Art World News

MAY - JUNE 2019

THE INDEPENDENT NEWS SOURCE

INDUSTRY ROUNDTABLE: SUCCESSFUL RETAILING

During a panel discussion titled Successful Retailing, industry experts talked about the changes in the industry, working with millennials, ways to improve sales, and how best to use all that technology has to offer. Go to page 21.

FRAMING DESIGN: GOING TO THE EXTREME WITH CUSTOMIZATION

According to Mira Bishop, co-owner of Oliver Brothers, some framing projects allow for framers to stretch their design skills and craftsmanship when a customer brings in something that requires an approach that is custom to the extreme. Go to page 19 to read more.

PENNY LANE FINE ART CELEBRATES 25 YEARS

This year marks Penny Lane Fine Art & Licensing's 25th anniversary and the company is celebrating by growing its family of artists and getting out to meet more customers. Page 10.

MARTIN LAWRENCE GALLERIES CHOSEN TO CURATE ART FOR HIGH-END RESTAURANT

Martin Lawrence Galleries, headquartered in Greenwich, CT, and with nine gallery locations nationwide, has been chosen to feature artwork by its artists on the walls of high-end Kanopi Restaurant, located atop the Ritz-Carlton Westchester Hotel. Go to page 12 for more details.



Artspace/Virginia Miller Galleries, located in Coral Gables, FL.

FRAMESHOPS, NEW AND EXISTING, EMBRACE SOFTWARE

As more and more young people enter the art-and-framing business, using technology such as software created for frameshops or companies that build websites, are being embraced as a way to streamline business and make it more efficient and cost-effective. Recent studies have shown that millennial entrepreneurs are financially savvy, ambitious, and more focused on business expansion and acquisition, over

previous generations. Part of this can be credited to growing up with social media, the Internet, and the use of software and apps on a daily basis. Many software companies see this niche in the industry and work closely

with their customers to fulfill their needs and oftentimes use their "in the field" expertise. Jeannette King of SpecialtySoft in Wilmington, NC, says that since the company's inception in 1996, the continued on page 12



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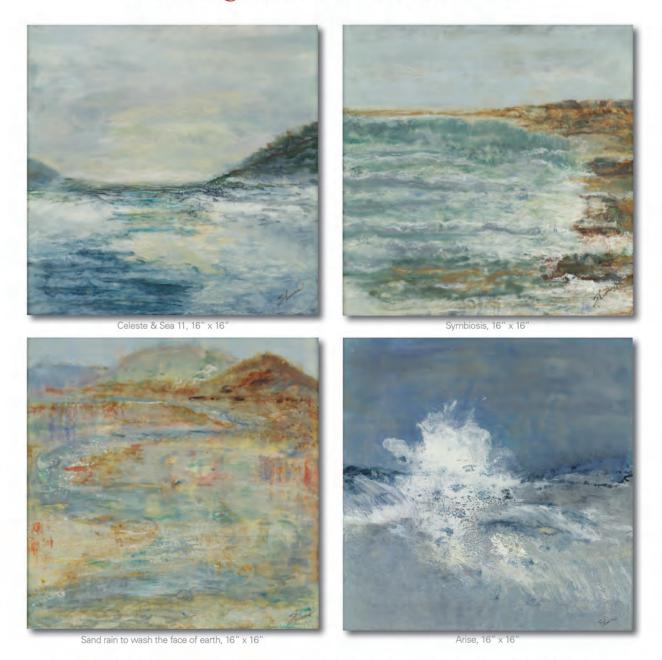
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QUOTE OF THE MONTH:

"It's satisfying to the timeconscious consumer for us to quickly price their job using our software and it gradually increases our bottom line with its efficiency—a win-win!" Taryn Rogers, page 14.

The Encaustic Art of Shima Shanti

Painting with Beeswax and Fire



Shima's impressionistic paintings of sea and sky are inspired by the natural elements.

Come by our exhibit at Art Expo New York Space #285 April 4 - 7, 2019 where Shima is a featured "Spotlight" artist. Meet Shima and see why galleries and collectors have been captivated by her work.

Inspired Artworks of Shima Shanti

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Shown is "Nature Walk" by Tina Palmer. Go to page 27 for more details.

Frameshops Embrace Software

With more young people entering the art and framing business, using technology such as software created for frameshops or companies that build websites, are being touted as essential tools.

Penny Lane Fine Art Celebrates 25 Years

Penny Lane Fine Art & Licensing owner Zach Jones talks about how the company has evolved over the past 25 years, its history, and where it is headed in the future.

Going to the Extreme With Customization

Some of framer Mira Bishop's most interesting framing projects are discussed where all aspects of the special work had to be customized to meet the unique needs of the piece.

Page 1

Calendar: Industry Events

The end of Spring and beginning of Summer brings many industry shows including FrameCon, Art Basel, Art Santa Fe, Sculpture in the Park, Texas Contemporary, and Art San Diego.

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What's Hot in Open Editions

In this month's What's Hot in Open Editions features a variety of the latest best selling open edition prints, some available as print-on-demand, and includes contact information as well.

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Presenting New Art Releases

We present the New Art section featuring current releases of work in an array of mediums, edition sizes, image sizes, and price points, as well as company contact information.

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IN OUR OPINION

GOALS AND FEEDBACK

s the end of the first half of the year approaches, most art galleries and frameshops seem to have taken a modest step forward. Maybe it is the result of the fruit of newly executed plans or freshly introduced art and framing products or is simply the benefit of an improving broad-based economy. Thankfully, most trend lines are pointing in the right direction.

Building a successful year is the succession of creating several well-performing intervals—albeit weeks, months, or quarters. Sometimes momentum sweeps the focus away of certain managerial elements within a business. Getting busy takes on a life of it's own and obscures some the details of operation. Goal setting and feedback are often lost in the shuffle.

Today's retail environment is so fast paced that it requires systems that yield constant reflection and assessment. Business owners need to learn from outside. and from within, the business to comprehend how it is viewed and performing. In the best small retail businesses, goal setting is a more formal process while gaining feedback is more fluid where management and staff continuously and freely exchange factual and subjective information about the business.

Obviously, a degree of sensitivity is required with some feedback and should be noted. However, a key feature among the best frameshops and art galleries is the collaborative environment within the business that maximizes the skills, thoughts, and commitment of all the people involved.

John Haffey Publisher



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ARTISTS & PUBLISHERS

World Art Debuts Paul McCreery

World Art Group, Richmond, VA, has signed artist Paul McCreery to publish his work as open edition prints and giclées. The initial debut features 68 prints available on deckled fine art paper and open edition giclées, retailing for \$16



deckled fine art "Sky View VI" by newly signed artist paper and open Paul McCreery is an open edition print edition giclées, on deckled fine art paper, retailing for \$80.

to \$80. The company also debuts three licensing collections with the artist. "The subject matter I choose to draw is simply a reflection of my personal taste," McCreery says. "I think the common thread is nostalgia, whether it be retro toys, vintage arcade games, music, or Americana." For more information, call (804) 213-0600 or visit: www.theworldartgroup.com.

