

# art Market

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**BRIGITTE  
PUSCHMANN**  
**DYNAMIC  
TRANSFORMATION**

3 SERIES: | THE BUBBLE STRIPE  
| THE NL SERIES | THE STRIPE SERIES

**XIDONG  
LUO**

EMBRACING SEASONS  
OF LIFE

**ALFRED  
FREDDY  
KRUPA** *Flow  
of Thoughts  
And Emotions*

**Michal Shelly**  
BOLD ABSTRACT  
EXPRESSION

**Zero-G**  
ATEFEH MAJIDI  
NEZHAD

AN EXCLUSIVE INTERVIEW  
WITH

**ERIC  
SMITH**

PRESIDENT, REDWOOD MEDIA GROUP

*Highlights*





Spectrum Miami & Red Dot Miami at Mana Wynwood Redwood Art Group © All rights reserved.

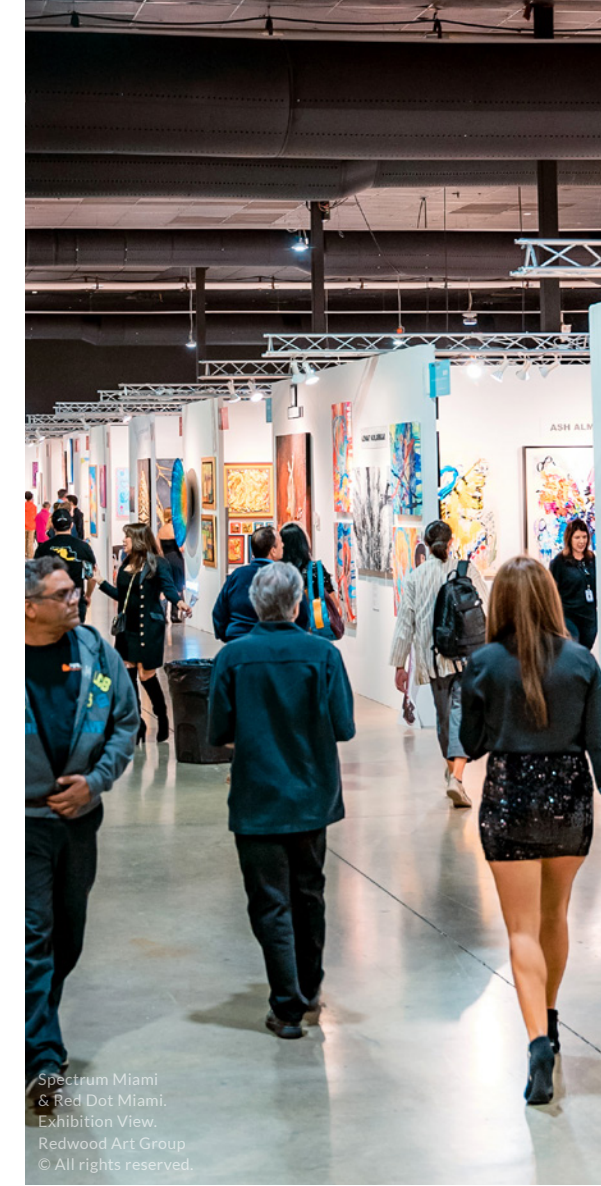
# AN EXCLUSIVE INTERVIEW WITH ERIC SMITH

BY ARIEL SU



“ I BELIEVE THAT UNDERSTANDING THE STORIES BEHIND THESE PIECES ENHANCES THEIR VALUE, ALLOWING US TO APPRECIATE THE DEPTH AND MEANING WOVEN INTO EACH CREATION.”  
- ERIC SMITH

Eric Smith Redwood Art Group © All rights reserved.



Spectrum Miami & Red Dot Miami Exhibition View. Redwood Art Group © All rights reserved.

