735

PUNCH NEEDLE



Description	
Content	Embroidery hoop Pre-printed fabric Colored threads Punch + threader Instructions
MOQ	250 units
Lead time	3-4 months

Cost	USD (\$)	CAD (\$)	EUR (€)
Design fee	\$200	\$150	€150
Prototype fee	\$150	\$150	€150
Cost per unit	\$8.45	\$9.95	€7.05
Retail	\$16.95	\$19.95	€16.95
Total cost	\$2,112.50	\$2,487.50	€1,762.50

FIGURINE



Project developed with:



Quote upon request

SOME OF OUR CUSTOM PROJECTS



It is the mission of the Musée national des beaux-arts du Québec to promote and preserve Quebec art from all periods, from ancient to contemporary, and to ensure a place for international art through acquisitions, exhibitions, and other cultural activities.

COASTERS



MAGNETIC BOOKMARKS



TOTE BAGS



JOURNALS





The Barnes Foundation is an art museum and educational institution promoting the appreciation of art and horticulture. These projects were made to add exclusive products to their boutique.

COLORING BOOK



PUZZLES



The Denver Art Museum is an art museum located in the Civic Center of Denver, Colorado. This project was created for the exhibition *Wild Things: The Art of Maurice Sendak*, featuring over 450 works of art created by Maurice Sendak.

PATCHES



BUTTONS

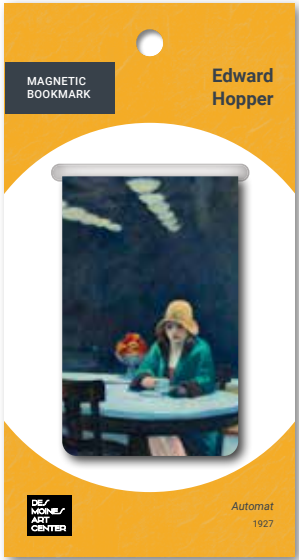


The Des Moines Art Center is an art museum with an extensive collection of paintings, sculpture, modern art and mixed media. This project was made to extend their Exclusives collection.

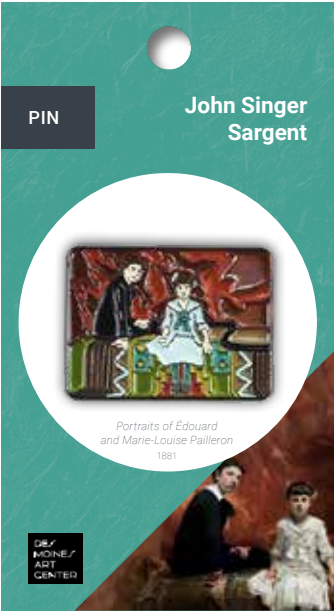
STICKERS



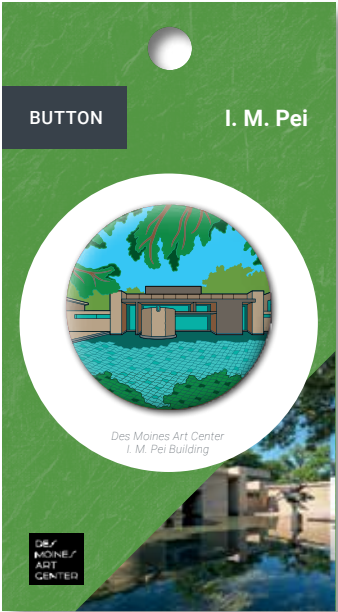
MAGNETIC BOOKMARK



PINS



BUTTONS



KEYCHAIN



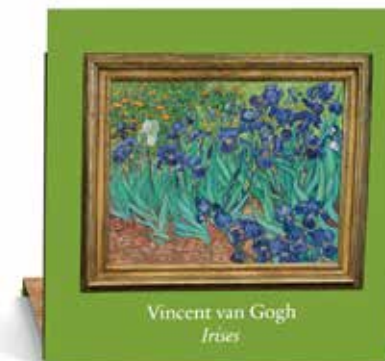
PINS



BUTTONS



POP-UP CARD



MFABoston

The Museum of Fine Arts is an art museum in Boston, Massachusetts. It is the 20th-largest art museum in the world, measured by public gallery area. This project was made for the *Hallyu! The Korean Wave* exhibition.

