

# Art World News

FEBRUARY 2025

## THE INDEPENDENT NEWS SOURCE

### WCAF EXPO SEES HEALTHY ATTENDANCE

The 2025 West Coast Art and Frame Expo, held January 25 to 26 at the Horseshoe Las Vegas, saw a high volume of exhibitors across some 80,000 square feet of space and featured new product launches, exclusive show specials and discounts. Page 16.

### ALAN GOLDBERG BRINGS PHOTOS TO LIFE

When it comes to inspiration, artist Alan Goldberg sees the first vision as a piece's first phase. It starts as a still image and then evolves into a colorful, textured visual fusion of photography and modern art. Go to page 22 to learn more.

### LISA CUSCUNA'S ART IS A PROCESS OF DISCOVERY

Artist Lisa Cuscuna, of Mosaic Images LLC in Stamford, CT, creates her oil on canvas work with a mindset of being the vessel for the art itself, applying her masterful technique with the uncertainty and spontaneity of where the art takes her. Page 20.

### ADVICE FOR THE BEST MARKETING RESULTS

Barney Davey says that to achieve success in the competitive art world, you must not only possess a discerning eye for exceptional artwork but also master the four fundamental marketing principles of awareness, lead generation, sales, and retention. Go to page 26.



Main Street Art Gallery & Custom Framing, Milford, MI.

## STRATEGIC SALES PROMOS SERVE MULTIPLE PURPOSES

Retailers in most industries will tell you that having a sales promotion is a great tool in attracting new and existing customers, but it also allows those in the art and framing industry the opportunity to keep people excited about what the business has to offer. Balancing the concept of a sale without devaluing the products and services offered takes planning though and opinions vary on when to have them and how to present them to their customer base. Statistically, existing customers are said to spend nearly 70% more money during a sale than new people. Those repeat sales also account for about 80% of total sales in that time period. And, these same customers are also more likely to leave good online reviews and influence others via word-of-mouth. But sales also allow a business to introduce new artwork, framing products and services, with the added customer benefit

*continued on page 12*

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QUOTE OF THE MONTH:  
"Sales promotions can draw in new people and, more importantly, they can prompt existing clients to make a purchase."  
Ken Warren, page 24

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Shown is "Grand Central Station, NYC" by R. Castellon is an oil on canvas measuring 40 by 30 inches from Westport River Gallery.

### Benefits of Strategic Sales Promotions

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### What's Hot in Open Editions

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

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# IN OUR OPINION

## Trust Me, If You Can

As temperatures rise in the advent of spring, the environment of trust is heading into a deep freeze. Perhaps at no other time in living memory have the assumptions, hopes and expectations of the masses for people, organizations and institutions been so buffeted. What was once a "given" has now become a question.

For art galleries and frame-shops, the dynamic of nurturing trust has never been so critical. In fact, the good health of all retailers bespeaks an element of trust—such as in the economy, government, as well as, the retailer themselves—and yields confidence toward the future.

Building trust that leads to consumers purchasing art or custom framing is grounded in the ability to accurately assess and state the customers' needs. The more precise the process is, the more likely it

will lead to a sale. Once clients comfortably believe a retailer has a keen understanding of their needs, the more welcoming they become of the unique solution, only you can offer, to meet their special need. Honesty drives the selling process forward. Once it is consciously called into question by the customer, it becomes the beginning of the end for the pathway to a sale. Prospects flee the building, once they feel compromised and manipulated and never will return to the business.

Trust is something that can take so long to earn and build, yet it can be vanquished by a single sentence. This reality underscores the necessity for ongoing training among any staff that interfaces with the public. Everyone needs to be on the same page on every facet of the selling process. Gaps and deviations by staff sow seeds of doubt in perplexed buyers' minds while uniformity builds trust.

**John Haffey**  
Publisher



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Passages II, 60 by 48 inches



Water's Edge, 60 by 48 inches

## MOSAIC IMAGES, LLC



Black Rock Beach, 72 by 48 inches



Morning Walk, 48 by 60 inches

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# ARTISTS & PUBLISHERS

## N. West Gallery's 'Future Primitive'

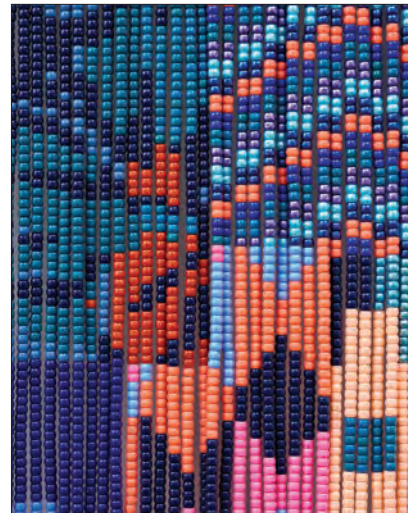
N. West Gallery, located in New Canaan, CT, features its newest exhibition with the work of seven artists titled, *Future Primitive*. Running until March 16, 2025, the opening reception debuted a collection of visual works intended to tap into the viewer's primal core, transcending the future and the past, created in different mediums including encaustic works, embroidery, fine art photography, metal and tar. For further information, call (203) 594-1741 or visit the gallery's website at: [www.nwestgallery.com](http://www.nwestgallery.com).



**Artist and gallery owner, Nabil West, left, is shown with artist Almudena Fernandez Vicens who stands in front of her artwork included in the exhibition entitled, "Stillness."**

## [CONTAINER] Debuts Group Show

[CONTAINER], Santa Fe, NM, presents *Hood Ornament*, an exhibition navigating the duality embedded in its name, a symbol perched atop a vehicle and a neighborhood often associated with Black America. Storytelling forms the backbone of the exhibition, with each artist drawing upon personal histories, collective memory, and cultural signifiers to construct a visual language that speaks to the complexity of Black life in America and beyond. Artists include Kevin Cobb, Alexandra Couch, Conrad Egyir, Aristotle Forester, Suni Mullen, Terrence Musekiwa, Guy Stanley Philoche, Jamea Richmond-Edwards, Clarence Heyward, Khari Turner, Shinique Smith, Kara Walker and Bill Traylor. For details, call (505) 995-0012 or go to: [www.containterc.org](http://www.containterc.org).



**Felandus Thames' "She Did What She Could" is a beads on coated wire with aluminum rod.**

## OBITUARY: Maxwell Hayslette

Maxwell Hayslette, a prolific American artist, died peacefully in Poulsbo, WA, on December 21, 2024, at the age of 95. In a career spanning more than seven decades, Hayslette achieved international recognition as a landscape and abstract painter, printmaker and bon vivant. His work is represented in more than 1,000 private, corporate and public collections worldwide. His limited and open edition prints are currently available through Grand Image Ltd.

In 1973, the artist founded

Olympus Graphics, a Seattle-based company produced



**Maxwell Hayslette.**

affordable, large-scale (up to 8 feet in length) limited-edition serigraphs featuring art-

work by Hayslette. Olympus Graphics developed a nationwide clientele before being acquired, and renamed Grand Image, by Larry Winn in 1984.

Hayslette graduated from the American Academy of Art in Chicago in 1951 and pursued post-graduate study at the Art Institute of Chicago. Then in 1953, while stationed with the U.S.

Army at Fort Meade, MD, he met Don Sederholm, with whom he married in 2013, shortly after Washington State legalized same-sex marriage. In 2021, Sederholm passed away. The Max Hayslette Fine Art & Archive Collection is housed at the West Virginia University's Morgantown campus and features a collection of oils, watercolors, prints, personal papers, articles and more than 20 hours of oral-history interviews. His remaining original paintings are available from Carrie Goller Gallery, located in Poulsbo, WA.



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## Mason Fine Art's 'Affrilachia'



*"Early One Sunday Morning" by Chris Aluka Berry.*

Mason Fine Art, Atlanta, GA, presents an artist talk and reception for photographer Chris Aluka Berry's *Affrilachia: Testimonies* exhibition, moderated by Tokie Rome-Taylor. The collection builds on the tradition of Affrilachian poets, educators, artists and activists who have highlighted the important contributions that African Americans have made to Appalachia. Berry's photographs offer a correction to the standard white-washed narrative of the region, revealing aspects of Appalachia's rich multicultural and multiracial landscape. For more information, phone (404) 879-1500 or visit: [www.masonfineartandevents.com](http://www.masonfineartandevents.com).