## PRESIDENT, REDWOOD MEDIA GROUP

We are thrilled to share an exclusive interview with Eric Smith, a distinguished and influential figure in the art world. Smith has recently lent his expertise and passion as a member of the Jury Panel for the prestigious **GOLD LIST 2024**. As the CEO of Redwood Media Group, he oversees some of the most renowned art fairs in the United States, including the celebrated Red Dot Miami and Spectrum Miami. These vibrant events showcase diverse contemporary art and attract a sophisticated audience from all around the globe. In a particular highlight for art enthusiasts, our **GOLD LIST 2024** Special Edition will be distributed free of charge to VIP visitors and art lovers at these fairs, marking an exciting intersection of art and community engagement.



Spectrum Miami & Red Dot Miami Exhibition View. Redwood Art Group © All rights reserved.



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ART GALLERY USA  
| Carola Orieta.  
Sperman Amandla.  
The Power Within.  
60 x 40 inches  
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Eric Smith  
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**ERIC  
SMITH**  
PRESIDENT, REDWOOD MEDIA GROUP

**A**s the CEO of the prestigious Redwood Media Group, Eric Smith plays a pivotal role in shaping the creative vision and overseeing the company's production processes. With a wealth of experience that spans various facets of the art world, Smith is a seasoned leader with a deep understanding of the industry and its trends.

With over three decades of hands-on experience, Smith is widely recognized as a leading authority in the art market, particularly concerning current trends and future forecasts. His insights are frequently sought after, and he is a sought-after speaker at industry trade shows and conferences.

Additionally, he is regularly featured in media interviews, providing commentary reflecting his deep expertise and passion for art.

Smith's journey in the art business began at the esteemed Martin Lawrence Galleries, a national leader in art retail. As Director, he successfully managed a network of over 20 galleries in California, Colorado, and Hawaii. During this time, he discovered his passion for modern and contemporary art, curating and selling works by iconic artists such as Andy Warhol, James Rosenquist, Robert Rauschenberg, Claes Oldenburg, and Keith Haring. His career progressed at Advanstar Communications in Cleveland, where he assumed the sales director role for two key U.S. art trade shows: Artexpo New York and Artexpo Los Angeles.

In 1999, Smith took a bold step by founding art21 Productions, a company dedicated to organizing significant art fairs, including art21 Las Vegas and the Palm Springs International Art Fair. Following the acquisition of art21 Productions by Pfungsten Publishing in late 2000, Smith relocated to Cleveland and continued his career with the company, which was later acquired by Summit Business Media in 2006.

A significant part of his journey was serving as Vice President at Summit Business Media, a prominent global entity known for producing prestigious art shows and influential trade publications. His leadership at Summit included renowned events such as Artexpo Las Vegas and Art Miami and publications like Art Business News, DÉCOR, and Volume magazines.

Smith is an expert in the business aspects of art and possesses an extensive skill set that includes everything from buying and selling artwork to the intricacies of framing and hanging. His knowledge extends into the auction world, positioning him as a true insider.

Under Smith's visionary leadership, Red Dot Miami and Spectrum Miami are poised to remain at the forefront of the trade show landscape, serving as premier platforms for the famous and fine art sectors. These events provide invaluable opportunities for industry professionals to explore a vast array of wholesale artworks sourced from talented artists and publishers around the globe.



Artwordz  
Marilyn Forever.  
Rare Version, Mixed  
media 33x40 inches  
Special Edition  
\$6,000  
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# AN EXCLUSIVE INTERVIEW WITH **ERIC SMITH**

BY ARIEL SU

**PRESIDENT, REDWOOD MEDIA GROUP**

**“ IT IS CAPTIVATING HOW ARTISTS HAVE THE EXTRAORDINARY ABILITY TO CRAFT SUCH BEAUTIFUL WORKS OF ART. THE CREATIVITY THAT FLOWS FROM THEIR IMAGINATIONS IS MESMERIZING. I AM CURIOUS ABOUT THE SOURCES OF THEIR INSPIRATION—WHAT UNIQUE EXPERIENCES, EMOTIONS, OR IDEAS SPARK THEIR CREATIVITY?” - ERIC SMITH**