Bella Creations Winner Announced

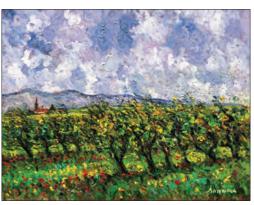


Lauren Owens of Frames Unlimited's winning entry.

Bella Moulding recently named Lauren Owens of Frames Unlimited in Charleston, SC, the winner of its quarterly design competition, Bella Creations. Owens won the popular vote for the Fall competition and was ultimately chosen by her peers as the grand prize winner for her framing of a family heirloom needlepoint. Created by her grandmother, the artwork hung in Owen's childhood bedroom for years, framed in a simple white frame. Using Bella's Raku and Luna collections, she designed intricate pieces to use in the framing. Owens won a trip to this year's West Coast Art and Frame Expo, as well as free product. Honorable mentions went to Yael Gmach at Once Upon a Frame, Solana Beach, CA; Austin Yapp of Lionheart Custom Framing, Atlanta; and Susan Boni of Frames of Mine, Fort Lee, NJ. For more details, call Bella Moulding, Chicago, at (888) 248-6545 or visit the website at: www.bellamoulding.com.

Ocean Galleries Event Raises Funds

Ocean Galleries. Stone Harbor. NJ. held fundraiser for the Ed Snider Youth Hockey Foundation in which artist Samir Sammoun donated an original oil painting. During Sammoun's



the exhibit **Samir Sammoun's "Tuscany Vineyard" is an** preview party, **oil on canvas measuring 30 by 24 inches.**

"Tuscany Vineyard," measuring 30 by 24 inches, was auctioned off by former Philadelphia Flyers goaltender and two-time Stanley Cup winner Bernie Parent. Ocean Galleries custom framed the painting giving it a total retail value of over \$15,000. For more details on the gallery, call (609) 368-7777, www.oceangalleries.com. For more on Samir Sammoun's work, go to: www.sammoun.com.

Studio EL Signs Thyra Moore

Studio EL. Emeryville, CA, has signed Thyra Moore as part of the Studio EL Exclusive collection. Available as giclées on canvas paper the work is in editions of 450 and in various sizes. With a backaround advertising, Moore uses abstraction and



"Coming Over" by Thyra Moore is a giclée on paper or canvas in an edition of 450.

contemporary design to create pieces of collage, translucent washes, and principles of subtractive color. For more information, call (800) 228-0928 or go to the company's website located at: www.studioel.com.

PAGE 8 ART WORLD NEWS

FARMHOUSE

CRESCENT ADDS NEW COLORS AND SUPER SIZES TO RAGMAT MUSEUM SOLIDS

WHEELING, IL—Crescent has added two neutral grays, designed to complement black-and-white photography, to its Rag Mat Museum Solids range of 100% cotton matboards. Also added to the collection are a range of super sizes measuring 48 by 72 inches. For more information, call (888) 293-3956 or go to: www.crescentcardboard.com.

DECOR MOULDING & SUPPLY INTRODUCES THE ALPINE COLLECTION



HAUPPAUGE, NY-**Decor Moulding & Supply** has introduced a line of moulding called Alpine. With seven finishes including honey pecan, dark walnut, mahogany, white wash, natural, matte black, and matte white, Alpine is 5/8 of an inch wide with a rabbet depth of 1 1/4 of an inch. The narrow width keeps the overall outside frame dimensions to a minimum. allowing for groupings on tight walls.

For further information, call Decor Moulding & Supply at (800) 937-1055 or go to the website located at: www.decormoulding.com.

PENNY LANE CELEBRATES 25 YEARS

This year marks Penny Lane Fine Art & Licensing's 25th

anniversary and the company is celebrating by growing its family of artists and aettina out meet more customers. "We are cel-

past while focusing on the future," says company owner Zach Jones. "We are signing more artists than ever and exhibiting at trade shows that we haven't attended in years. The industry has evolved so much over the years and we have a desire to be on the forefront of that continued evolution."

Today, the New Carlisle, OH-based company has 13 employees and almost 100 artists whose work that they publish as open editions. "Penny Lane has evolved into a company that we had only hoped. As this industry continues to change, we continue to broaden our abil-

ities and look at business in new ways."

John and Stephanie Jones started Penny Lane Publishing Inc. in the fall of 1993 with only employees two and debuted its first line in January Zach Jones pur- and retails for \$15.

chased the company from his parents and has been



ebrating our *Penny Lane owner Zach Jones*, second from an- left, is pictured with, from left, sales reps niversary by Lynda Gill and Stacey Hoenie, and design reminiscing and production associate Marc Tshimanyika.

working to take Penny Lane into a new era of the art mar-



"Flowers and Black Boots" is an open edition release by newly signed artist Hollihocks Art.

ket. A big part of this evolution is that of adding new artists and collections to



"Count Your Blessings Geraniums" by 1994. In 2012, Linda Spivey measures 16 by 12 inches

their roster. Newly signed artists include Jim Musil, Jose Truiillo, Suzi Redman, William Hawkins. Erin Barrett. Martina Pavlova. Kari Brooks. Diane Fifer's Art Dwellers collection, and Holli Huyser's Hollihocks Art collection whose "Flowers and Black Boots" is shown.

"When we started the company, Linda Spivey was our only artist," Mr. Jones says. "We are very proud that Linda is still with us after all these years."

The Jones family has seen many changes in the art market in the quarter of a

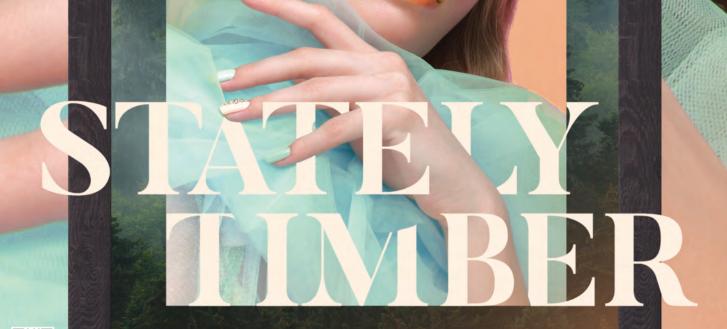
decade that they have been in business. "The industry has changed a great deal over the past 25 years. Up until 10 years ago, things were consistent and relied on picking great artwork, printing large volume, and selling to custom framers while hopefully selling through your inventory. Today, everyone needs it faster and cheaper which makes the competition tougher and it is more important than

ever to add value in other ways while keeping your customer happy."

Mr. Jones says that Penny Lane's future is all about evolving. "We are thinking more creatively than ever to come up with new and better ways of showing the artwork to our customers, while adding additional value to the artists that we represent."

For more details, call (800) 273-5263 or go to: www. pennylanepublishing.com.

