

The Chinese Antique Furniture Shop is organized as CAFS LLC, a limited liability company, in the state of New Hampshire. It operates from 47 Dixie Lane, New London, NH 03257.

## **John Rogers**

For over 40 years, Mr. Rogers has been dealing in antiques. His first area of specialization is American country furniture and early wooden ware. After residing in San Francisco where he had an opportunity to become better acquainted with Chinese antique furniture, he added that category to his areas of expertise. He has an extensive library on the subject, and has studied all aspects of Chinese country furniture with resident experts in San Francisco. Mr. Rogers recently completed an intensive five day course in Chinese classical and country antique furniture in Beijing, China. He resides in New Hampshire but spends a number of weeks in San Francisco.

## **Yuqing Zhao**

Yuqing (Eugene) Zhao was born and educated in China in business. Bi-lingual in English and Mandarin, Mr. Zhao buys in China, inspecting each piece prior to purchase. He sells principally to high end dealers and decorators whose clients are concerned with authenticity as well as artistic appeal. His merchandise has never been for sale previously outside of China. Mr. Zhao's clients are primarily West coast based. When in China, Mr. Zhao occasionally will call one or more of his dealer/customers to inform them of an opportunity to acquire an important piece of furniture or art. Mr. Zhao is trading on his knowledge of Chinese furniture, and his commitment to accurate descriptions.

## **David Rogers**

David Rogers has been active in internet marketing and business development since the mid 90's. He currently lives and works in the San Francisco Bay Area. Mr. Rogers has a MA TESOL from New York University, and a MBA from The Wharton School of the University of Pennsylvania.

## The Chinese Antique Furniture Shop

For most people, retirement is a time to slow down. Not so for John Rogers of New London, N.H. After retiring from a career in the banking industry, Rogers decided to indulge his passion for Chinese antiques by opening his own shop, the Chinese Antique Furniture Shop, which he runs out of his spacious barn.

The antiques that Rogers sells are purchased in China with the help of his longtime friend and business partner Eugene Zhao, who makes frequent trips to China to acquire antiques for the shop as well as his own San Francisco-based antique shop. "Eugene is a font of wisdom and I trust his judgment," says Rogers.

Buying and shipping antiques — including large pieces like buffets, cabinets and chests — from China is every bit as challenging as it sounds. First, there's the challenge of discerning the true antiques from newer furniture made to look antique. Then there's the collecting and packing of purchased items. A truck collects the pieces from the various dealers and takes them to a consolidator, who cleans the pieces, wraps them, packs them into large shipping containers, and sees the containers through customs. Rogers picks up the pieces



Traditional carvings of a stall and bull on a corner carving from Zhejiang province.



John Rogers, owner of the Chinese Antique Furniture Shop in New London, stands in front of a large antique cabinet from Hainan province in Hainan, China. Also pictured is a three-piece bed frame from the wall and cabinetbook chest on the floor.

when they arrive in the United States and bring them back to his shop, where he carefully inspects them, cleans them again, and adds them to his inventory.

While Rogers' shop boasts a wide array of beautiful Chinese antiques, large and small, his favorite pieces are scholarly items, which are simple yet elegant pieces used in calligraphy. "I always look for wooden brush holders, screen weights, drying racks for pens, and printing tables," Rogers says. He also has a large collection of architectural remnants — windows, doors, pieces of walls — taken from buildings in China.

Rogers' shop sees its fair share of visitors and customers, particularly in the summer and early fall. To help increase the shop's exposure year-round, he takes some of his items out on the road to antique shows. In 2011, he participated in no less than 14 shows. Exhibiting at antique shows takes quite a bit of preparation and work, notes Rogers, who plans the layout of his display booth well in advance of each show. "I'll stage the booth in my garage," he explains. It's a process that allows him to work out details such as what pieces to take, how to place the pieces within the allotted space, what to put on the

walls, and whether to include small items. "I really enjoy designing my booths so that they are attractive and interesting to people."

With every antique Rogers sells, his customers benefit from his research into Chinese history and culture, which began years ago, when he wanted to learn the meaning of the Chinese symbols featured on furniture he acquired. "I really enjoy the scholarship," he says. "The more you know about a subject, the better able you are to represent it."

According to Rogers, his clientele generally falls into one of three groups. People who are furnishing their homes in an Asian style, people who want an item as an attractive conversation piece, or collectors who are highly knowledgeable about Chinese furniture and décor and are in the market for a specific piece. "It happens to have the one piece they want, they'll pounce on it and be thrilled to have acquired it," Rogers says.

While he has sold pieces to buyers as far north as Nova Scotia, as far south as Florida, and as far west as California, Rogers is the first to acknowledge that you can't run a living selling antiques, especially given the recession. But that's not why he does it. "I want to share the love there for the piece I sell, and to convey to my customers the joy of having simple, classical design in an extremely well-made piece of furniture," he says. "I consider it a privilege to be selling these antiques."

The Chinese Antique Furniture Shop is open by appointment only. For photos of Rogers' antiques, educational videos, a guide to popular Chinese symbols, and much more, visit [www.chineseantiquefurnitureshop.com](http://www.chineseantiquefurnitureshop.com).



A split wall, dating from 1712, features carvings of a Chinese goose framed by red lacquer wood carvings.