**ART MARKET MAGAZINE:** Thanks for joining us for this interview, Eric. We are truly privileged to have the chance to speak with you once again. This marks your second feature with Art Market Magazine; the first was published back in 2017. Since then, the art world has experienced a whirlwind of captivating changes and advancements, and we are eager to dive into these developments and hear your insights on them. Before we discuss your

accomplishments, we'd like to explore your childhood background. Understanding the environment in which you were raised can reveal the influences that shaped your success. **Were you raised in a vibrant, artistic household filled with creativity and expression, or did you come from a more traditional professional family emphasizing business and structure? Your early experiences could shed light on your journey.**

**ERIC SMITH:** My mother was an artist. She still paints at 86. So, I was raised in an artistic household and spent my younger years watching her paint. I still watch her paint today. My Father was quite creative with tools, and I was taught how to weld and work with motorcycles and cars. There were four of us growing up. My sister was a good florist, but my younger brothers pursued their careers in the construction trade, working with their hands.



RACHEL DALY.  
LA FIESTA  
CONTEMPORARY  
ART GALLERY USA  
Redwood Art Group  
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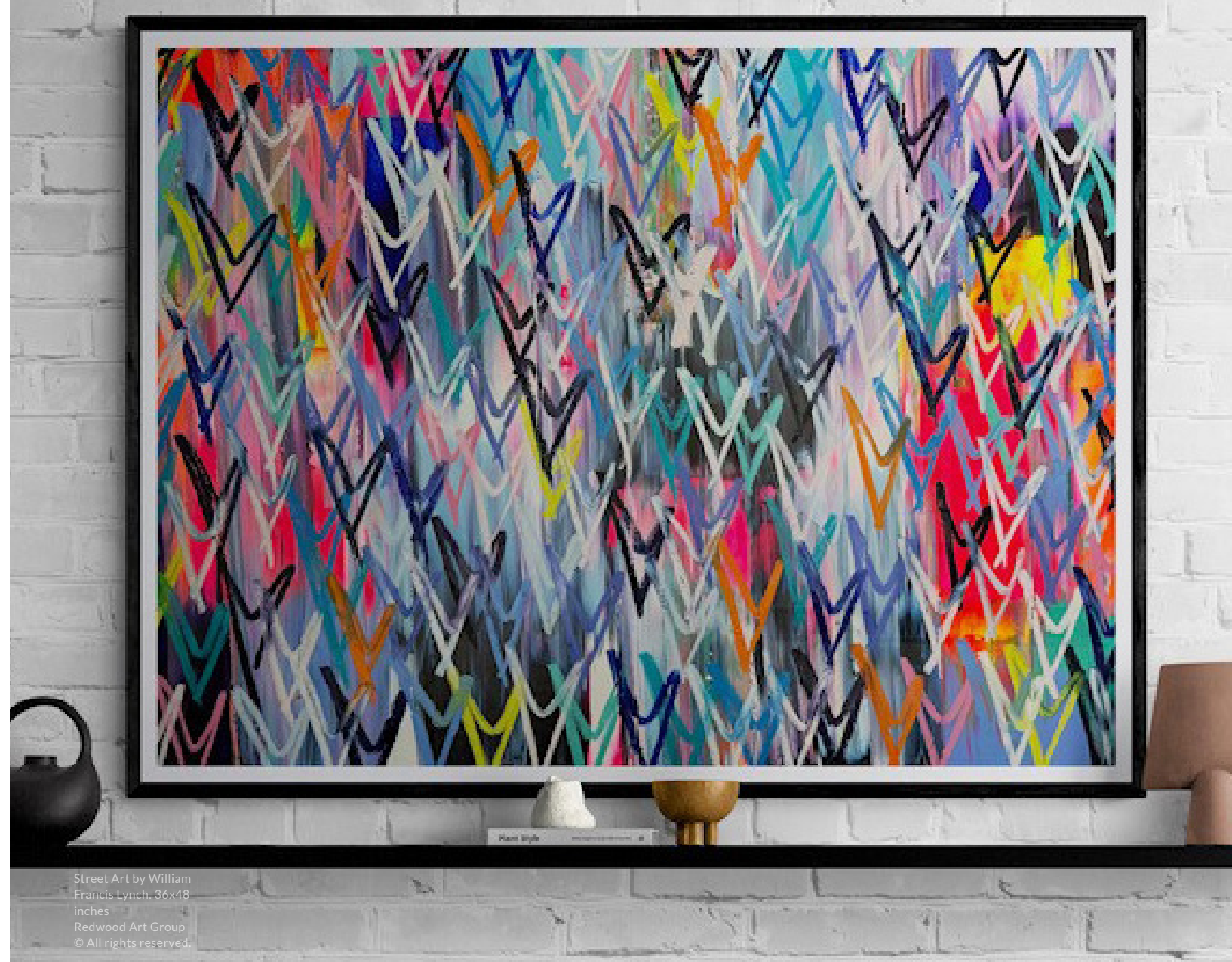
**ART MARKET MAGAZINE:** Creativity can be expressed in various ways. Would you consider yourself a creative person, and if so, how?