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MARTIN LAWRENCE GALLERIES CHOSEN TO FEATURE ART ON WALLS OF KANOPI RESTAURANT



WESTCHESTER, NY-Martin Lawrence Galleries. headquartered in Greenwich, CT, and with nine gallery locations nationwide, has been chosen to feature artwork by its artists on the walls of high-end Kanopi Restaurant, located atop the Ritz-Carlton Westchester Hotel. Curating works that best compliment the natural scenery visible through Kanopi's floorto-ceiling windows, Martin Lawrence Galleries chose art by Liudmila Kondakova, Douglas Hofmann, Takashi Murakami, Robert Deyber, Mark Kostabi, François Fressinier, Kenny Scharf, René Lalonde, Kerry Hallam, Philippe Bertho, and Brad Faine, whose "Valentines Day," Affairs of the Heart, 3," a digital pigment print with diamond dust on canvas, 42 by 42 inches, is shown.

With fine dining by Chef Anthony Goncalves, beautiful views of Long Island Sound as part of the decor of the restaurant using large windows, and original fine art curated by Martin Lawrence Galleries, Kanopi wanted the artwork to compliment all aspects of the experience.

For more details on Martin Lawrence Galleries and its artists, go to the website: www.martinlawrence.com.

FRAMESHOPS EMBRACE SOFTWARE

continued from page 1

framing software industry has grown to accommodate the changes and trends of doing business. "We are evolving with the industry and the changing needs of the consumer," she says. "We rely on our customer input for improved usability and the additions of new features. One example of that is our customer contact management system. Competing with Big Box framers,

driving foot traffic, recruiting and retaining employees, keeping current on design trends, and catering to changing customer needs are all concerns that our customers deal with and what we strive to help them navigate."

Knowing their customer helps them to create the

right software. SpecialtySoft offers five different Frame-Pro products designed to match the specific needs of each business. large and small. Features include point-of-sale (POS), art module, pricing, inventory control, purchase order system, shop management, interface with CMC's, Quick-Books interface, customer contact management, and much more. The company has also operated a retail custom picture framing business since 1991. "The shop serves as a valuable test bed for new ideas, features, and releases. It helps keep us current and in tune with the changing needs of our software customer base." Ms. King says.

One of SpecialtySoft's

customers, Renee Rosignol of Hoosier Highlander, a framer in Highland, IN, is new to the business as her family takes over an existing frameshop in town. One of the challenges has been to take on the 72-year-old business that is already well established within the community as efficiently as possible. "In an age where everything is done electronically, using software makes our business run much



helps Eagle Creek Gallery is located in Savage, MN.

smoother," she says. "You have every aspect wrapped together into one place purchasing, reports, client tracking, inventory—it really helps to keep things organized, not to mention it's a speedier way to get things done." Ms. Rosingol and her family are ushering in a new generation of the business. "Our shop has had a very dated way of operating, and as new owners we are looking towards technology to launch a more seamless way to keep up with the demands of our clientele. On top of the services offered, and all of the vendors that SpecialtySoft already works with, they are also reaching out to two other vendors of ours that previously hadn't been listed with them. They have been very supportive

about going the distance to make sure we have what we need at our fingertips." She also touts the training videos as very effective for her and her team to learn the software, even for those not computer literate.

Mark Roberts of Eagle Creek Gallery, Savage, MN, has been a long-time customer of SpecialtySoft. "When it comes to running a business, information is a

> key tool," he says. "Without some of the detailed information software can provide, you are often left guessing how to make certain decisions. The hours that it would take to compile that data from paper records would be prohibitively time consuming. In addition. customers today have come to expect

the professional image that the software brings to the POS process."

Mr. Roberts joined his family's business in 1986, and at that time, the business had already begun to use software. "We began using basic databases and spreadsheets in the early 1980's and added our first software package, FullCalc, to run our frame design counter and pricing in about 1997. Looking to computerize more aspects of the business, including our extensive gift and collectibles inventory, we converted to SpecialtySoft in 2002. Originally, we were looking for a better system to manage framing customer demographics and

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Crescent

NEW COLORS + NEW SUPER SIZES FOR RAGMAT MUSEUM SOLIDS





Crescent is pleased to announce new colors and new size options in the RagMat Museum Solids range of 100% cotton matboards.

Two new neutral grays are designed to complement black and white photography. We've also added to our Super Size range, including four 8 ply options for large scale artwork.

All RagMat Museum Solids comply with the most stringent museum standards, and are naturally acid-free and lignin-free to protect even the finest artwork. When only the best will do, Crescent's RagMat Museum Solids collection offers the most extensive range of color and size options in premium 100% pure cotton museum quality matboard.







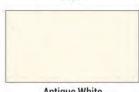
Cool Gray 1186



White 22263 8 ply (48x72) 22273 8 ply (48x96)



Essential Gray 1187



Antique White 2269 4 ply (48x72) 22269 8 ply (48x72)



STRICOFF FINE ART MOVES NEW YORK LOCATION



NEW YORK, NY—Stricoff Fine Art has moved its location from Chelsea to the heart of Soho. In 1986, the first gallery location opened in Soho and later moved to a larger space in Chelsea in 2001. Now, the gallery is located at 424 West Broadway. Shown is gallery artist Jacob Dhein's "Hanna," an oil on panel measuring 30 by 36 inches. To reach the gallery, phone (212) 219-3977 or go to: www.stricoff.com.

KENISE BARNES FINE ART OPENS SECOND LOCATION

KENT, CT-Gallery owner Kenise Barnes has opened a second location of her Kenise Barnes Fine Art, this one featuring contemporary art paintings and other objets d'art. Ms. Barnes also owns a gallery in Larchmont, NY. The 1,150-square-foot gallery is housed in a contemporary post-and-beam building in the Kent Barns complex.

In addition to housing flat files, the new loft space will also feature small artwork and sculpture. For further information on the new location, phone (860) 592-0220 or visit the gallery's website at: www.kbfa.com.

FRAMING SOFTWARE continued from page 12

sales history. As time went on, we looked to also track the sales and inventory of our gift and collectible lines and to also be able to run reports to see more details of the business." Mr. Roberts appreciates being able to contact the company with any ideas or concerns to see how the software can help him. He also looks forward to meeting with them faceto-face at the West Coast Art & Frame Expo in Las

Vegas each year to see the new updates. The ability to accurately price a job using software has been a perk for Mr. Roberts. "I can't say that our sales growth has been because of the software, but certainly the ability to keep our current pricing prices we charging are not

falling behind. In addition, the software has eliminated 99% of the pricing errors or omissions that in the past dug into profitability."

Paul O. Thomas of Life-Saver Software. Holly Springs, GA, started the company 27 years ago and has since grown it to include the newest technology in POS and visualization as it became available. "Approximately five years ago we moved to a 'cloud-based' software which simply means, instead of having the software reside on your computer's hard drive, it resides on a server and vou can reach it from virtually anywhere and from pretty much any smart device. The

'Cloud' holds some mystery that isn't trusted by some, but think about being able to reach out to Amazon through their website and do business with them. It's the same concept." LifeSaver Cloud. FrameVue Cloud. and LifeSaver App are the company's newest offerings that can be operated virtually on any smart tablet, PC, or Mac. "For many that are coming into the business today or those trying to be relevant in today's business environment, technology is expected," he says. "What



has meant the *The Gallery Frame Shoppe + Goods is located in* prices we are *Wichita Falls, TX.*

we try to envision and engineer is the customer experience. Our technology also makes the experience for the frameshop owner more enjoyable as they don't have to compile paperwork in order to know what they owe in taxes, to place an order with a vendor, or to evaluate and compare their store performance year over year."