## Mirada Fine Art's First Valentine's Show

To celebrate Valentine's Day, Mirada Fine Art, Denver, CO, presented a group show called *Heartbeat: A Celebration of Love* featuring artwork from numerous artists including the gallery's newest artists, painter Paula Jones and sculptor Gustavo Torres. Stylistically vastly different, Jones layers bright, joyful color on her canvases, while Torres infuses his work with antiquity and earthiness. The gallery also unveiled brand new art by gallery artists, including Julia Klimova, Lyudmila Agrich, Stefan Geissbühler and Bruce Marion. For further information, telephone (303) 697-9006 or go to the website at: [www.miradafineart.com](http://www.miradafineart.com).



*"They Called It Puppy Love" by Paula Jones is an acrylic on canvas, measuring 24 by 30 inches.*

## OBITUARY: Kevin Grass

Artist Kevin Grass died in a bicycle accident on February 5, 2025, at the age of 56. He was a professor of drawing and painting at St. Petersburg College, Clearwater, FL, as well as a professional fine artist. He leaves behind his beloved wife of 31 years, Michaela Oberlaender; and their son, Nicholas Grass. The artist, an avid bicyclist since the age of 16, was cycling to work to teach perspective to his drawing students.

"Painting was his passion and his gift from God.

It is all he ever wanted to do and I am sad that he never



*Kevin Grass.*

got to retire to just paint. He still had so many ideas

that he wanted to realize," says his wife Michaela.

undergraduate degree in drawing and painting in

1990 on a full academic scholarship. Then, while attending the University of Georgia, he met Michaela in a Northern Renaissance art class. Their son was born in 1997.

The artist began teaching full-time as an Associate Professor of Art on the Clearwater campus of St. Petersburg College. Late in 2019, he decided to use his art to make people smile and the *Lame Ducks* series was born. Kevin Grass' website is located at: [www.kevingrass.art](http://www.kevingrass.art).

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NEW YORK, NY—The 48th annual **Artexpo New York** returns to Pier 36 at 299 South Street in Manhattan, from Thursday, April 3 to Sunday, April 6, 2025. Produced by **Redwood Art Group**, the nation's leader in exhibitions and event production, media and marketing for the global art community; the four-day showcase will host more than 200 innovative exhibiting galleries, art publishers and dealers, and artists from around the globe across 70,000 square feet of uninterrupted convention space. On display will be original work by more than 1,000 artists and includes prints, paintings, drawings, sculptures, photography, ceramics, giclées, lithographs and glass works, among other contemporary and fine art. This year's show will also feature its annual lineup of programming within the Artexpo Pavilion and [SOLO] Pavilion, including Art Labs, the Discoveries Collection and Spotlight Program. Shown is "Reverie" by Carola Pieza of K Art Projects, and is a mixed media on canvas measuring 45 by 65 inches. For more details, visit: [www.redwoodartgroup.com/artexpo-new-york/](http://www.redwoodartgroup.com/artexpo-new-york/).

# SALES OFFER MULTIPLE OPPORTUNITIES

*continued from page 1*

for the business, especially when the promotion is used to offload existing inventory taking up space that new product could occupy. On top of all of that, sales are also a great way to move out-of-season, overstock and poor performing items, whilst also giving an end-of-quarter cash boost.

For gallery and frameshop owners, sales promotions can take many forms—whether its centered around an artist and gallery reception, community-based event (such as an art walk) or seasonal gift-giving. In the balance of planning, disadvantages to holding sales may include the man hours in organizing the event, being sensitive to prices already established with art and framing, hidden costs, the risk of devaluing artwork already purchased and acknowledging that an item or service will have a smaller profit margin. While it may be a catalyst to "closing a deal," it must also be the incentive for the sales staff to use to strengthen relationships and keep conversations going for future sales. Running too many sales may cause customers to expect them, cutting into the business' bottomline.

Effective sales promotions are about presenting attractive products and services to

the right people when they're most receptive. It helps to be strategic in planning so that as many sales as possible are acquired while spend-



**Main Street Art, Gallery & Custom Framing is located in Milford, MI.**

ing the least amount of money. Casting a wide net may not be the best option for those in the gallery and frameshop business.

At Main Street Art, Gallery



**Sorrel Sky Gallery has three locations in the U.S.**

and Custom Framing, in Milford, MI, in business for more than 35 years, holding sales is about reaching out and reconnecting with customers. "The purpose of our most successful sale, our Customer Appreciation Day, is to get return

customers back through the door in the spirit of gratitude," says Natalia Wohletz, owner of the business since 2019. "During this annual event, we offer a discount gallery-wide and a special discount on framing (a small percentage off the moulding only). We market it to our current customer base as a 'thank you' for their year round business."

What Ms. Wohletz has found is that sales promotions work well when they appear to be targeted to the customer and where and how they shop, since art and framing is such a personal sale. "We do have a website pop-up for 10% off which converts into potential online orders. This goes to those that are then on our email list and are likely to buy again from us. But, those are usually smaller items. We also offer discounts on event nights in town and these are also used almost exclusively on small gallery items. We rarely get new customers that are buying high ticket items on sale days."

Limiting promotions has been a good way to further promote the business. "Our (rare) sales are in-store and online, with social media and email marketing to spread the word," she says. "Usually it is a flat discount, but sometimes we do buy-one-get-one (BOGO) offers

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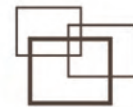
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## ART PALM BEACH REPORTS ATTENDANCE AND SALES EXCEED EXPECTATIONS



PALM BEACH, FL—The 2025 **Art Palm Beach**, held January 22 to 26, 2025, at the Palm Beach County Convention Center, reports that the event “nearly doubled its attendance from last year, while art sales soared to unprecedented levels.” One highlight of this year’s show was the world’s largest Birkin Bag, “Big Birk,” handcrafted by GEO and presented by Denis Leon Gallery, LLC (Boca Raton), which made its grand entrance under police escort. “Art Palm Beach 2025 exceeded all expectations,” says producer and director Cassandra Voyagis. “The energy from collectors and art lovers was contagious. Thanks to the dedication of our galleries and the power of art to inspire and connect, this year’s event was nothing short of extraordinary.” Shown is “Star Ice Blue” by Abby Modell Contemporary as a mirror, hand-blown glass assemblage, fire-polished glass and Swarovski crystals. Art Palm Beach will return next year, January 28 to February 1, 2026, at the Palm Beach County Convention Center. For more details, go to: [www.artpalmbeach.com](http://www.artpalmbeach.com).

## SALES PROMOTIONS *continued from page 12*

or surprise gifts. Including a free gift with purchase on event days has been a great motivator for getting customers in the door as well. The free gifts usually only cost us stale inventory that we want to get rid of anyways. We also set chocolates and other goodies out on these days to make it more of a social event.”

Shanan Campbell, owner of Sorrel Sky Gallery with locations in Durango, CO; Santa Fe, NM, and New York, NY, takes the idea of sales promotions very seriously and carefully takes all aspects into account. “At Sorrel Sky Gallery, we approach sales by carefully considering the work of our artists and the experiences of our collectors,” she says.

“In our experience, traditional ‘sales’ in the conventional retail sense aren’t typically part of our business model. We believe in maintaining the inherent value of our artists’ work and fostering an environment where art is appreciated for its intrinsic worth rather than its price point. However, we understand the importance of making fine art more accessible to passionate collectors at all levels.”

Ms. Campbell appreciates the importance of finding artwork that speaks to the collector. “Our main goal is to help connect the right piece with the right collector while maintaining the integrity of our

artists’ work. Our David Yarrow shows and talks draw collectors from around the world, providing them with unique opportunities to acquire his powerful photography and meet the artist himself. Since our focus is on building relationships, we’ve had success in offering payment plans through art financing programs. This has helped make collecting more accessible to enthusiasts who might have thought fine art was out of their reach. This approach allows us to maintain the value of the work while making the acquisition process more manageable.