**ERIC SMITH:** My creativity comes with the business and industry I'm in. I like listening to people taking in other people's ideas and creatively forming and developing those ideas to monetize my business to benefit the evolution of my company as a whole.

**ART MARKET MAGAZINE:** Digging into your background, I couldn't help but admire your passionate commitment to studying art, particularly contemporary art, in such a brief period before starting your role at Martin Lawrence Galleries. It's remarkable to see how you've transformed your career, transitioning from a successful career in Sales at O'Neal USA and Bell Helmets to immersing yourself in the fascinating art world. Can you recall which artists

sparked your excitement over then? Did your taste in art change during the past 30 years?

**ERIC SMITH:** Going back to the time when I was immersing myself in books and expanding my knowledge, I knew I had to know more as a consultant than the people I was serving. That's why I decided to educate myself in art using my own methods. The artists I loved selling in the eighties were Warhol, Keith Herring, and



Street Art by William  
Francis Lynch. 36x48  
inches  
Redwood Art Group  
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Yaacov Agam and Victor Vasarely. We sold many artists of museum quality and from the commercial world, including Mark King and Yamagata. It was a huge success. I still collect contemporary art and love Kenny Scharf, Julian Schnabel, Murakami, and the artists who participate in our shows, like Walter Redondo and the Gebhardts.

**ART MARKET MAGAZINE:** As you reflect on your professional journey over the past three decades, do particular moments stand out as sources of immense

pride and joy? What key achievements or milestones can you highlight that define your success and bring you satisfaction?

**ERIC SMITH:** In 2000, I sold my company to a private equity firm and had a very quick learning experience in finance and shareholder value. It wasn't necessarily my favorite experience, but it was rewarding and educational for a guy from the motorcycle industry. Then having to manage business after 9/11, when everything in the art world

came to a standstill, gave me a challenge I could overcome. Through COVID, I had to learn to be sensitive to the galleries and artists when postponing or canceling shows and offering future credits to the exhibitors while understanding when attendees would return. It was a long learning experience for all of us, but I was pleased that the 11 employees with Redwood Art Group remained with me. It wasn't about winning the game but more about taking care of your employees so everyone succeeds. It was a real learning experience that started with 9/11.



Artwordz  
Frida Rose,  
Mixed media. 48x56  
inches  
\$6,000  
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Artist Huaixuan Xiang.  
The Shaman  
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**ART MARKET MAGAZINE:** In recent years, the leading RMG art fairs have continued to evolve, and you have also increased the RMG's visibility across all social media channels and websites. **In a 2017 interview, you mentioned your intention to reduce your workload and spend more quality time with your family. How did you make this magical development happen?**

**ERIC SMITH:** That was my wish. From 2017 to 2019, we were doing well, but when Covid hit, I became more

involved and hands-on and found it quite rewarding. I was playing a lot of tennis after getting married in 2016 and enjoying my life in Palm Desert. But now I'm 110% working and loving it. It's a phase you go through. I learned how to take a step back or dive back in to it whenever I want.