Meg Glasgow of The Gallery at Finer Frames, Eagle, ID, has used Life-Saver Software for 17 years and has found it to be an essential tool in her day-to-day business. "I remember when there was much less resistance to price objections—the computer says so, so it

must be right. I remember this because before I had totaled each line with a calculaand the customer tor watched, getting more anxious by the minute," Ms. Glasgow says. "Now, with the customer database management, pricing structure, invoicing, and reporting I can't imagine how shops are getting along without it." She notes that while pricing was a big factor in why she chose to start using a software program, its other benefits also have proven to be vital. "Going digital saved

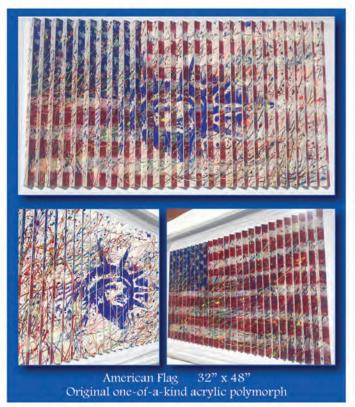
> me so much time in managing price increases, discontinued products, and communications from vendors, as well as keeping track of customer records. My favorite part is being able to e-mail customers with one click." Ms. Glasgow also appreciates generating salesperson ports with ease. "I hold sales chal-

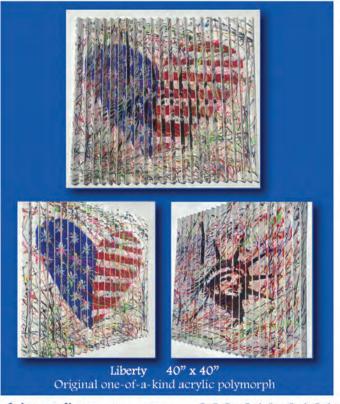
lenges for my employees based on the reports. We've had contests for highest ticket price and most Museum Glass sold."

Taryn Rogers of The Gallery Frame Shoppe + Goods in Wichita Falls, TX, says the main aspects of software that she looks to is the cost-effective way she is able to price orders. "It's satisfying to the time-conscious consumer for us to quickly price their job and it gradually increases our bottom line with its efficiency -a win-win!" Ms. Rogers took over her grandmother's 34-year-old business, three years ago and since then has

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LARSON-JUHL LAUNCHES MADISON COLLECTION AND TWO LINE EXTENSIONS



NORCROSS, GA—Larson-Juhl introduces Madison, a new barnwood collection, shown above. Made of real hardwoods, Madison's finishes feature the natural grain of the wood and the rustic texture enhanced with wirebrushing details. The collection is available in three profiles and three finishes.

Larson-Juhl also has two line extensions, Brooklyn and Tribeca; packaged together



as NYC Whites; as well as an extension in Cranbrook called Cranbrook Whites. NYC Whites extends the Brooklyn, shown above, and Tribeca collections with four white options. Cranbrook Whites adds four white wash maple options.

For further information, telephone Larson-Juhl at (800) 221-4123 or visit the company's website located at: www.larsonjuhl.com.

FRAMING SOFTWARE continued from page 14

been working to rebrand and update the business. "Introducing software to our business model was at the top of my list," she says. "Before, we were calculating every order with a chart and a calculator. It was so archaic and inefficient. Often times, we were undercharging customers because it was nearly impossible to keep up with the ever-increasing cost of materials which the software does au-

tomatically. Also, we have found that fewer customers ask for discounts now—which I feel is 100% due to the fact that we are using professional software and the price

seems less negotiable."

Carol Graham of Frame-Ready, Ontario, Canada, says staying up-to-date on all industry trends and advances is so important. "FrameReady was created in 1994 and has stayed true to its original design while adding more functionality as the demands on picture framers changed over the years." In 2018, FrameReady was bought by a new company, Adatasol Inc., expanding the team of program designers. "Customers add to a list of ideas and the team reviews them to see which will be the most beneficial to the widest group of people." The most recent version, FrameReady 11, has just been released and it features an integration with Ouickbooks and the Gunnar matboard cutter. There are also other enhancements. such as Glass Pricer, iPhone

photo capture, Built-in Backup, Thank you e-mail, and numerous pricing features. "Today's framers are looking for more flexibility to connect with other programs," Ms. Graham says. "They also want to have their online presence connect with their brick-andmortar establishment for sales generation and follow through. Many simply want to be able to know more about the computerized tools they use each day and they admit that they don't use many of these products



sional software My Favorite Art Place is located in Clearwater, FL.

to their fullest capacity."

Justin Bond of Deven 7 Studios Collective Gallery and Custom Picture Framing in Louisville, KY, has been using software in his business since 2006. At the time, he was looking for a better way to keep track of clients' orders versus handwritten work orders and invoices but found many more perks. "I am able to use the FrameReady software program to keep accurate work orders with current materials costs, track sales, duplicate work orders, calculate payments such as credit cards versus checks and cash. I noticed that customers were willing to spend more money when presented with a professional work order, proposal, and invoice. Having an accurate, up-to-date program is equally as important as having a tape measure and experience."

Shea Farley of Framing Engine, Lake Elsinore, CA, says that the framing industry is becoming much more savvy when it comes to technology. "What many of the younger people that are taking over or starting a frameshop already understand is that in today's world, you need to have an e-commerce solution if you are selling products or services," he says. "We also have many customers that are not pushing online sales but using their website as a tool to get more customers

into their shop. When someone in their neighborhood looks for framing services online, and can actually build a framing job on their site, and see it is not too expensive they are more likely

to come in and order a framed piece."

Framingengine.com offers an online custom framing website to help get frameshops up-and-running with their current frame components and pricing. This allows them to reach a much larger audience and also market to the next generation of customers who want easy-to-use visualization of their order before they buy it. "We have been working with an art data supplier that allows our site owners to offer a large library of images from the top publishers that they can print themselves when an order is placed. We are also working with a large stock image company to offer another library of 100 million images for users to select from. This is popular with our wholesale

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SENIOR CUSTOM FRAMING DESIGNER WANTED

At Gemini Builds It! we have been bringing our customers' visions to life for 40 years and framing is our signature specialty. Designed and built with an unmatched level of expertise and care, our custom-framed works of art grace the walls and halls of art galleries, private galleries, luxury homes, corporate offices, hospitality suites and just about anywhere fine art is displayed. To see some of our beautiful work, visit our website at: www.geminibuildsit.com.

We are currently seeking a Senior Framing Designer to join our team. In this role, you will use your framing expertise and passion for design to create and execute customer picture frame orders for assigned accounts. You will be the primary day-to-day customer contact for assigned accounts and showroom visitors, acting as liaison between sales, internal Gemini departments and customers.