*Gallery 71 is located in New York, NY.*

“When we do consider special offerings, we carefully structure them to honor both our artists and our business model. For example, we might offer exclusive previews to our established collectors or create special packages that combine artwork with unique experiences, such as private sessions with artists during exhibition openings or intimate gatherings to learn about their creative processes.”

For clients hesitant to finalize an acquisition, Ms. Campbell says offering value-added services may help. These services include complimentary in-home consultations, personalized view-in-room

previews, white glove installation services, exclusive invitations to gallery events and priority access to new works by their favorite artists.

“One important note about our industry is that the relationship between galleries, artists and collectors is built on mutual respect and an understanding of value,” she says. “We’ve found that building these long-term relationships and providing exceptional service is far more sustainable than relying on traditional sales strategies.”

Alfred González, owner of New York, NY-based Gallery 71, says that holding sales promotions are a great way to encourage sales and increase cash flow. “They are definitely a great way for us to raise revenue during slow times,” he says.

“I rarely have them, but when I do, it’s for a specific purpose. One was when an artist moved out-of-state and decided not to sell works in New York anymore. There were some pieces I had on consignment, which I returned, and others I owned. Since I was no longer representing the artist I held a sale to sell the inventory that I owned. In the end, I did not sell them all and no one should expect to, but it helped move inventory.”

Knowing that a sale will bring in more revenue is a great tool to have in a business owner’s back pocket, but they are also an opportunity

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
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## FRAMERICA UNVEILS NEWLY UPDATED WEBSITE WITH ADVANCED FEATURES



YAPHANK, NY—Framerica's website ([www.framerica.com](http://www.framerica.com)) has been completely updated and advanced, to include expanded search options, significantly faster speeds, custom wish lists, product comparison options and various other tools to streamline the design process for framers and specifiers. Framerica employed in-house web designers and graphic artists to better control the process to ensure not only a successful launch, but also the adaptability to consistently provide the most useful tools in the industry. "Our sole focus when undertaking this project was to make Framera.com the industry's best resource," says Josh Eichner, vice president. "We revamped the look, layout and interface of [www.framerica.com](http://www.framerica.com) from the ground up and we acted upon every wish and suggestion. We believe we achieved our goal, and we are committed to improving upon it every day." Highlights from the new website include faster and more accurate search results, new and ever-changing content useful to custom framers, brand new product releases and easily accessible, as well as the most current and complete finish options. For further information, call (800) 372-6422 or visit the company's website at [www.framerica.com](http://www.framerica.com).

# WCAF EXPO SEES HEALTHY ATTENDANCE

The 2025 West Coast Art and Frame Expo (WCAF), held January 25 to 26 at the Horseshoe Las Vegas, saw a high volume of exhibitors across some 80,000 square feet of space and featured new product launches, exclusive show specials and discounts from leading suppliers, manufacturers and publishers. The show also housed the three-day National Conference with more than 85 seminars and workshops held January 24 to 26.

Established in 2000 in partnership with *Picture Framing Magazine*, WCAF Expo is held annually and is the largest national B2B trade show and conference in the art and framing industry, bringing together thousands of industry professionals from around the world, representing a host of interrelated companies.

During the show, the Framerica booth featured an eye-catching Washington Monument replica sculpture, helping to highlight the company's made in America collections of moulding. "We often-times get asked about the theme of our booth and why we choose it," says Josh Eichner, vice president. "Often, it's about a new product, sometimes it's about setting a mood. This year was a little different. We are quite proud to be the only major manufacturer of picture frame moulding in the United States. It's been that way for most of the more than five decades that we've been servicing the

greatest customers on earth. So that became the theme...new designs, great value; made here!"

Showcased were some of their newest offerings, including 10 brand new golds and silvers and dozens of other designs. Various pieces of art in the booth



**Framerica's booth featured a replica of the Washington Monument, celebrating that the collections are made in America.**

were custom framed using the company's collections, such as Woven Gold™, Venetian Gold™, Silver Oxide™, Woven Silver™, Woven Gold™, Trevi Gold™, Trevi Silver™, Gilded Live Edge™, Aria Champagne™, Restoration Brown Oak™, Luscious Gold Lips™, American Barn™, Dashboard Burl™, Canadian Cherry™, Stealth Black™ and Gallery White™. One piece featured Framerica's American Renaissance™, a series of gold finishes that emulate old world gilded craftsmanship while being inspired by

the families that fostered the "Gilded Age" of America. Another presented a masterfully crafted frame with alternating pieces of Gallery White and Stealth Black to extend the piano keys featured in the artwork.

At the Michelangelo Moulding booth, the company showcased a diverse range of new products, including natural wood finishes, lacquered designs and elegant navy ornate pieces. "It was an exciting lineup with plenty of fresh innovations," says the company's Franco Galazzo. "The show was excellent this year, with several improvements that made a significant impact. First, it was held on a weekend for the first time, which contributed to higher attendance. Second, it coincided with the World Market, creating a synergy that attracted even more industry professionals. Third, was the variety of class options catered to multiple levels within the industry. There were many exciting opportunities with both existing and new prospects in this evolving industry."

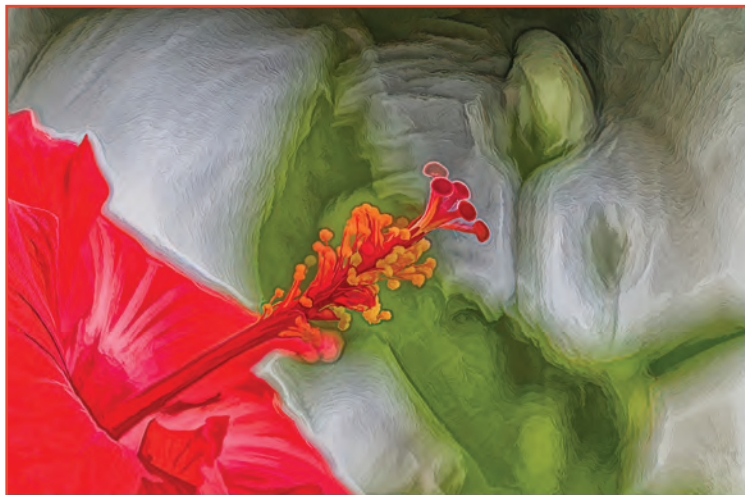
Exhibiting for the first time at this year's show, Kurian & Co./Frame & Display presented many products from its a framing and custom fabrication operation. "Overall the show was a positive experience," says founder Gerald Kurian. "As a first time exhibitor it was a good experience to get feedback on what we make from a different pool of

*continued on page 18*



# Minds Eye Photos

*Photography by Alan Goldberg*



“My work is somewhere between photography and art as I tap into the fabric of one’s soul.”

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Alan Goldberg has exhibited at Miami Art Week, Artexpo New York, Art San Diego, Paris Art Expo, Palma, Berlin, Zug, Basel, Athens, Venice, Granada and Dubai and has been published in *Vogue*, *Millennium* (15th Edition), *Contemporary Art Magazine* and *Artist Closeup* #25 magazines.



Minds Eye Photos • Photography by Alan Goldberg • Boca Raton, FL

[www.limitededitionsbyalan.com](http://www.limitededitionsbyalan.com)

 [mindseyephotos1953](https://www.instagram.com/mindseyephotos1953)

## CLASSY ART NAMED TO INNER CITY 100 LIST FOR 5TH CONSECUTIVE YEAR



HOUSTON, TX—**Classy Art**, a leading manufacturer and distributor of wall décor, has been included in the Initiative for a Competitive Inner City's (ICIC) Inner City 100 list for 2024—marking their fifth consecutive year on the list. Since 2019, Classy Art has consistently been recognized among the nation's fastest-growing inner-city businesses, a testament to the company's relentless innovation, dedication to quality and commitment to our community. "Being recognized five years in a row is an incredible honor," says Gabriel Cohen, CEO. "It's a reflection of our team's hard work, our customers' loyalty and our mission to not just grow as a business, but to positively impact our community and industry." Shown is a TT1934, hand-painted textured canvas measuring 50 by 84 inches. Classy Art also participates in the Million Meal Movement, where they donate one meal to a hungry child in the USA for every piece of wall décor sold, contributing over 90,000 meals to date. For more details, call (800) 372-8007 or go to: [www.classyart.net](http://www.classyart.net).