**ART MARKET MAGAZINE:** The art world and market are constantly evolving, from the growth of the NFT market five years ago to the recent advancements in AI art.

**What are your thoughts on these dynamic fields? Looking ahead, how do you envision the integration of AI art into the marketplace? Do you foresee its sales gaining significant traction in the coming years?**

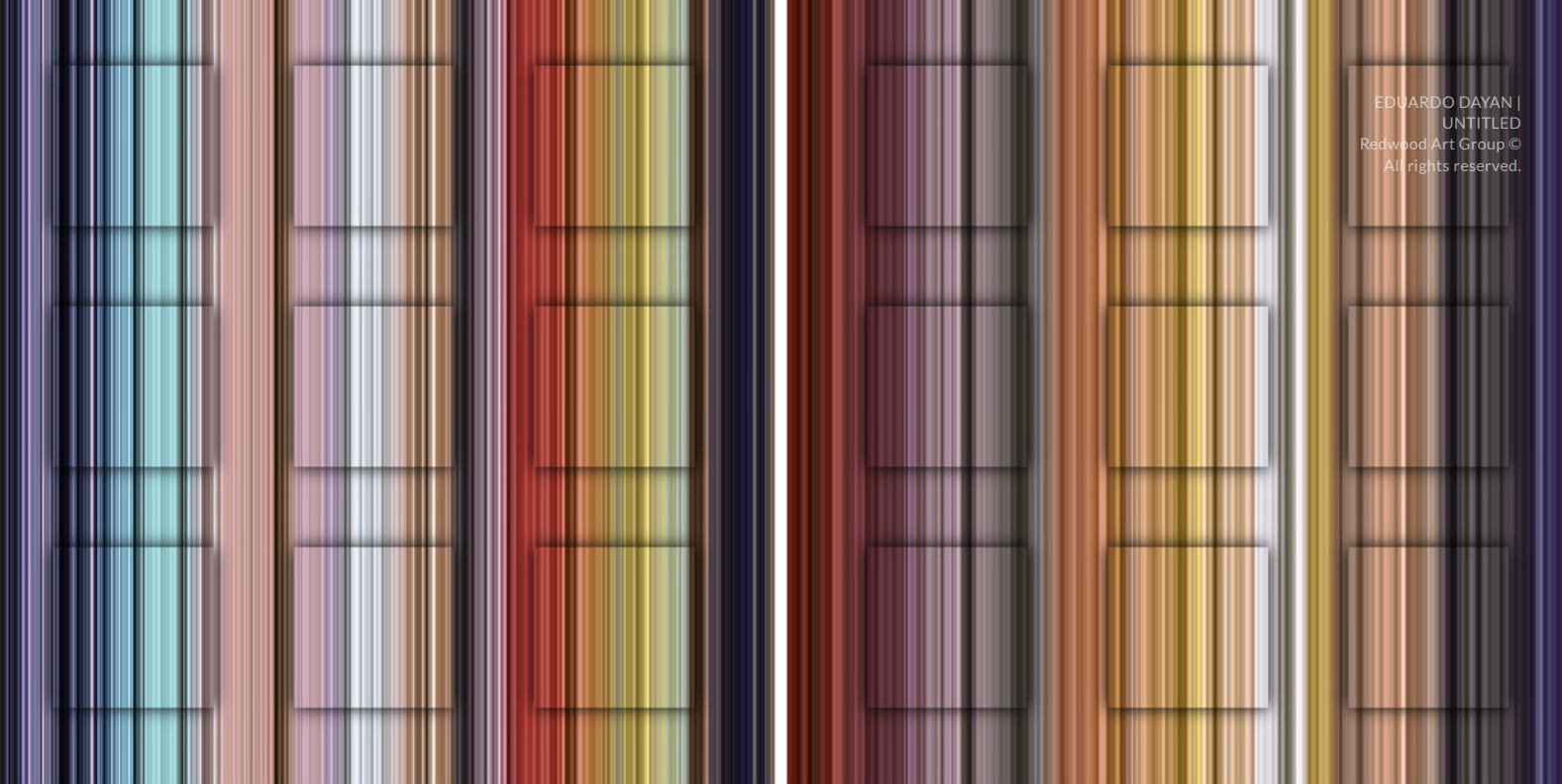
**ERIC SMITH:** I'm not an NFT expert, and while running five fairs, I've had less than a handful of people asking about NFTs and practically no one asking about AI art. I'm not really educated on it, and it's not currently rearing its head. Digital art is certainly interesting, as it's a