PRIMARY RESPONSIBILITIES:

- Establish and maintain relationships with assigned and new accounts through phone, email contact and in person.
- Respond to inquiries and requests from assigned accounts in an enthusiastic and timely manner.
- When opportunities arise, educate clients on the full range of Gemini capabilities. Assist in delivering the total sales plan by understanding and profitably building additional areas Gemini may be able to service customers.
- As needed, attend trade shows, customer events (including installations) and other industry networking events.

To apply, send an email to: humanres@geminibuildsit.com

(800) 323-3575 WWW.GEMINIBUILDSIT.COM



FRAMERICA EXPANDS CHALKED WITH SALVAGED NATURAL AND EXPANDS WEBSITE SEARCH TOOL



YAPHANK, NY—Framerica's Chalked Collection, a cerused line of wood moulding, now includes Salvaged Natural featuring a mid-range white oak with back-lit chalked graining. The Chalked Collection is available in profiles ranging to 3 inches.



Framerica has also expanded the Profile Searching Options on its website, www.framerica .com. The recently revamped website includes options such as faster speeds, custom wish lists, express ordering, and product comparison options. New search tools now include the ability to view and breakdown by 'all profiles.' "Framerica.com has enjoyed more than three times its normal traffic since we relaunched," marketing director Corinne Ferrara says. "With that came tremendous feedback and requests, one of which was for this expanded search-ability." Call (800) 372-6422 or visit: www.framerica.com.

FRAMING SOFTWARE continued from page 16

customers." Mr. Farley says that the new generation of retailers, and customers, embrace technology first when looking for a product or service. "Millennials understand the importance of having an online presence considering more and more people are buying online. It is inevitable that you need to have an e-commerce site to sell your products. We are also happy to see the older generation are signing up

and realizing the value of online sales."

Jerri Menaul of My Favorite Art Place, Clearwater, FL, is a boutique fine art printer and custom frameshop and uses FramingEngine to help bring in sales online. "With the online purchasing climate, customers expect to be able

to upload their image and 'self-serve' editina. framing, etc. While we do not compete on price, it is important to provide the customer with the tools they want when making a buying decision," she says. "We work with many resellers (designers and others) who want to specify their own framing or their own images for their projects. FraminaEngine allows them to do so online, and then all we have to do is confirm their order and produce it."

Mohammed Elyas, a frameshop owner with two locations (Big Apple Art Gallery & Framing, New York, NY; and Picture Framing Factory, Fairfield, NJ) created the now defunct FrameMe software iPhone app, but soon realized that what retailers needed was a way to better their online presence with effective websites. Today he helps framers create websites that are used as powerful marketing tools. He also does a podcast, has created a popular website group called Framer's Only, and provides useful information to better his customers' businesses. "It took me building a team and spending \$140,000 to realize what framers really needed was more than just



online purchasing Dawsons Framing & Galleries is located in Gold climate, customers Coast, Queensland, Australia.

a software program," he says. "During the process, I learned a lot about digital marketing and accumulated a lot of experience. I found that a great website can bring in more customers and increase sales dramatically. Through the years, I have worked with a lot of frameshops and I noticed that their websites were not up to par. While I was doing the software, I ended up referring a lot of my customers to other website developers to help them improve their online presence and sales. That's when I decided to start doing websites for framers myself. Now my focus is on making great websites for framers that bring in more business and that have effective SEO (search engine optimization) and Google rankings so that their customers can find them."

Using his own experience as a frameshop owner of two busy locations, Mr. Elyas has a unique perspective on what is most effective. "I do have a good insight into what framers need and I keep in touch with my customers to see how things are working for them and if there is an area that they can improve upon. I call them, video chat with

them, speak with them through Facebook messenger, and I visit customers' shops to see what it looks like. It's important to see what image they are projecting so that I can then duplicate that look on their website."

Frameshops that use their websites properly, he says, can credit a quarter

of their business directly to the website and says it has the potential to be the best marketing tool available to bring in the most money. "It is worth investing in a great website and getting the most out of one's online presence. Young people know this already. Millennials often get a bad rap, but I find that they are super charged and know exactly what is going on. You have to accommodate these folks. They're much more mobile-friendly than other generation. want things done quickly, properly, and they don't mind spending money. If a millennial visits your site and notices that it is not mobile

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FRAMING DESIGN

GOING TO THE EXTREME WITH CUSTOMIZATION

It is the design process that often differentiates a custom framing business from its competition. When customers are thrilled about the designs of their pieces, they generate repeat business and referrals for a framer, so it makes sense that this aspect of a framer's business deserves a great deal of focus.

According to Mira Bishop, professional designer and co-owner of Oliver Brothers, a nearly 170-year-old art restoration, conservation, and custom framing business; designs fall into one of three categories. A good portion of a custom framer's or designer's work falls into the decorative design, in which

the subject and the framing components are equally important, or conservative, where the subject is the focal point. But there is a third category that really allows for framers to stretch their design skills and craftsmanship, and that is when a customer brings in something that requires, or is best served by, an approach that is custom to the extreme.

"These are often the most challenging projects designers and custom framers face, but they are also the greatest showcase

of what custom framing can bring to a piece," Bishop says.

Objects or works that are unusual in size and/or shape are obvious candidates for extreme customization. Sometimes a customer brings in a piece that is delicate or contains



categories. A good portion of a custom *right, of the double sided frame* framer's or designer's *created by Bishop of Oliver* work falls into the dec-*Brothers for an antique map.*

a material that requires careful consideration of how it will be protected. Framing a significantly valuable piece often requires a highly custom approach, not only for protection and preservation but also for display. It is likely to be the centerpiece in a room or something the customer wants to draw attention to in another way.

Sometimes a piece represents all of these aspects—high value, unusually shaped, and important for display. Bishop recently framed such a piece for a

customer. It was a doublesided antique map that documented battles and invasions in Britain and Ireland from the Norman Conquest of 1066 to the Spanish Armada of 1588. The piece also featured fine, colorful detail on the map side and small text on the opposite side, which required extreme clarity for Because both viewing. sides would need to be displayed, the mounting



needed to be different from the standard wall hanging. It wasn't long after the customer brought the map in that Bishop realized every aspect of framing the piece would need to be customized.

For this frame "in the round," Bishop worked with Goldleaf Framemakers to devise a base that held the frame in place, upright and with both sides accessible for viewing. The weight of the piece required the base to be heavy and sturdy, and two bolts run through the base and into the frame to

keep the frame stationary.

The frame, also from Goldleaf Framemakers, is gilded on both sides, and the bevels on the handwrapped silk mats are also gilded, the rich tone serving as a complement to the vibrant colors of the map that have endured over time. For the glazing, Bishop chose Optium Museum Acrylic® for several reasons. "The 99% UV projec-Optium Museum tion Acrylic® offers is necessary for such a valuable antique. its clarity reflection-free surface maximize the viewing experience, especially for a moving piece," Bishop says. "As an acrylic option, it also reduced the overall weight of the piece."