PINS



This pin was created to celebrate Pride month.



PATCH

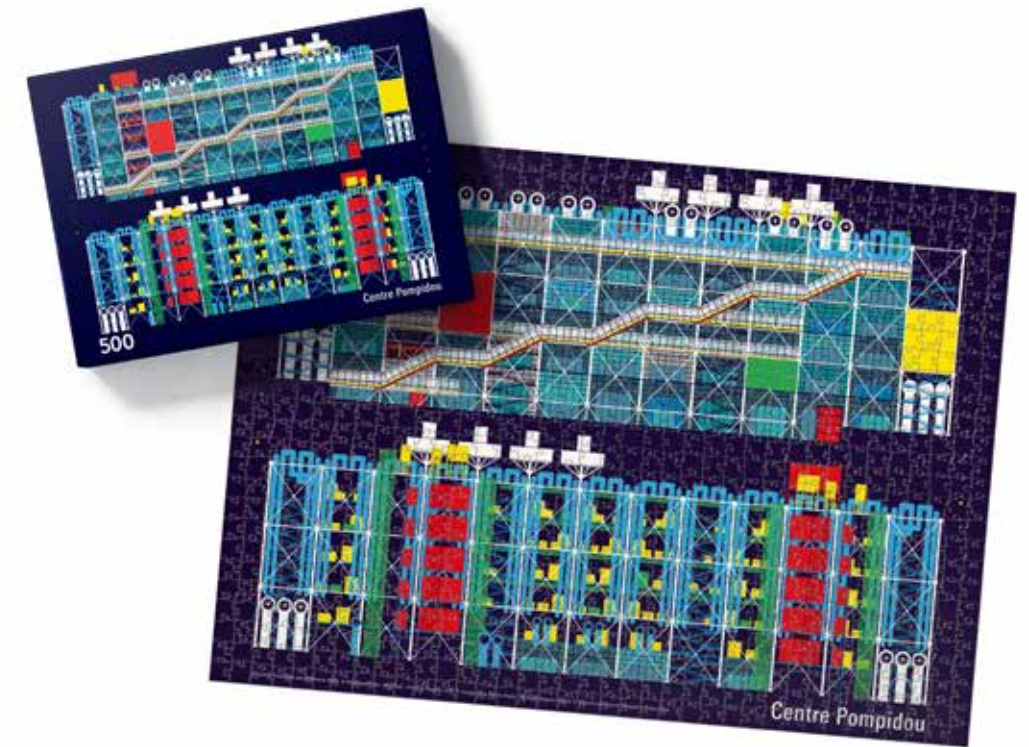


Centre Pompidou



The Centre Pompidou is a multicultural complex in Paris, bringing together different forms of art and literature in one place. It houses a public library, the Musée National d'Art Moderne and a center for music and acoustic research. These puzzles were produced to add exclusive puzzle motifs to their library's assortment.

PUZZLES





The Portland Japanese Garden is a tranquil cultural landmark nestled in Washington Park, offering an immersive experience of traditional Japanese landscape design. It is often considered one of the most authentic Japanese gardens outside Japan.

COLORING BOOK



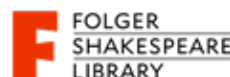
PUZZLES



The Nelson-Atkins Museum of Art is an art museum in Kansas City, Missouri, known for its encyclopedic collection of art from nearly every continent and culture, and especially for its extensive collection of Asian art.



THANKS TO OUR PARTNERS



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PROUD MEMBER

