

# Art World News

APRIL 2024

## THE INDEPENDENT NEWS SOURCE

### ARTEXPO NEW YORK 2024 ATTRACTS SOME 18,000 ATTENDEES

Attendance at this year's four-day showcase, Artexpo New York, now in its 47th year, was just under 18,000 collectors, art dealers, tradespeople and art lovers at the fine art destination held at Pier 36 from Thursday, April 4 to Sunday, April 7. Go to page 14.

### MARKETING STRATEGIES: BUILDING A BRAND FOR LASTING IMPACT

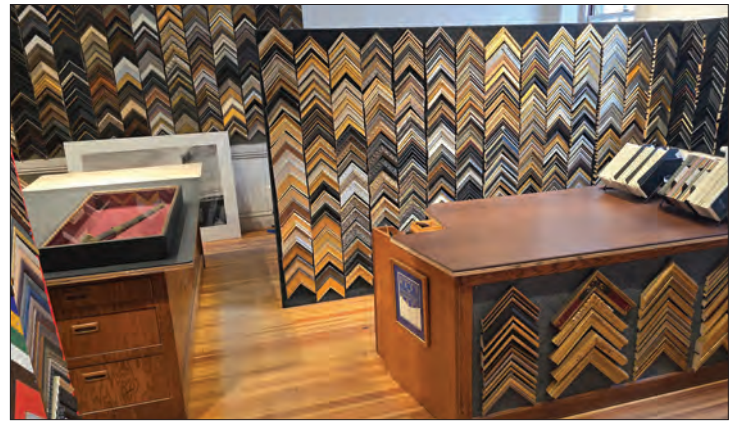
In part 2 of Barney Davey's article, he discusses how building a robust gallery brand is essential for attracting and retaining visitors and how it is more than a logo and website. Go to page 24 to read more.

### FOCUS ON FRAMING: INDUSTRY NEWS

This month we focus on framing with various articles and news highlighting the custom framing industry, as well as New Framing Product releases with the latest collections, additions and innovations available to framers today. The coverage begins on page 1.

### EDUCATING CONSUMERS ON CUSTOM FRAMING

Educating consumers on what goes into custom framing their art and items, should be a priority. Think about creating signage, posting on social media and even adding the benefits of custom framing into a monthly newsletter. To learn more, go to page 28.



Big Red Frame is located in Easthampton, MA.

## CUSTOM FRAMERS STRESS WILLINGNESS TO ADAPT

Running a custom frameshop today is all about adapting. Whether it's staying ahead of interior design trends, retail buying habits, industry technology or the needs and wants of the local consumer, frameshop owners need to stay ahead of the curve. While salespeople live by the "Always Be Closing" motto, for framers, ABC stands for "Always Be Changing." This can help improve business operations whilst enabling more varied sales and reaching new customers, while keeping existing ones happy. For Big Red Frame owner Jean-Pierre Pasche, that meant finding the best location and community, which ended up

being Easthampton, MA. "I have been in the custom framing business in the USA since 2001, and 10 years in Switzerland before that," he says. "And, I moved my business twice *continued on page 10*



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### QUOTE OF THE MONTH:

"When working with new customers, we are sensitive that they may have never purchased anything that is custom made."

Barbara Schafer, page 18

## ARTWORKS FROM COLLECTION OF 3RD EARL OF LIVERPOOL HEAD TO AUCTION



SHREWSBURY, UK—**Chorley's** auctioneers recently offered works from the private collection of the 3rd Earl of Liverpool, Charles Cecil Cope Jenkinson, (1784-1851), that were once housed at the family seats of **Pitchford Hall**, Shropshire and **Buxted Park**, East Sussex. This extraordinary collection gives a snapshot of the relationships and a line of descent through a noble family (as well as several interconnected 18th and 19th Century families and ancestors). The sale comprises a quintessential English collection of family portraits with impeccable provenance, alongside Georgian furniture, porcelain, silver and enamel boxes. The auction was titled: *A Political Inheritance, Contents of a Cotswold Country House* and held on April 23, 2024. Shown is "Julia Annabelle, Lady Shuckburgh, (1756-1797)," by George Romney (1734-1802). The portrait, captures her in a white dress and large hat, and was offered in this sale at £20,000 to £30,000. To learn more information about the auction, as well as the the history of the artwork, go to: [www.pitchfordestate.com/history](http://www.pitchfordestate.com/history).