## WCAF EXPO *continued from page 16*

potential clients. The general feedback was positive. I was able to make some connections with potential clients that I feel very positive about. I am in the process of following up and confirming orders for samples that were placed during the show. We will see how the relationships unfold over time."

Mr. Kurian says that he felt the mix of exhibitors was advantageous. "I had expected more closed corner frame vendors than I saw so I had less competition than anticipated. We are based in the New York area and there is a strong competitive market for closed corner frames here. Our prices were closer to the cost of chop and join than I had expected. I am excited that we can deliver such a high quality product at a price point that feels closer to that aspect of the market."

The Gallery System Art Displays, Inc. booth featured the company's flagship 3-piece art hanging system. Managing director Christine Regan Davi says that this year was their first time exhibiting and that they are glad that they did. "The show surpassed our expectations. Our booth was extremely busy both days, and we made dozens of fruitful new connections with frameshops, art handlers and art installers," she says.

"Our business is dedicated to simplifying the process of hanging and lighting artworks, especially when it comes to quick and easy art changeovers without wall damage. We're the exclusive North American distributor of hanging hardware by Gallery System, a 40-year old Australian brand with 250,000+ systems in use worldwide. We take pride in providing first-class products and service for our customers, from art collectors, homeowners and studio artists to the largest galleries,



*The Michelangelo Moulding booth featured moulding from their newest 2025-2026 catalog.*

libraries, offices, museums and other art-hanging venues."

Ms. Regan Davi says that the quality of attendees was also notable. "We had great foot traffic the entirety of the show in our booth. The WCAF Expo was especially rewarding because we had the opportunity to generate deeper awareness about Gallery System Art Displays with prospective customers, partners and new vendors. Some of those conversations have already led to new business, while others have planted the seed for growth in the year ahead."

At the POD Exchange, LLC. booth, the company

debuted an addition of Mimaki Flatbed printers to their system.

"By early second quarter 2025, users with Mimaki Flatbeds will be able to print 2.5D textured prints," says Chris Moseley, president. "The system will pull textures and brushstrokes from the original files and print them as a build up where you can touch and feel the textured surface. Non-textured prints can be printed on the Mimaki flatbed printers today, just the 2.5D will be available in early second quarter."

Victor Fine Art, a wholesale art company that supplies original artwork and clear acrylic shadowbox frames to galleries and interior designers all over the nation, also exhibited at this year's show. We represent many wonderfully talented and awarded artists,

both national and international. We have been a valued part of the art world for 45 years.

Lauren Miller, the company's office manager felt that the show was fair. "We presented original paintings from our list of artists. Attendance seemed better the previous year (January 2024) but we did make a good amount of sales. A suggestion for next year's show would be to hold it in early March to hopefully avoid any weather issues for travelers."

Alana Morosky of AJoy

*continued on page 29*

# CHARLES FAZZINO

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ATLANTA—AspireTV Premieres **Who's Behind Black Art** on February 6, 2025, a four-part documentary series airing in celebration of Black History Month. This compelling series will then return to the network on November 1, 2025. *Who's Behind Black Art* sheds light on five eclectic, emerging Black artists and demystifies the art world, while revealing the raw and unvarnished experiences that have shaped the next generation of Black artists. The artists featured are Adrian Armstrong, Laurena Finéus, Mario Joyce, Tae Ham and Jewel Ham, whose "You Betta Ask Somebody," an oil and acrylic on canvas ([www.what-everjewel.world](http://www.what-everjewel.world)). The series also features significant celebrity guests and world-renowned Black artists, curators, collectors and gallerists, including multidisciplinary artist Derrick Adams, Everette Taylor (CEO of Kickstarter & former CMO of Artsy), Phillip Collins of Good Black Art, artists Alteronce Gumbay, Paul Anthony Smith, and curators Larry Ossei-Mensah (co-founder of ArtNoir), Cierra Britton (founder of Cierra Britton Gallery). To learn more, visit: <https://whosbehindblackart.com/>.

## CUSCUNA'S ART, PROCESS OF DISCOVERY

Artist Lisa Cuscuna, of Mosaic Images LLC in Stamford, CT, creates her oil on canvas work with a mindset of being the vessel for the creative energy behind the art itself, applying her masterful technique with the uncertainty and spontaneity of where the art takes her. Giving over to the work and allowing it to lead is critical and achieved by pouring thinned oil paint on the canvas and having patience. After it dries, Cuscuna often adds new layers that

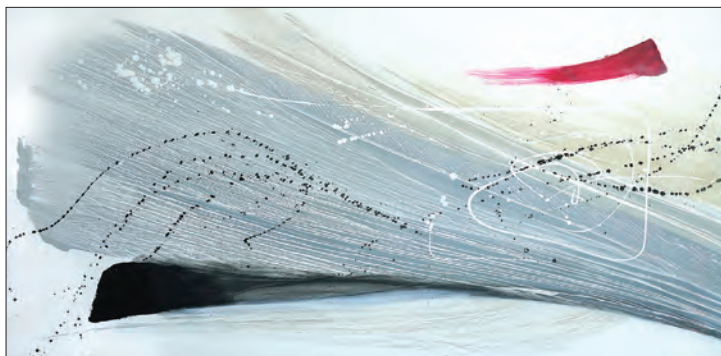
are manipulated by tilting and adjusting the canvas.

"Making art is an adventure—a process of discovery and learning," she says. "If I'm not learning something or discovering something new in the process, then I say 'why bother?'" Her collections and styles feature contemporary/poured, modern/land, air and sea, abstract, realism, neutrals, surrealism, impressionistic, digital composite photography and nature and scenic photography.

"I work in oils and express my ideas in many forms and styles. My poured pieces are spontaneous and I like to pour sand colored paint over the canvas which gives me a ground that looks like a beach. Realistic landscapes are often subtle in nature

with muted color combinations."

Inspiration comes from many parts of the artist's life, including respect for Buddhist teachings which she studied at an early age. "The body is a vessel through which creative en-



"Ambrosious" by Lisa Cuscuna measures 72 by 36 inches.

ergy passes. This concept describes the way I work with liquid paint, pouring it over a canvas and allowing the paint to find its own path. I find inspiration from traveling and observing na-



Lisa Cuscuna's "Force of Nature" is an oil on canvas.

ture. I can never see enough sunrises or sunsets. I could sit on the beach and watch wave after wave come onto the shore and never be tired of looking."

This has also helped to fine tune her ability to read a

piece and know when it needs to rest or is finished.

"I have become more patient with my work through the years, and I can now recognize when I begin to tire. Interacting with the paint while it is moving or trying to make changes while the paint flows, will often result in something that looks overworked. The discipline is one of having restraint."

Cuscuna has built her career as an artist working in many varied creative outlets. As a pro-

jection designer, her work has appeared in Broadway shows produced by Harold Prince (*Merrily We Roll Along*, *Diamonds and End of the World*), Trevor Nunn and Andrew Lloyd Webber (*Song and Dance*), Bob Fosse (*Dancin'*), John Caird (*Jane Eyre*), and Will Ferrell on Broadway (*You're Welcome America*).

"At all times, and with every project, I was fortunate to be learning while creating," she says. "Now my creative life has come full circle as a painter.

My intention is to continue growing with every stroke. Why stay where you are when there is so much of the world to see?"

For further information, phone (917) 881-8112 or go to the artist's website located at: [www.lisacuscuna.com](http://www.lisacuscuna.com).