dynamic image, and I find it's good to sell those types of art pieces. People still like to buy handmade things. Our attendees meet the artists and create an experience. People attending art fairs are looking for an experience with artists telling stories. They want to get to know them through 6 degrees of separation.

**ART MARKET MAGAZINE:** **What can you tell us about the recent changes and developments in the Red Dot Miami and Spectrum Miami fairs? I understand there has been growth in galleries and individual artists showcasing their work. Do you also feature new art styles and host unique events at the fair?**

**ERIC SMITH:** Some people are bringing very interesting works to the fairs we produce. I don't know if they are new art styles or movements, but time will tell. You need a couple of years before knowing whether a piece of art or an artist is a new movement.

**Toby Cohen** from London has created an interesting style. The secret sauce is meeting a new artist and seeing the next new person who is picked up by a gallery because they've been so successful. We have some fantastic works by **K Art Projects, End To End Gallery,** and the **Gebhardt's** for Red Dot. Many of the new artists at Red Dot have great collections at affordable prices, from \$2k to more. It's approachable and affordable work.



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AN EXCLUSIVE INTERVIEW  
WITH **ERIC SMITH**  
PRESIDENT, REDWOOD MEDIA GROUP



Kris Gebhardt, The  
Jagged Throes of  
Restlessness.  
Original acrylic on  
canvas with hand-  
welded aluminum frame.  
73x61x2 inches.  
Framed.  
Redwood Art Group ©  
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**ART MARKET MAGAZINE:** Can you highlight some attractions for visitors at the upcoming Red Dot Miami & Spectrum Miami, scheduled for December 4 to 8? Which galleries and artists are most recommended to visit at the fairs?

**ERIC SMITH:** All of them! Plan your visit. We have three great sponsors – **Empress Gin** at the entrance lobby; **Monkey Shoulder bourbon whiskey** is a new sponsor to check out in the Red Dot lounge; **Dr. Gab's Swaf** is a lager from Switzerland that is also a new sponsor I'm looking forward to seeing. We're excited to have **Okuda**, who will be at Red Dot this year – a world-renowned muralist and street artist. Fine Art Acquisitions has some great secondary work that sells very well. **End To End Gallery** always has the newest contemporary works, and in Spectrum, one of my favorites is **Lingua Fine Art**.

**ART MARKET MAGAZINE:** I'm curious to learn about your personal taste. Of all the artists exhibiting at the fair, which artwork (either individual or represented by a gallery) has impressed you the most? Is there one piece that you feel a particular attachment to?

**ERIC SMITH:** My wife Kelly and I continue to buy art periodically, and it's a compulsion that comes with the job.

But we're no different from most collectors or attendees that come to our shows. The relationship with the artist prompts you to buy the art – the story behind it. The image plays an important role, but the relationship is more so. We enter the fair with an open mind, and over the five days, Kelly will run over to me and say, "I love a piece I have to have!" We bought two pieces at Art San Diego this year and two pieces in Miami last year. It really is about the experience you have when visiting the fair, which makes it fun. I invite everyone to get a glass of champagne and walk the show.