# ARTEXPO NY ATTRACTS 18,000 ATTENDEES

Attendance at this year's four-day showcase, Artexpo New York, now in its 47th year, was just under 18,000 collectors, art dealers, tradespeople and art lovers at the fine art destination held at Pier 36, located at 299 South Street in Manhattan, from Thursday, April 4 to Sunday, April 7. Organized by Redwood Art Group, the show hosted 197 exhibiting galleries, art publishers and dealers and artists from across the globe in a space spanning 70,000 square feet of uninterrupted convention space. It also showcased the original work of more than 1,000 artists that included prints, paintings, drawings, sculpture, photography, ceramics, giclées, lithographs and glass works.

"Attendance at this year's Artexpo New York was almost exactly the same as in 2023—however what is different this year versus last year is the number of qualified VIPs and collectors that attended," says Linda Mariano, managing director of marketing for Redwood Media Group. "In that respect, there was a 14% increase over last year. Much of this can be attributed to our marketing and social media campaigns that targeted a more art-centric audience. We hosted 197 exhibitors from 27 countries and attendees were vocal about appreciating the diversity and the caliber of art exhibited."

Events held during the show included Sammoun Fine Art's Art Lab: For the Children of Ukraine in which their artists, united in their support of the children of Ukraine, do-

nated their proceeds from sales of specific pieces to the UNICEF Canada Fund. "Miracle of Life" by Ukrainian artist Yaryna Yuryk, one of their pieces is an original painting created from the memories of her native homeland. Another piece is "Champ de Blé" by Samir Sammoun, an oil on canvas of a beautiful blue sky over the wheat fields of Ukraine, reflecting an image of hope and renewal. "I am able to profit from my participation at the show and get to collaborate with new emerging



**Art curator Maria del Mar Cuervo, left, and artist Diego de Erice are pictured at the Diego de Erice Arts booth.**

artists and help guide them through the experience," he says. "Artexpo is an opportunity for a solo artist to show their work to galleries and collectors. Meeting with galleries is actually the main objective for artists to participate since it is a unique chance for artists to show a collection of their work to galleries who come to the show to recruit new talent."

At the Con\$umr Art Collective booth, sales were hit or miss. "Artexpo New York was OK for me, but not as much for my artists which was a little

frustrating," says Con\$umr. "I personally exhibited 15 pieces and sold seven in total. I did meet with galleries, dealers and decorators. But I feel that most of the attendees were art fans, not necessarily collectors. I sell directly to collectors all year long, so my purpose was to meet with new ones and if I happened to make a new industry connection, great."

Some of the work that Con\$umr displayed were new pieces, as well as work from some of his other artists under Con\$umr Art Collective. "I debuted my new large wood-cut, 'Panda with Money Bags.' I made two for the show and sold both. I have personally exhibited for four years at Artexpo, but this was the first year under my own collective. I will continue to do art fairs and plan on increasing the number I do from two per year to four."

At the booth of Ethiopian artist Teklemariam Zewde, was his new work, as well as that of artist Denise Allen whom was sponsored by Zewde. A collaborative piece between the two artists debuted at the show and each exhibited at Artexpo for the first time this year. Between them, more than 20 pieces of art were exhibited with sales of paintings and prints, both large and small.

"As an Ethiopianist, Allen embellished a painting by Zewde, and went even further by having the painting framed by her Amish neighbors," says Jeff Shaw, Allen's agent. "The piece represents the synergy

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**TRU VUE INTRODUCES LARGER SIZES AND THICKNESSES TO CONSERVATION CLEAR®**



MCCOOK, IL—Tru Vue introduces new, larger sizes, and thicknesses to the Conservation Clear® Acrylic, expanding its collection of high-performance glazing to meet the fine art market's aesthetic and conservation needs. According to the company, the market has been asking for lightweight, UV filtering glazing options for works greater than 48 by 96 inches (2438 by 1219 mm). Tru Vue answered with two new sizes and thicknesses of Tru Vue® Conservation Clear® Acrylic: 60 by 80 inches (2032 by 1524 mm) with a 4.5 mm thickness and 80 by 120 inches (3048 by 2032 mm) with a 6.0 mm thickness. "These larger and thicker sizes will enable the display of works up to 80 by 120 inches (3 by 2 meters) with the crystal-clear transmitted color and tight quality specification that framers and collectors have come to expect from Conservation Clear Acrylic," says Dr. Jennifer Booth, Tru Vue director, Fine Art Market. "At half the weight of glass, Conservation Clear Acrylic is perfect for framing works that are light sensitive, travel, are displayed in high traffic areas or earthquake zones, or have structurally sensitive frames." For more information, visit: [www.tru-vue.com](http://www.tru-vue.com).