"Contemporary Vision" 36"x48"  
layers of pigmented epoxy on panel



"Butterfly Garden" 40"x70" oil on Belgian linen

Represented by:  
Westport River Gallery, Westport, CT  
Beacon Fine Art, Red Bank, NJ

**John Fatse**

JohnFatse@gmail.com

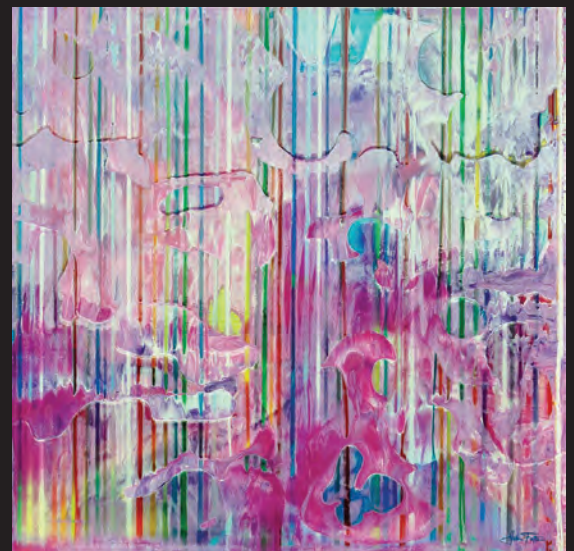
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[www.abstractartbyjohnfatse.com](http://www.abstractartbyjohnfatse.com)

Through a fusion of mediums and techniques, my art seeks to challenge the conventional and provoke thought, prompting a contemplative journey into the depths of individual perception.



"Extasea" 39"x39"  
mica and pigmented epoxy on panel



"Woke up in a Dream" 36"x36"  
mica and pigmented epoxy on panel



KENT, CT—**Kenise Barnes Fine Art** presents *Director's Choice—Celebrating 30 Years*, a group show featuring work by the gallery's roster of artists, many of whom have been represented since the very beginning, and others for 20 or more years. "Thirty years ago, I never could have imagined that what began as a small idea would become a life's work," says owner Kenise Barnes. "I am proud to say that the gallery supports many artists in a multitude of ways allowing them to continue their important contributions and work." The Director's Choice exhibition was installed in the gallery's two buildings, both renovated barns in Kent and includes nearly every artist in the program, including Daniel Anselmi, Jackie Battenfield, Gabe Brown, Cecile Chong, Susan English, Gregory Hennen, Mary Judge, Andrea Kantrowitz, David Konigsberg, Margaret Lanzetta, Joanne Mattera, Laura Moriarty, Margaret Neill, Jill Parisi, Melanie Parke, Jill Parisi, Donna Sharrett, Eve Stockton, Josette Urso, Eleanor White, Tricia Wright and David Collins, whose "Here and There," an acrylic on canvas measuring 60 by 60 inches, is shown. For further information, telephone (860) 560-3085 or visit the website located at: [www.kbfa.com](http://www.kbfa.com).

## ALAN GOLDBERG BRINGS PHOTOS TO LIFE

When it comes to inspiration, artist Alan Goldberg sees the initial vision as a piece's first phase. It starts as a still image and then evolves into a colorful, textured visual fusion of photography and modern art. Represented by Minds Eye Photos: Photography by Alan Goldberg, Boca Raton, FL, his work features musicians, landscapes, models and unconventionally different portraits. Each limited edition piece is printed on aluminum with vibrant colors in a high gloss finish. Float mount hangers are attached to the back of the print and float the print 1/2-inch off the wall when hung. Also, each piece is numbered and comes with a certificate of authenticity.

"I see, or am fascinated by, patterns, shadows, colors, shapes, details, big picture ideas and concepts," Goldberg says. "I am constantly trying new or different lenses, cameras, light spectrums, software and even the order in which I process photos. My work has a balance between the active—such as photographing concerts, rock shows and festivals—to the peacefulness of landscapes and flowers. Each brings a reoccurring element and at times something new to my cre-

ation. I see a certain beauty in each stage of nature, even the death of a flower or animal. I pull on Carl Jung's primal instinct that we all have even if we do not know what they are."



**"Orange Hibiscus in Acrylic" is a limited edition photo art by Alan Goldberg measuring 40 by 30 inches.**

Part of what makes his work unique in the eyes of collectors is that it is not pure photography or pure art, but an amalgamation that is said to create a new niche.



**"Meisner Park Amphitheater" is a limited edition photo art by Alan Goldberg measuring 40 by 30 inches.**

"It is not—and I repeat not—AI-inspired art. All of my work is printed on high gloss aluminum and limited to no more than twenty five prints. Since I print only on aluminum my colors are vibrant and saturated which helps to bring the images to life in their own unique ways."

For Goldberg, following where the inspiration takes him is a key part of his process. "Evolution is important. Beside my parents, one of my first mentors is Dr. Victor P. Satinsky (a heart surgeon and co-creator of coronary-bypass surgery). I only met him when I was a teen, but he had a sign behind his desk that read 'Publish or Perish.' I took that to mean keep moving forward and keep doing."

This also means being able to work on more than one piece of art at a time, a talent that he mastered at a young age. "When I was in single digits, I had the measles and was home from school. My mom knew that I liked jigsaw puzzles and went out and got me five, 1,000-piece puzzles, thinking it would keep me busy for a while. I cleared off the dining room table and dumped all five puzzles in the center not caring if the pieces got mixed. Within two to three days, all of the puzzles were completed. It was my acute attention to detail that allowed me to do it. I use that same concentration today to work on each photo like it was a prize."

For further information, call Minds Eye Photos at (973) 332-0926 or visit the artist's website at: [www.limitededitionsbyalan.com](http://www.limitededitionsbyalan.com).

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**SALES PROMOTIONS**  
*continued from page 14*

to provide personalized customer service. "Since I also provide framing services in my gallery, I have framing sales annually in the month of February to increase business during the slowest month of the year," Mr. González says. "And lastly, when a gallery needs to raise quick cash it's best to approach customers who have been interested in a work of art but have not committed for whatever reason. They are appreciative of my contacting them first before sending out a general mailer for a sale on specific artists or a general sale."

Being strategic about what is included in the sales promotion must be considered, he says. "In general, I do not like having any sales on the art that I sell. Some artists do not like it at all and some artists understand the current climate and go along with it, also sharing in the discounted price, understanding that it is better to sell a piece when there is a serious buyer, than to sit on it for another year or two.

"When I put a framing sale sign in the window or send out a targeted mailer, it does increase my customer base—not by a lot, but gaining even as little as two or three new customers does make a difference. I have not experienced people coming in and saying that since I'm having a sale it has made it affordable to them. However, it does encourage people who have four or five pieces to frame and figure that this would have a significant savings."

Some of Mr. González's frame sales in the past have featured 20% off as a direct result of the framing companies sharing in the discount, anywhere from five to 10%, to him. "As of late, as so many businesses are struggling, most manufacturers are less inclined to share in the expense and as a result my discount on my current sale is

and packing or delivery if they are local."

As retail buying trends continue to be unpredictable, Mr. González says that it is important to be flexible. "If I did not need to have sales I would be all too happy. There was a time where I discounted nothing and it was take it or leave it—in nicer



*Westport River Gallery is located in Westport, CT.*

10%," he says. "Marketing is done on Facebook, Instagram and emailing my customer base to invite them to take advantage of the framing or art sale. Wording is important as we ask them to bring in their valued treasures: photos of special events, art that they have purchased, etc. There are times that I will throw in an upgrade of glass for framing or matting. And there are times that I offer to break up a purchase in two payments or free shipping

words. But now every sale is important to close. The rent bill comes at the beginning of every month."

A recent promotion at Westport River Gallery was the "Nooks & Cranny Sale: 35 Real Art Under \$100." Ken Warren, co-owner with his wife Pat, at the Westport, CT-based gallery and frameshop says that getting creative with how sales are presented are a good way to catch people's

attention. "Prices go up. Cost of living rises. Either you close shop, whine and complain, or deal with it," he says. "Promotions can increase cash flow. It's that simple. They can draw in new people and, more importantly, they can prompt existing clients to make a purchase. But, it needs to be done well. Tiffany & Co. have gifts as low as \$100. Are we better than them? If exposed to our gallery, people might be pleasantly surprised by our reasonably priced products and services. But, how do I know this? We check competitors in the area. Do I want to stay in business? Do I want to move stuff that's five years old? Can I offer 50 to 70% off on ancient products? If I own it, I can offer any discount. But a sale needs to be real and show value-added to the consumer. I have found that offering 10 to 20% off existing prices is seen as an insult to our customers. A real sale may draw people, but it's not guaranteed. This is where we need to step up our sales process."