Another way a designer can customize a piece is by using an unusual combination of framing materials that match the uniqueness of a piece. A clock featuring the classic image of the Mona Lisa keeping time with the modern twist of a revolving eye was another opportunity for an extremely custom approach. Bishop combined authentic barnwood from the backwoods of Texas with polished Renaissance metal, merging earthiness with elegance.

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FRAMING DESIGN

CUSTOMIZATION continued from page 19

"Just as the clock juxtaposes the realms of classicism and modernism, my frame juxtaposes materials from two different spheres," says Bishop. "The warmth of the wood contrasts with the sharp tinge of the metal, and the combination results in a sophisticated but comfortable contemporary design."

Contrast figured prominently in another piece Bishop framed with a with polished metal. highly customized approach—a photograph by world renown photographer Christophe Avril of a part of the Berlin Wall that had been turned into the East Side Gallery, the only

authentic monument to the reunification of Germany. This piece captures part of the work of artist Christine Kuhn who created a mural by offering passersby the chance to leave their handprints on the wall, a powerful idea born of the contrast between the graffiti-filled west side of the wall and the blank, stark east side of the wall before An important part of the the fall.

photograph The printed on aluminum, set- to show textures. ting the rough background of the wall in the photograph against the smooth surface of this medium. Bishop used Museum

Glass® for the glazing for the clarity it brings to this piece with multiple textures.



In this piece, Bishop used the iconic Mona Lisa image and combined authentic barnwood

For the frame, Bishop worked with A Street Frames to modify its number 705 Flat Iron Raw moulding, welded and finished with F-bolts at the



framing of this image of the Berlin Wall includes the use is of Museum Glass by Tru Vue

corners. for an industrial look. To achieve texture in the matting, she modified a matboard using sand and

styrofoam kernels in the paint. The overall result is a frame that reflects the heaviness and harshness of the Berlin Wall contrasted against the warmth of the human hands in the photograph.

When it comes to delicate, very few objects present the same level of framing challenge as a drawing on a napkin. But after having in her



Bishop created two seamless floating frames for this delicate drawing on a napkin. Optium Museum Acrylic was used to protect the art. as well as improve clarity.

possession a hand-drawn portrait on a napkin from prominent artist in the early days of his art education, Bishop decided to frame it.

The frame construction was dictated not only by the task of working with such a fragile piece, but also because of the proportional balance required in the design. Bishop took a minimalistic contemporary approach

that put the focus on the art. Her design involved two seamless Prisma frames, which gave the framing a sense of softness and airiness to complement the subject. But this necessitated a structure that had never been used before. After several rounds of trial and error. working with Bella Moulding, Bishop created a custom backing system.

> In color, too, the design achieves a minimalist aesthetic to draw the viewer to the lines of the drawing. Both Prisma frames are of the same warm gray with a hint of texture on the inner frame for subtle visual interest. A filet gilded with a touch of red surrounds the drawing. For protection clarity, Bishop chose Optium Museum Acrylic.

Bishop will describe these projects and others in greater detail as part of her course, "The Design Process: How To Impress Customers With Designs They Will Love," at FRAME-CON 2019, held June 9 to 10. at the DCU Center in Worchester, MA. Visit: https: //neppfa.wildapricot.org/ for more information on this event held by the New England Professional Picture Framers Association. For more information on Mira Bishop's work, visit: www. oliverbrothersonline.com.

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INDUSTRY ROUNDTABLE

SUCCESSFUL RETAILING TIPS DISCUSSED

During a panel discussion titled Successful Retailing, industry experts talked about the changes in the

industry, working with millennials, ways to improve sales, and how best to use all that technology has to offer. Held during the West Coast Art and Frame Expo earlier in the year in Las Vegas, the panel was led by Jay Goltz (president and founder of Artists Frame Serv- Meg Glasgow. ice Inc..) and consisted

of Meg Glasgow, owner of The Gallery at Finer Frames: Jim McNickle, director of marketing for Fletcher Business Group; Kevin Meath, an experienced framing consultant that works with manufacturers; and Ginger Hartford, a

27-vear career veteran and founder of EurDesign Studio. Goltz has hosted the panel for 20 years.

The discussion with started what changes people on the panel had encountered. Talk turned to how design-driven customer Jim McNickle. framing is at the fore-

front and how manufacturers have changed how they're doing business to accommodate the trend. Mr. Goltz noted that those businesses that have used the tools that are provided to them in 2019, have found

success. "We have the infrastructure and education," he said. "The frameshops that are still around



have embraced art, change, and business." Ms. Glasgow said that more and more millennials that are entering the industry—as well as walking into her shopbring new excitement for her and her staff. In fact. her daughter is one of her

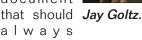


employees and helps to bring a younger perspective. "I'm encouraged by the enthusiasm. It is very healthy for our industry and there is a great willingness to learn. The best thing to do is to have a plan, a strategy, to attract younger and newer buyers."

She also talked about how one must view their showroom and shop with new eyes in order to keep it looking fresh. "Approach your shop as though you've never been there before. Is it clean? How are things merchandised? Your framed pictures on your wall are vour resume."

Mr. McNickle said that one way to attract younger

buyers to have a strong, and calculated, marketing plan. "Keep in mind, the marketing plan is a workina document



changing," he said. "Stay on top of your social media posts. Remember the work on your walls is a secret salesperson and look at what is working and turning into sales. You just don't want to do one thing, instead be open to exploring different avenues."

Even with an ever-changing marketing plan, brand consistency is important he said. You want brand and image recognition and your social media posts

should look just like your business."

Mr. Meath said that a change he has noticed in the industry has been the substrates and materials available and the technology around them that allow retailers to offer more products and services to their customers. "You have the ability to frame aluminum beautifully today making your shop unique to other retailers," he said. "It also pays to work closely with

> venyour dors because they can keep you up-todate ucts



ford agrees. "Vendors

help you bring cool, hot products to your market and help you get ahead faster," she said. "You don't always need to invest in the equipment, materials, and education." She said that with this extension of possibilities at your fingertips, add-on sales are inevitable. "Great design add-ons, such as using a floater frame or personalization can add value and increase a shop's margins

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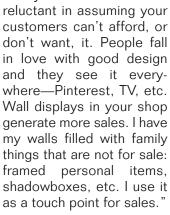
INDUSTRY ROUNDTABLE

PANEL DISCUSSION continued from page 21

and oftentimes vendors can help make these a possibility."

A mistake that some make, according to Ms.

Glasgow, is assuming you know that your customer base cannot afford something. "Reluctance to sell premium products means you are missing out on a healthy sale," she said. "It is difficult to sell a \$1,000 framing job if I don't have a \$1,000 job displayed Ginger Hartford. on my walls. Don't be



Ms. Hartford reminded the audience that customers today are surrounded by design and art and framing professionals need to stay ahead of the trends so that people come to them to bring some design into their own homes. "Be visual with your showroom, as well as on vour social media presence," she said. "People see, and are inspired by, so

much everyday. Ask yourself, 'Are you in that mix?' Start with promotion and be very design conscience with visuals. Your brand needs to look polished and professional. The customer will see and if it is not there, they'll keep moving.