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between culture and faith, expressing a hope for peace—not only in the world—but especially in Ethiopia at this crucial time for the country and its people. Both artists hope that their art will be an inspiration to those seeking to gain a greater understanding of Ethiopia and its rich history."

Mr. Shaw notes that attendees were attracted to the diverse body of works on display. "Not only were the many patrons who visited the booth impressed with the variety of styles on display, but gallery owners also inquired about working with both artists. Subsequently, Zewde will be showing in Paris later in 2024, and Allen was contacted by two New York galleries who would like to feature her work."

Allen was also one of the five artists chosen by the show for its Spotlight Program. The other four were Galeria Azur, Greg Lotus Gallery, Resurrect Studio and Tengetsu.

Artist Diego de Erice exhibited at the show for the first time this year and presented various mixed media pieces. He was also given a Best Booth Design award. "We brought 28 pieces all the way from Mexico, between paintings and sculpture," says Maria del Mar Cuervo, art curator at

Diego de Erice Arts. "We sold 15 pieces—one big painting stayed with a gallery and five sculptures went with another gallery. We also brought our collectors' book and art jewelry pieces—but not many because they are collectible and limited pieces."

She says that making sales is a plus, but their main motivation for participating in the show was to meet collectors and art dealers, as well as present the work in the U.S. "For

have as individuals devoted to art."

Debuting new work proved to be fruitful as sales were made. "Between the 28 pieces that were on display, two big paintings (40 by 40 inches) from a collection called *Hearts Under Construction* were unveiled and they were subsequently purchased by a judge who was very happy when we delivered them," de Erice says. "We also brought *The No Bunny Project* which is my brand new sculpture project from this year and it was a big success."

At the Renssen Art Gallery Amsterdam booth, the work of artist Erik Renssen was on display. Suzka Renssen, manager for the gallery, says that this year was their eighth Artexpo New York that they have participated in but this year was special. "Each show is different, with a



**Artist Debranne Cingari in her booth.**

new collection and new visitors," she says. "This year though was the first time the artist himself, Erik Renssen, travelled from Amsterdam, The Netherlands, to be present at our booth. It was great for him to personally meet new Renssen art lovers along with many of his loyal New York-based collectors. We are always happy to reconnect with loyal collectors. Some of them were meeting the artist in-person for the first time, while owning several art-

us, Artexpo New York was not only a place to showcase our work as a visual artist and art curator, but it was also an opportunity for people to connect more deeply with our work. The chance that an exhibition of this magnitude provides to meet other artists, curators, collectors, directors and more, is essential for continued growth within the special, unique and delicate world of art. The ability to constantly learn from others who share the same passion as we do is the greatest privilege we

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works by him for years.”

On display at the booth was a diverse collection of around 30 hand-framed, original artworks; oil paintings and ink/charcoal drawings, as well as marble and bronze sculptures. “Alongside the Renssen collection we presented various works on paper by Pablo Picasso. The buzz was real—we sold mostly larger pieces this year—including our striking centerpiece to a new collector from New Jersey. We did not meet any gallery owners this year though. We work with very specialist European master framers. Almost all visitors of our burgundy walled booth commented on the quality of our handmade framing,” Mrs. Renssen says.

“Since we have our own gallery in the heart of the art district of Amsterdam, our focus is more on private collectors, although we are open to meeting strong professional partners. We did connect with interior designers and art advisors and their clients.

“Our focus is to strengthen our relationship with (potential) collectors when coming to NYC. Renssen has quite a large greater New York private collector base already whom we actively sent out invitations to. We met with loyal collectors, but

also new collectors in-person during the event. Meeting and selling to new collectors is what made this year’s show great and not just good. When participating you are not only there to harvest. You are also there to inspire and to plant seeds for the years to come. Admirers of this year can be buyers next year.”