Mr. Warren says that removing the preconception that a sales promotion is for discount retailers is easier than one might think as consumers see it as part of everyday life. "'Sale' is not a bad word. There's no reason to avoid having a sale in 2025. We always check our competitors and see what they charge for similar products and services to stay competitive. Mystery shopping allows us to see how we stack up and how we can stay ahead."

*Koleen Kaffan is Editor in Chief of Art World News.*



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**Lori Daugherty**

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Working with ADC has been tremendously successful for my career. They are always innovative in bringing clients and artists together.



**Zach Sabatelli**

It's incredibly gratifying when you receive a gust of wind at moments when you're trying to spread your wings and fly. Thanks for being my gust of wind, ADC!



**Lindsey Kiser**

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# MARKETING STRATEGIES

## ADVICE FOR THE BEST ART MARKETING RESULTS

by **Barney Davey**

To achieve success in the competitive art world, you must not only possess a discerning eye for exceptional artwork but also master the four fundamental marketing principles of awareness, lead generation, sales, and retention. These essential strategies are universally applicable and form the foundation for sustainable growth, stronger connections, and increased profitability in the art business, regardless of whether you are an independent artist or a large gallery.

### **Awareness: Painting Your Presence**

Galleries need a clear artistic vision and curatorial voice to stand out. They can raise awareness through targeted social media campaigns, art fairs and innovative collaborations. Artists can build awareness with a compelling artist statement, online presence, creative partnerships, and group exhibitions.

### **Lead Generation: Engaging Creative Interest**

The art world thrives on relationships, making lead generation particularly crucial. Consider creating meaningful touchpoints instead of traditional contact forms: private preview invi-

tations, artist talks, or exclusive studio visit opportunities. Making intentional strategic connections in and outside the art world is a marketing superpower. Digital strategies include offering downloadable collection catalogs or early access to exhibition

relationship. Success here requires understanding that purchasing art is an emotional and intellectual investment. Relying on spontaneous sales is not sustainable. Develop a sales approach that educates and engages: share artists' inspirational stories,

Retention is perhaps most crucial in the art world—turning first-time buyers into lifelong collectors and advocates. Implementing an automated email to nurture relationships with art buyers is advisable and effective.

Start with a personalized thank you and include care instructions and provenance. Follow up with the artist's inspiration story or process videos, share insider previews of upcoming works, and offer exclusive collector events or early access to new pieces. Don't be afraid to be creative and innovate how you communicate.

For ambitious galleries and artists, retention marketing might expand into creating collector circles with special preview privileges. At the same time, you could offer commission opportunities, or special edition works to loyal collectors. The key is maintaining meaningful engagement without overwhelming—think quality over quantity in these touchpoints.

Be consistent and persistent. What you think is overkill barely makes a difference. Be bold and err on too much communication



information in exchange for contact details. The key is to provide value that resonates with art enthusiasts and serious collectors alike.

### **Sales: Closing with Connection**

In art sales, the transaction is nearly always the result of a carefully nurtured

provide detailed provenance information, and create immersive viewing experiences. Consider implementing flexible payment options or art rental programs to lower barriers to entry for emerging collectors.

### **Retention: Nurturing the Collector Community**

*continued on page 28*

# DISCOVER

## How to Create

# Thriving Art Partnerships

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**MARKETING STRATEGIES**  
continued from page 26

than too little—your success depends on it.

**Integration for Impact**

The most successful galleries and artists understand that these objectives work in concert. A well-executed awareness campaign naturally feeds into lead generation; thoughtful lead nurturing supports sales, and attentive sales practices lay the groundwork for long-term retention. Consider developing a calendar that balances these objectives throughout the year, ensuring each marketing effort serves multiple goals.

Remember, while these principles are universal, their application should

reflect your unique artistic vision and market create lasting connections between artists, artwork,



position. The goal isn't just to sell art—it's to and collectors that enrich the entire art ecosystem.

Start by assessing your current marketing efforts against these four objectives. Where are the gaps? Which area needs immediate attention?

You'll build a more resilient and rewarding art business by strategically addressing each objective while maintaining authenticity to your artistic mission.

*Barney Davey has been a guiding light for artists since 1988. He is an influential creator, producing books, innovative marketing courses, and a complimentary, globally followed blog, Art Marketing News, since 2005. Dive into a world where your art thrives; explore the website at: [www.artmarketingnews.com](http://www.artmarketingnews.com) for more insights and empowerment.*



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**WCAF EXPO**  
*continued from page 18*

Framing LLC had hoped to become an exhibitor of the show for many years now and this year she decided that it was time.

"WCAF 2025 was a great experience for me. As early as 2007 I had wanted to attend. I knew eventually I would, but I never expected to be an exhibitor. I started making frames during the pandemic. After years of working as a custom picture framer since 2003, getting a painting degree along the way, I had the feeling I could design some really interesting frames but I never made a frame before. So, I tried! In the process, I fell in love with frame making. Five years later, I was ready to present my frames to the industry."

Ms. Morosky debuted her first frame collections at the show in the form of sample sets for purchase. "As intimidating as it was to be a first-time exhibitor, I felt that my frames had to be seen in person. My samples are different," she says. "They are unique because my collections are interchangeable. I use magnets to join two parts together to create one traditional sample. The magnets are used for design purposes only. It's a fun way for designs and clients to create a custom sample at the design table. My booth was never empty for that long which made me very happy, of course. I did hear there were fewer attendees than the previous year. However, I made a lot of sample sales. I ex-

ceeded my goals. Overall, I was blown away by the support I received at my debut. 10/10, no notes."

Attendee Andy McAfee of The Art Shop in Greensboro, NC, thought that attendance at the show was very good and appreciated the amount of the exhibitors. "I saw around 10 vendors that I currently work with and I got to see the new moulding lines and



*Pictured during the show is Andy McAfee of The Art Shop, Greensboro, NC.*

the new framing equipment. I haven't been to the show since Covid so there were lots of new things to look at," he says.

"We purchased our last Wizard mat cutter in Las Vegas five years ago and got to see the newer versions now available. And, I have already had the Fletcher rep come to The Art Shop to make recommendations on some of our older equipment. I thought attendance was good and the vendors seemed to be buzzy with clients. I also thought that the show's location was

really good this year."

Tamar Kratter, owner of SoHo Art & Custom Framing Inc. in Toronto, ON, also attended and said that networking with her peers is a highlight. "I always enjoy going to the show because I think connecting with framers and vendors is an extremely important part of being a custom picture framer. It doesn't matter how big your staff is or the size of your shop. It's still very hard to connect with your peers except online."

Ms. Kratter says that she also attended to make purchases for her business. "I chose quite a few new mouldings for my shop and I also bought hanging supplies and new gadgets for hanging art. For me, the difference between this year's show and last year's is that previously, I took a lot of classes which left me zero time to socialize and zero time to walk the floor. By the time I got to any event or to walk the show, I was already spent. This year, I decided to focus only on business-related classes. I had enough time to walk the floor, connect with new vendors and I also had enough energy to go to all the social events and make new friends."

Brian Hart, owner of Frame de Art, Englewood, CO, has been attending the WCAF Expo with his staff for nearly 10 years. "We love going each year

to meet other frame store owners, get energized and see all the latest trends in the framing industry," he says. "I especially love all the connections we make with new suppliers, and further strengthen the existing partnerships that we have. It is also very convenient to have it at the Horse-shoe since the show is literally steps away from the hotel rooms."

Mr. Hart and his store manager attended more than 10 classes. They also use the show to make important purchases for the business. "Last year, we purchased a new \$10,000 saw after attending the show, and this year we will probably buy a new wall cutter. We also ordered a lot of new moulding samples.