**ART MARKET MAGAZINE:** What are your predictions for the future revolution of the art world? How do you envision the RMG art fairs evolving in the future?

**ERIC SMITH:** My prediction for the future is that people will like to gather as the fabric for events that are an important part of our lives. Whether it's a sporting event or concert, art fairs will continue to evolve and grow. The secret is providing a hospitable environment that attracts the collectors and attendees because, without them, the artists and exhibitors wouldn't be there. We provide ample seating space, food, clean restrooms, and bars, with demos and art talks to welcome our collectors with creative and exciting experiences to buy art.



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& Red Dot Miami.  
Exhibition View.  
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AN EXCLUSIVE INTERVIEW WITH **ERIC SMITH**  
PRESIDENT, REDWOOD MEDIA GROUP

“THE ARTISTS I LOVED SELLING IN THE EIGHTIES WERE WARHOL, KEITH HERRING, AND YAACOV AGAM AND VICTOR VASARELY. WE SOLD MANY ARTISTS OF MUSEUM QUALITY AND FROM THE COMMERCIAL WORLD, INCLUDING MARK KING AND YAMAGATA. IT WAS A HUGE SUCCESS.

I STILL COLLECT CONTEMPORARY ART AND LOVE KENNY SCHARF, JULIAN SCHNABEL, MURAKAMI, AND THE ARTISTS WHO PARTICIPATE IN OUR SHOWS, LIKE WALTER REDONDO AND THE GEBHARDTS.

- ERIC SMITH

**ART MARKET MAGAZINE:** What advice and guidance would you offer a young, emerging artist striving to establish their name in the competitive art market?

**ERIC SMITH:** Continue being creative. Do not get discouraged and have a long-term goal. It takes a while to become established. Many of our exhibitors that started with a 4 x 5 foot booth space have grown into a 10 x 10 foot space. It's hard to be an artist. You have to be an artist, designer, shipper, buyer, and marketer—all at once. Those who want to sell their work must run it like a business. Have a marketing plan and a 2, 3, 4 year goal. At Redwood Art Group, we pride ourselves on helping artists with that.



Left Page Top: Malcolm Smith Nobody Puts Baby in the Corner, Original painting. Acrylic on canvas, 32x24 inches Giclee \$1,300 Redwood Art Group © All rights reserved.

Left: Waves Colors by Mauricio Malagutti 67x70 inches. Redwood Art Group © All rights reserved.