Don't let someone else take your customer." She also stressed the use of social media, such as Pinterest and Instagram, to attract millennials saying that they are currently the largest consumer base

Using e-mail marketing programs, like Constant Contact are an affordable and effective way to speak directly to customers about things that are of direct interest to them, savs Mr. McNickle. "Use targeted marketing to reach the right people. Constant Contact is about \$90 a month. Think about those database names and always be refining them." Mr. Goltz suggested bringing in interns to help with social media.

Obtaining an accurate e-mail address from poten-

tial and existing clients is vital to having a successful mailing list database. "When I ask for e-mail addresses I immediately put them into categories while it is fresh in my mind," Ms. Glasgow said. "I also let the customer know exactly how we use their e-mail address. I send out e-mail once a month and I always make sure to send out 'thank you' notes."

Sometimes, e-mail addresses are the only way to reach the right customers so getting accurate information is important. "With email. I have learned to get addresses at the shows," Ms. Hartford said. "On your



Kevin Meath.

forms, put e-mail address at the top because people may not bother with it if it is at the bottom." Mr. Meath also mentioned that he often gets requests to be contacted via text when customers' work is ready.

When talk turned to the best social media platform to help market products and services, all agreed that In-

stagram and its visual aspect was most effective. "Instagram is a great visual medium to promote your products. location. events," Ms. Hartford said. "You're building an extension of yourself and social media is faster and easier to update than your website.

Instagram does offer a lot of opportunity. "It is digital storytelling through visual graphics," Ms. Glasgow said. "I can show the design quality of our work and tell its story. It's a free and subtle way to communicate with buyers. We get to build something that didn't exist the day before

and immediately show it to people." The importance of using hashtags, or keywords that people can easily search directing them to related images, can expand a retailer's reach beyond iust those their on Followers list. Some important hashtags include the retailer's hometown, vendors,

events, etc.

"Instagram is about digital storytelling, not selling," Ms. Glasgow said. "It is easy to incorporate useful information with inspirational photos before asking people to come to an event. It's not just marketing, it's communicating with your customers. It's a two-way conversation."

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CALENDAR

June 9–10: FrameCon, DCA Convention Center, Worcester, MA. Produced by The New England Professional Picture Framers Association Inc. For more details, go to: www.neppfa.com.

June 13–16: Art Basel at Messe Basel in Basel, Switzerland. For further information, visit Art Basel's website located at: www. artbasel.com.

July 18–21: Art Santa Fe, Santa Fe Community Convention Center, Santa Fe, NM. Produced by Redwood Media Group. For more information, visit: www.artsantafe.

com or send an e-mail to: info@redwoodmg.com.

July 18–21: Reveal Art Fair, Saratoga Springs City Center, Saratoga Springs, NY. For more information, contact George Billis at (518) 226-9135, e-mail: exhibit@revealartfair.com or go to: www.revealartfair.com.

July 25–28: Art Aspen, Aspen Ice Garden, Aspen, CO. Produced by Urban Expositions. For details, go to: www.art-aspen.com.

July 28-August 1: Las Vegas Market, World Market Center, Las Vegas. For details, visit the website at: www.lasvegasmarket.com.

August 1–4: Seattle Art Fair, CenturyLink Field Event Center, Seattle. Produced by Vulcan Arts + Entertainment and Art Market Productions. For more information, visit: www.seattleartfair.com.

August 10–11: Sculpture in the Park, Benson Sculpture Garden, Loveland, CO. Produced by Loveland High Plains Arts Council. For more details, visit: www.sculpture inthepark.org or call (970) 663-2940.

September 19–22: Expo

Chicago, Navy Pier, Chicago. Produced by Art Expositions LLC. Call (312) 867-9220 or visit the website at: www. expochicago.com.

September 26–29: Affordable Art Fair, The Metropolitan Pavilion, 125 W. 18th St. between 6th and 7th Ave., New York City. Visit: www.affordableartfair.com or call (212) 255-2003.

October 10-13: Texas Contemporary, George R. Brown Convention Center, Houston, TX. Produced by Art Market Productions. For further information, go to: www.txcontemporary.com.

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friendly, you will lose them. It's important to remember that millennials are not just our customers today, but also our fellow business owners. Embrace technology and use it to tell the story of your business to customers."

One of the frameshops that Mr. Elyas has visited several times, is that of Susan Boni and her Frames of Mine, located in Fort Lee, NJ. "Using the Internet to get fast information is what it's all about nowadays," she says. "It's the who, what, when, and where. I have been in business for over 42 years and when I started, I had no computer or cell-phone. We used to put paper notices on all of the cars

around town. Now it's all available at the push of a button." More than 19 years ago, Ms. Boni created her first business website. "It was just the basic five page format to have presence on the Internet. I finally found Mr. Elyas and hired him as my Web developer because he knows this industry personally. Things have changed for the better in technology and materials used but at the end of the day, being in the store is how people feel the experience. I've noticed even lately that a lot of people come in because they looked up our website for general information."

For Scott Dawson of Dawsons Framing & Galleries in Australia, using videochat to touchbase with Mr. Elyas has proven invaluable in creating

his website. "We know that we have gotten new business purely from the website because people have told us that that is how they found us," Mr. Dawson says. "People searched and found us. saw our website. and decided that they didn't need to search any further. Right now we are using our site to help us grow our frameshop. We already have enough work, but are looking to the future and our growth." One tip that Mr. Dawson uses is to make your website as a hub. "Post short shop videos and photos on social media but always direct them back to the website. All of our marketing and social media lead one back to the hub. the website."

While getting the word out about a frameshop is the ulti-

mate goal, doing business in today's market includes embracing technology, in all of its forms. "The major equipment type purchases we have made in the framing business have been: a moulding chopper, a wall cutter for glass/mats, a computerized matcutter, and our software package, in that order," Mr. Roberts of Eagle Creek Gallery says. "If I were to start over today, I would make those purchases in the exact opposite order. There are vendors available to cut mats and chop mouldings for you as a new business, but no vendor can provide the information and level of professionalism that a software package provides."

Koleen Kaffan is Editor in Chief of Art World News.

WHAT'S HOT IN OPEN EDITIONS



Lemon Burst II

"Lemon Burst II" by Shelby Dillon is an open edition giclée, gallery wrapped with a 1 1/2-inch stretcher bar, measuring 40 by 60 inches. The retail price is \$199.95 For further information, telephone Classy Art Wholesalers in Houston, TX, at (800) 372-8007 or visit the company's website located at: www.classyart.net.

HERE ARE THE BEST SELLING PRINTS FROM SOME OF THE LEADING OPEN EDITION PUBLISHERS.

Azaleas



"Azaleas" by Melissa Lyons measures 24 by 24 inches and retails for \$35. Call Sagebrush Fine Art, Murray, Utah, at (800) 643-7243 or visit: www.sagebrushfineart.com.

Bright Sunflowers on Wood

"Bright Sunflower on Wood" by Elizabeth Medley measures 18 by 18 inches and retails for \$20. Phone SunDance Graphics, located in Orlando, FL, at (800) 617-5532, www.sdgraphics.com.