"Attendance seemed a little less than the previous year. I expect it to grow each year, and see more employees of the store attend as well. Our customers love hearing about the show, and even more, love seeing what we come up with on our walls, and all the new options that are available." Frame de Art celebrates 34 years in business in March of this year.

Another plus for the show was that it ran concurrently with the Las Vegas Market Winter 2025 show, held January 26 to 30, where the best of home décor, furniture, gifts and lifestyle products are presented to industry professionals. As of press time, dates for the 2026 West Coast Art and Frame Expo have not been announced. Visit the show's website at: [www.wcafexpo.com](http://www.wcafexpo.com).

# CREATIVE MARKETING TIPS

## ELEVATING ARTISTS THROUGH MARKETING

**By Litsa Spanos**

As a gallerist and art consultant with over 30 years of experience, I've spent my career dedicated to promoting living artists by connecting them with collectors, corporations, healthcare clients and residential spaces. Over the years, I've fielded countless questions from artists eager to learn how they can grow, reach new audiences and increase their sales. The answer, in today's ever-competitive art world, lies not just in raw talent but in marketing, education and a supportive community. That's where ADC's SmartSell program comes in.

### What is SmartSell?

SmartSell is our signature four-tiered membership program designed to elevate an artist's career at every stage—from emerging creators to established experts. Think of it as a personalized roadmap for success, offering curated opportunities to enhance both artistic practice and business savvy.

Here's a snapshot of what SmartSell members gain access to:

- **Sales Opportunities:** We actively seek placements for our artists in high-



profile corporate, healthcare and residential projects.

- **Gallery Exposure:** Members can be featured in solo gallery exhibitions, providing the visibility

needed to attract serious collectors.

- **Education:** Weekly expert-led courses dive into topics like "How to Get into a Gallery" and "What Designers Are Looking For." These sessions give artists

- **Priority Acceptance:** Members receive priority placement in prestigious national art shows, a crucial way to build credibility and visibility.

- **Personal Coaching:** Sometimes, you need a tai-

lored approach. Our one-on-one coaching sessions allow artists to address specific business or creative concerns with seasoned professionals.

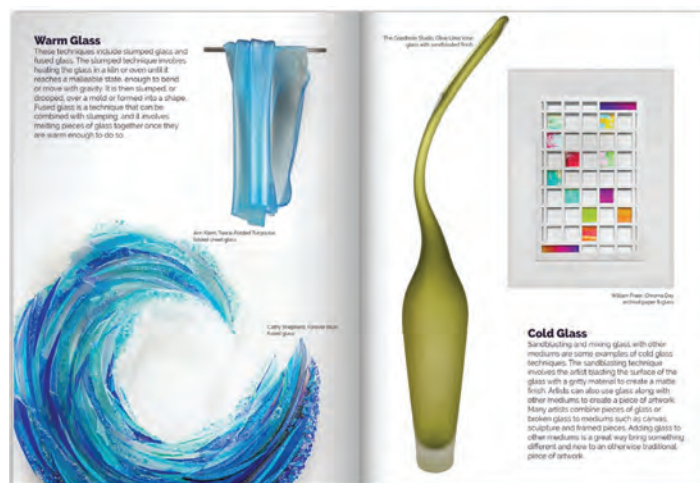
### Marketing That Works for Artists

SmartSell isn't just a program—it's a comprehensive marketing strategy designed to build awareness and boost sales. From helping artists understand how to brand themselves to offering real-world strategies on pricing and networking, we provide the tools that many artists wish they had earlier in their careers.

Members also gain inclusion in our ADC Fine Art magazine—a beautifully curated publication that showcases both artwork and recent ADC projects. Distributed to an influential network of corporate clients, collectors and event attendees nationwide, this magazine serves as a powerful promotional tool, offering direct exposure to people actively seeking artwork for their spaces.

### Why It Matters

In a world where creativity and commerce often collide, it's more crucial than ever for artists to arm



needed to attract serious collectors.

- **Community:** Our exclusive online platform con-

nects artists across the country, offering ongoing support, collaboration and inspiration.

- **Community:** Our exclusive online platform con-

*continued on page 31*

**MARKETING TIPS**  
*continued from page 30*

themselves with both artistic vision and business know-how. Through the SmartSell program, I aim to empower artists to take charge of their careers, giving them the education, opportunities, and connections they need to thrive.

## Creating Long Term Success

What sets ADC apart is this commitment to long-term artist success. No other gallery offers an initiative like SmartSell, and it's been incredibly rewarding to share the knowledge I've gained over the years. My mission is simple: to help artists not only survive

in today's market but to truly thrive—reaching new

Whether you're an emerging artist looking to

expand your reach, SmartSell offers an unparalleled platform to help you grow, learn, and connect. I couldn't be more excited to invite you to join this journey with us at ADC Fine Art. More information regarding the SmartSell Program, as well as the ADC Fine Art magazine, visit: [www.adcfineart.com](http://www.adcfineart.com).



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*Litsa Spanos is the President of ADC Fine Art and works with private, corporate and commercial clients for 30 years. Her mission is to support contemporary, living artists and her company ranks as the top 2% of women-owned businesses in the nation based on revenue. For further information, visit the ADC Fine Art website located at: [www.adcfineart.com](http://www.adcfineart.com).*



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# WCAF EXPO HIGHLIGHTS



Shown are, from left, Gerald Kurian and Lisa Kurian from Kurian & Co. / Frame & Display, a framing and custom fabrication operation founded in 2009, which made its debut as exhibitors at this year's West Coast Art and Frame Expo.



Pictured are, from left, Victor Pizzalato and his wife Neringa Pizzalato of Victor Fine Art where the company's original artwork by national and international artists, as well clear acrylic shadowbox frames, were displayed.



Chris Moseley, president of POD Exchange, LLC., is pictured during the show where he debuted an addition of the Mimaki Flatbed printers to the company's system allowing users with the printers the ability to create 2.5D textured prints.



At the Virtual Framer booth, founder and CEO Khaled Feki, left, and director of U.S. operations Rob O'Donnell, are pictured in between busy demonstrations of the portable picture frameshop in software form, only available to picture framing professionals.



At the Gallery System Art Displays, Inc. booth are, from left, Justine Lunday and Christine Regan Davi where they presented the hanging hardware by Gallery System, a 40-year old Australian brand with 250,000+ systems in use worldwide.



At the MHS Licensing + Consulting booth, Pansey Winterburn presented new releases from artists, such as Art by JJ Design House, Deane Beesley Design Inc., Blue Chair Blessing, Amira Rahim, Emiko Rainbow and Courtney Morgenstern.



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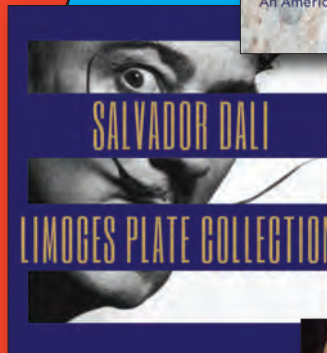
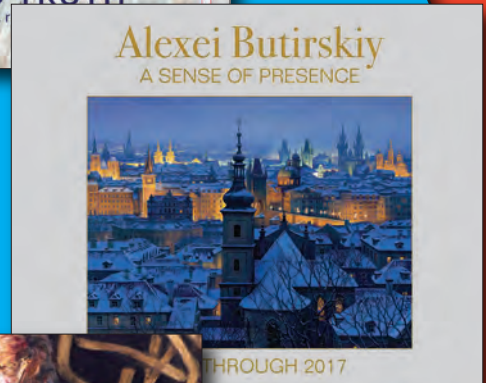
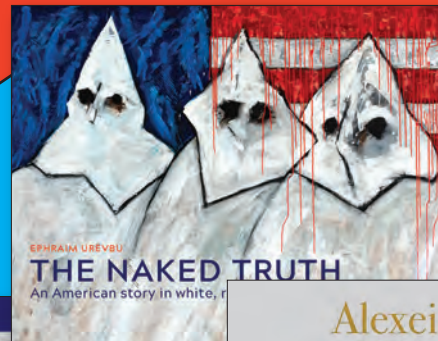


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# WHAT'S HOT IN OPEN EDITIONS



## Think Pink 10A

"Think Pink 10A" by Lisa Audit measures 24 by 24 inches and retails for \$25. Call Roaring Brook Art, located in Elmsford, NY, at (888) 779-9055, or go to: [www.roaringbrookart.com](http://www.roaringbrookart.com).