**AN EXCLUSIVE INTERVIEW  
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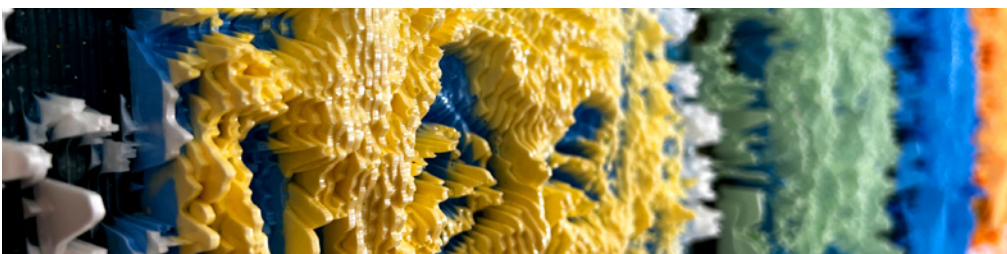
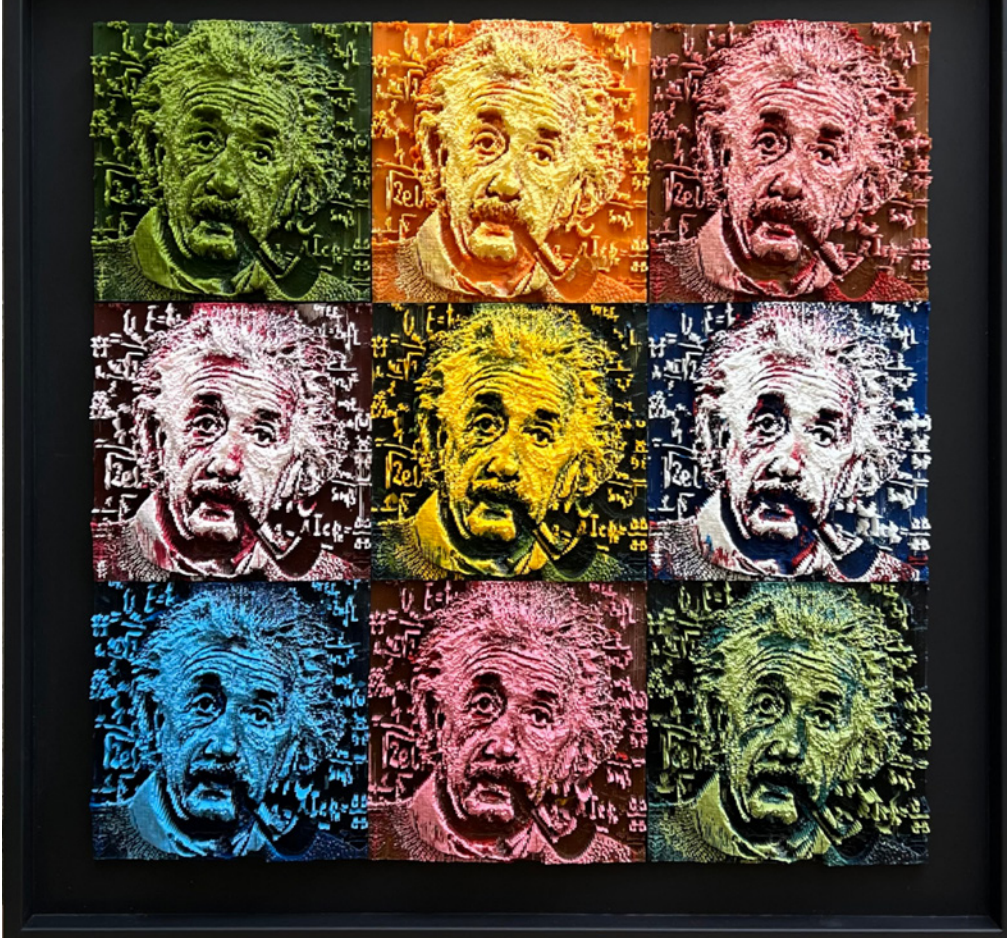
**ART MARKET MAGAZINE:**  
What is your personal wish for the future? Hopefully, in seven years, we will interview you again to check the fulfillment of this wish.

**ERIC SMITH:**  
I suppose that although I have what I consider a personal wish, it does concern all of us as a society, for a better quality of life, development and appreciation of creativity. When my kids were young, I would go to their classrooms at school and

talk to the students. I would encourage them to go to museums - whether an auto museum, art museum, or history museum - to encourage them to expand their horizons with cultural activities. I wish to have an education system that can continue down this road because the arts are a ,very important part of our cultural fabric. I'm lucky to make a living in the creative art field. Even without it, I would still go to art museums and shows.



Spectrum Miami & Red Dot Miami, Exhibition View, Redwood Art Group All rights reserved.



Kids don't know until they get out there and attend these shows. I would take my daughters to a museum and allow them to run into a gallery and freeze, and in 10 seconds, they had to pick their favorite piece and explain why they picked that piece. It made the visit fun. Ultimately, I'd like more and more people to get exposed to the art world.

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Glimpses of nature Monstera by Sara Schesser Bartra. 48x36 inches Redwood Art Group © All rights reserved.

Top Left: The Pipe. 2022. Urethane Casting 48" x 48" x 1.5" (121cm x121cm x 3.8cm) AvRaam Cohen © All rights reserved.

Top Right: The King (In Gray). 2020. Urethane Casting 29" x 42" x 4" (73cm x 106cm x 10cm) AvRaam Cohen © All rights reserved.