Renssen’s new collection, featuring birds as symbols of peace and wisdom, was unveiled during the show. “My feathered friends visiting the wild garden around my studio give me hope,” the artist says. “I long for wise

pieces with potential future sales through follow-up. “Debuting my newest collection, *The Little Word Project*, at Artexpo was a thrilling moment for me,” she says. “The concept,



*The Renssen Art Gallery booth at Artexpo.*  
[www.rensсен-art.com](http://www.rensсен-art.com)



*Overview shot of the 2024 Artexpo New York.*  
Credit: Redwood Art Group

people to create a peaceful world and cherish our beautiful planet for the next generations.”

Fairfield, CT-based artist Debranne Cingari brought 16 pieces of her mixed media work, and sold five

inspired during Art Basel Miami, features images of airplanes towing banners with intriguing sayings. Since its inception, I’ve expanded the project, further exploring the captivating intersection of art and language. Artexpo was a significant milestone for me, being my first personal exhibition at a major NYC art fair. It was a proud moment to stand alongside other talented artists from all over the world. I particularly appreciated the interest from the young students who came to view the artwork and inquire about the challenges and success in being a fine art artist.”

“I had the pleasure of meeting several designers and gallerists who expressed interest in my work and discussed potential representation opportunities. It was an exciting and encouraging experience, and I’m grateful for the opportunity to connect with such esteemed representatives in the art world.”

This being her first time exhibiting at the show, Cingari felt that it would also help her to network. “The primary purpose of my participation in the show was to connect with dealers and consumers for the launch of my new collection,” she says “Additionally, I aimed to immerse myself in the vibrant atmosphere of the New York art scene, seeking inspiration and networking opportunities with the artistic community.”

While the show does attract consumers, trade attendees are still showing up. “There are exhibitors at Artexpo New York that exhibit year after year because of the dealers that attend and buy,” says Ms. Mariano. “It is the place where you can see artwork from 27 countries that represents, not only well established artists, but emerging artists as well. It’s a key fair for dealers to find the next addition to their representation.”

The 2025 Artexpo New York is slated for April 3 to 6. For further information, visit the show’s website located at: [www.artexponeewyork.com](http://www.artexponeewyork.com).



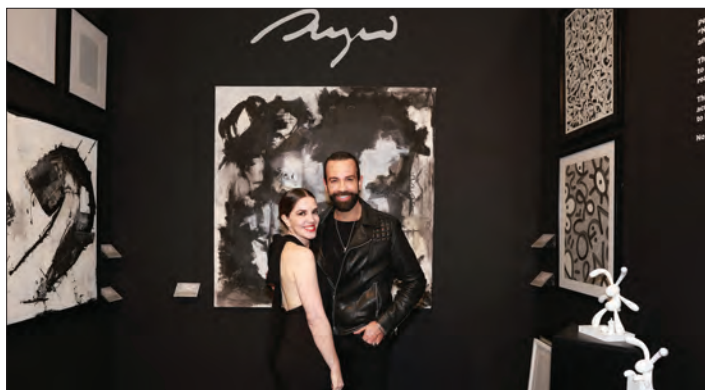
# ARTEXPO HIGHLIGHTS



Artists Teklemariam Zewde, left, and Denise Allen are pictured at their booth during Artexpo New York where a collaborative piece of art representing the synergy between culture and faith was unveiled.



Long-time exhibitor, artist Samir Sammoun, is shown at the Sammoun Fine Art Gallery, Quebec, Canada, booth, where his newest work, along with that of new artists; Kim Neal, Yaryna Yuryk and Eleanore Carson, were displayed.



At the Diego de Erice Arts booth are, from left, art curator Maria del Mar Cuervo and artist Diego de Erice where 28 pieces of artwork, including paintings and sculpture, were brought from the artist's studio in Mexico.



Artist Debranne Cingari, center, is pictured with collectors Lily Lu, left, and Xiao Wei, right, during the show where her newest Little Word Project of dye sublimated on aluminum work featured images of airplanes towing banners with intriguing sayings.



At the Renssen Art Gallery booth, artist Erik Renssen is shown meeting with attendees as he makes his first appearance at the show. He mainly works in his studio, situated in his garden in Broek in Waterland, a small village just outside of Amsterdam.



Members of the ConSumr Art Collective, from left, Pitch Black, Erika Ehrman, ConSumr and Marco Santini, are shown in front of ConSumr's "Love Spray" mixed media pieces made of stencils and acrylic spray paints on stretched canvas.