## Chic Line Art

"Chic Line Art" by Jesse Keith is a large format custom giclée on matte paper measuring 24 by 36 inches (\$102). Call A.D. Lines in Monroe, CT, at (800) 836-0994 or visit: [www.ad-lines.com](http://www.ad-lines.com).



## Buck

Studio EL, Emeryville, CA, debuts Irena Orlov's "Buck," available as a giclée on paper and canvas, as well as clear acrylic, brushed aluminum, Baltic birchwood, glossy laminate on acrylic in various sizes. Price available upon request. Phone (800) 228-0928 or go to the website at: [www.studioel.com](http://www.studioel.com).

## Tanti Perch

"Tanti Perch" by Maurizio Piovani is available as POD. For further information, call C Brand Studios, located in San Diego, at (858) 554-0102 or visit the company's website located at: [www.cbrandstudios.com](http://www.cbrandstudios.com).



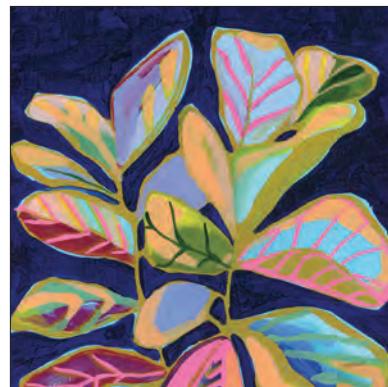
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## Vintage Flower Truck V



"Vintage Flower Truck V" by Lettered & Lined measures 16 by 12 inches and retails for \$15. Also available as large format giclée prints. Phone Penny Lane Fine Art & Licensing, New Carlisle, Ohio, at (800) 273-5263 or go to: [www.pennylanefineart.com](http://www.pennylanefineart.com).

## Plant Lady II



"Plant Lady II" by Haley Knighten measures from 6 by 6 inches to 56 by 56 inches and retails from \$20 to \$265. Phone Wild Apple, located in Woodstock, VT, at (800) 756-8359 or go to: [www.wildapple.com](http://www.wildapple.com).



### Blooming Neutrals II

“Blooming Neutrals II” by Jennifer Goldberger is available as POD in various sizes. For further information, telephone World Art Group located in Richmond, VA, at (804) 213-0600 or go to the company’s website at: [www.theworldartgroup.com](http://www.theworldartgroup.com).

### Orange Cathair

“Orange Cathair” by Stacy Milrany is available in a variety of sizes and substrates. Call Third & Wall Art Group, Seattle, at (877) 326-3925 or visit the website at: [www.thirdandwall.com](http://www.thirdandwall.com).

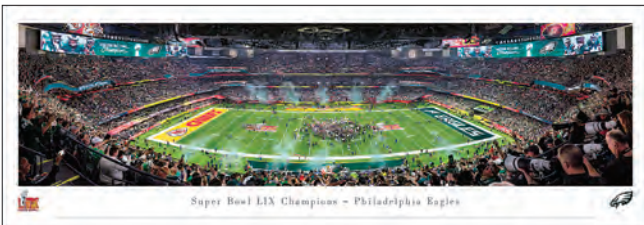


### Romantic Arrangement

“Romantic Arrangement” by Lucille Price measures 16 by 20 inches and retails for \$18. For further information, call SunDance Graphics, located in Orlando, FL, at (800) 617-5532, or go to the company’s website at: [www.sdgraphics.com](http://www.sdgraphics.com).

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“Super Bowl LIX Champions – Philadelphia Eagles” by Christopher Gjevre measures 40 by 13 1/2 inches and retails for \$40. For details, call Blakeway Worldwide Panoramas Inc., Minneapolis, MN, at (800) 334-7266, or go to: [www.panoramas.com](http://www.panoramas.com).



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### Cottage Coast



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“Two Friends at the Beach” by Layla Oz measures 30 by 30 inches retailing for \$54 on standard paper. It is also available on multiple substrates and multiple sizes. Call Image Conscious, San Francisco, at (800) 532-2333 or go to: [www.imageconscious.com](http://www.imageconscious.com).

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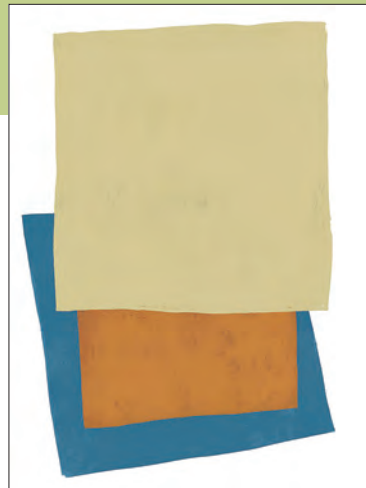
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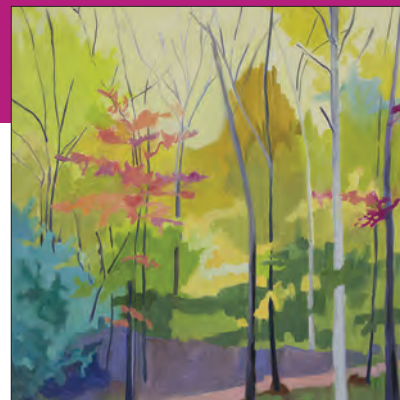
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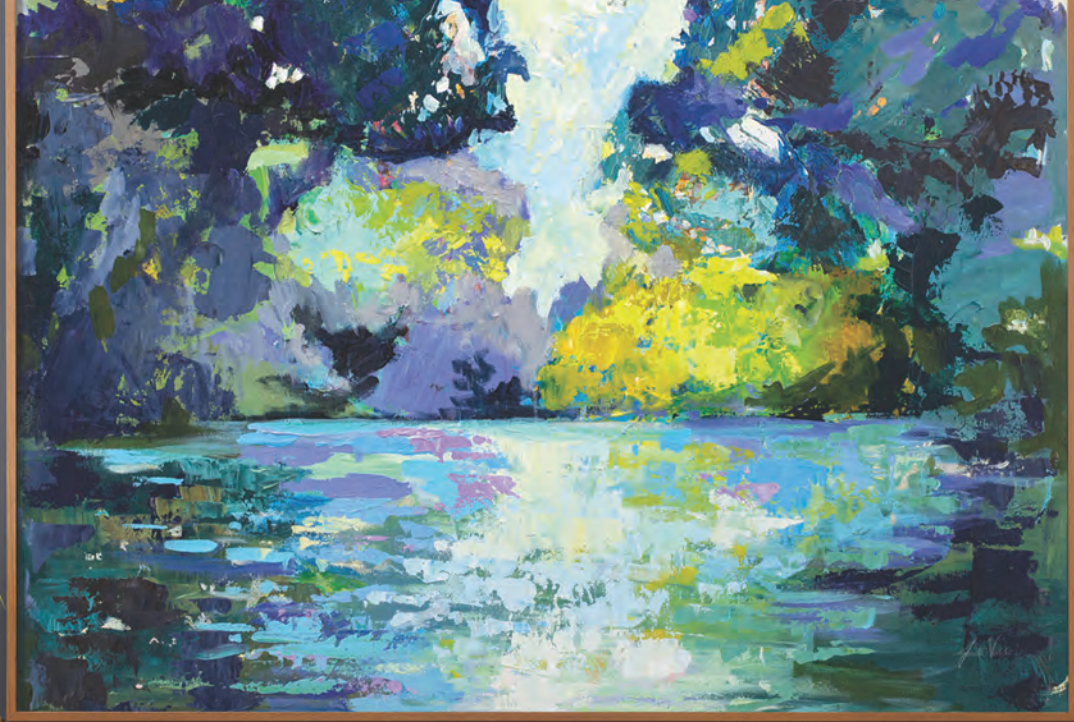
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