Ink Lady

"Ink Lady" by Aimee Wilson measures 24 by 36 inches and the retail price is \$40. For further information, telephone PI Creative Art, Toronto, at (800) 363-2787 or go to the website located at: www.picreativeart.com.

Lustr Flower Overlay I



"Lustr Flower Overlay I" by Jennifer Goldberger is an open edition LUSTR print featuring hand-applied metallic leaf available gold, copper, or painted silver. The image size is 16 by

24 inches and the retail price is \$100. Phone World Art Group in Richmond, VA, at (804) 213-0600 or: www.theworldartgroup.com.

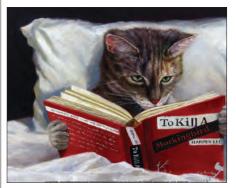
Havin a Heat Wave

"Havin a Heat Wave" by Shirley Novak measures 36 by 24 inches and retails for \$27. For further information, telephone Wild Apple in Woodstock, VT, at (800) 756-8359 or go to the website: www.wildapple.com.





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Late Night Thriller

"Late Night Thriller" by Lucia Heffernan measures 10 by 8 inches and retails for \$8. Available to resize and print on canvas, acrylic, metal, and wood. Call Image Conscious, San Francisco, at (800) 532-2333, or visit the website at: www.imageconscious.com.

HERE ARE THE
BEST SELLING PRINTS
FROM SOME OF THE
LEADING OPEN EDITION
PUBLISHERS.

Watercolor Lemons in Mason Jar

"Watercolor Lemons in Mason Jar" by Tre Sorelle Studios measures 24 by 24 inches and retails for \$25. Call Roaring Brook Art, Elmsford, NY, at (888) 779-9055 or go to: www.roaringbrookart.com.



Love Grows

"Love Grows" by Hollihocks Art measures 12 by 16 inches and retails for \$15. For further information, call Penny Lane Publishing, located in New Carlisle, Ohio, at (800) 273-5263 or go to the company's website at: www.pennylanepublishing.com.

2019 NCAA National Champions

"2019 NCAA National Champions" by Chris Gjevre has an image that measures 40 by 13 1/2 inches



and a retail price of \$34.95. Call Blakeway Worldwide Panoramas Inc., located in Minnetonka, MN, at (800) 334-7266 for further information, or go to the company's website located at: www.panoramas.com.

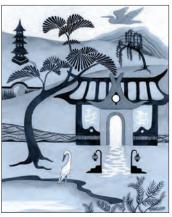
Summer Solstice



"Summer Solstice" by Sally Swatland measures 11 by 14 inches and retails for \$10. For further information, phone Galaxy Graphics in East Rutherford, NJ, at

(888) 464-7500 or go to the company's website at: www.galaxyofgraphics.com.

Pagoda Series 130



"Pagoda Series 130" by Laura Campbell is an open edition on rag paper measuring 22 by 28 inches and retails for \$99. For further information. tele-

phone Vintage Print Gallery in Closter, NJ, at (201) 501-0505 or go to the website: www.vintageprintgallery.com.

OPEN EDITION PRINTS



SunDance Graphics

"Seashells" by Jen Bucheli

Image Size: 16" x 20" \$18

9564 Delegates Dr., Building B, Orlando, FL 32837 800.617.5532 sarah@sundancegraphics.com

www.sdgraphics.com www.sundancegraphics.com

Image Conscious

"Freeform" by Duy Huynh Paper Size:

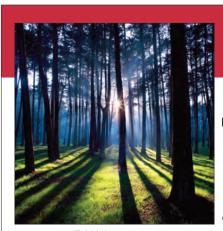
30" x 22" Image Size:

30" x 20"



Available to resize and print on canvas, acrylic, metal and wood.

800.532.2333 www.imageconscious.com



Editions Limited

'Technicolor Trees 1" (One of a set of three) by E. Loren Soderberg

Image size: 24" x 24" \$35

Available as POD on paper and canvas.

800.228.0928 www.editionslimited.com

E-MAIL: customerservice@editionslimited.com 4090 Halleck Street, Emeryville, CA 94608

Image Conscious

"Rainbow Dock" Steve Vaughn

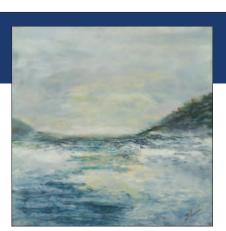
Paper Size: 36" x 26"

Image Size: 36" x 24"



Available to resize and print on canvas, acrylic, metal and wood.

800.532.2333 www.imageconscious.com



Sagebrush Fine Art Inc.

"Estuarine" by Shima Shanti

> Image Size: 24" x 24" \$35

5165 South 900 East Murray, UT 84117

800.643.7243 www.sagebrushfineart.com

Haddad's Fine Arts Inc.

"Repose" by E. Jarvis Image Size: 26" x 26" Also available as a custom size giclée.

800.942.3323 Fax: 714.996.4153



www.haddadsfinearts.com

E-MAIL: cfskeen@haddadsfinearts.com 3855 E. Mira Loma Ave., Anaheim, CA 92806

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NEW ART

Boston, Lagoon Bridge



Robert Finale Editions Inc., Canton, GA, presents "Boston, Lagoon Bridge" by Robert Finale as a giclée on canvas available in three sizes: 30 by 24 inches in an edition of 10 (\$1,200); 24 by 18 inches in an edition of 15 (\$950); and 12 by 9 inches in an edition of 25 (\$280). For more details, telephone (770) 345-8691 or visit: www.robertfinaleeditions.com.

Guardian Pine

Abramowitz Fine Arts, Keyport, NJ, introduces Abramowitz's "Guardian Pine," hand-embellished giclée on canvas in an edition of 20, measuring 24 by 36 inches. The retail price is \$650. For more information. phone (732) 335-0380 or go to: www.abramowitz finearts.com.



Orange Over the Clouds #2

Mary Johnston Studio of Carmel. IN. offers "Orange Over the Clouds #2" Mary Johnston as an oil on canvas measuring 40 by 40 inches. The retail price is \$2,600. For further infor-

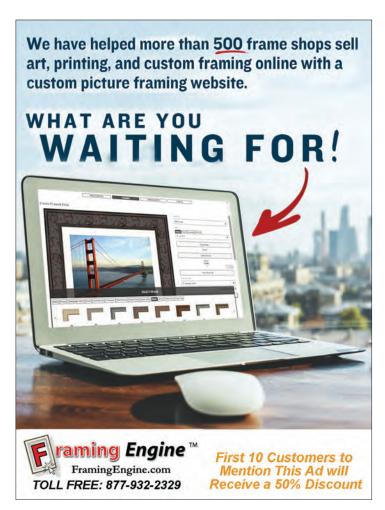


mation, phone (317) 730-7221 or go to the company's website located at: www.maryjohnstonart.com.

Nature Walk



Richmond, VA-based artist Tina Palmer presents "Nature Walk," an acrylic on canvas measuring 60 by 48 inches and retailing for \$6,200. For further information, call (703) 798-1240 or visit: www.tinapalmerart.com.









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