Art World News

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CHARLES FAZZINO'S OFFICIAL 'TOYS FOR TOTS' IMAGE UNVEILED

Three-dimensional Pop artist Charles Fazzino was selected to be the Official Artist to commemorate the 75th Anniversary of Marine Toys for Tots and the poster was unveiled at an event recently. Go to page 14 for more information.

SEVEN EXPERT TIPS FOR CREATING THE PERFECT PHOTO WALL

Creating a gallery wall in a customer's home can be an excellent way for them to memorialize special moments and framers can be a valuable tool for them when it comes to displaying the work. For more details, go to page 22.

SUCCESSFUL SPACE PLANNING FOR ALL CUSTOMERS' NEEDS

Bringing accessibility planning and human-centered design in for exhibitions and showrooms from the beginning can help create an inclusive and inspirational environment for everyone. Visit page 20.

SPECTRUM MIAMI AND RED DOT MIAMI PRESENTS MORE THAN 280 EXHIBITORS

Spectrum Miami and Red Dot Miami, both held during Miami Art Week at Mana Wynwood Convention Center, presented art by the more than 1,000 artists showcased by over 280 exhibitors from 22 countries around the world. Page 10.

Blue Gallery is located in Delray Beach, FL.

SOFTWARE TRENDS REFLECT TODAY'S BUYING HABITS

The value that business management software brings to art and framing retailers has been proven over the years—track inventory, manage sales, build customer profiles, maintain social media accounts, e-commerce and multichannel selling—but today, it is vital to helping them embrace the changing marketplace and adapt to consumers' buying behaviors. While the industry is well-versed in what the Covid-19 pandemic has done to the way in which people make purchases, it has also made developing personal relationships with them even more important. Having access to the business on a one-on-one basis has helped to create lasting relationships and sales that used to be made face-to-face. And for retailers, being able to access their own software, digitally, from anywhere due to cloud-based software has helped

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QUOTE OF THE MONTH:
"Art and framing retailers are looking for a more modern approach to the evolving market that includes something beyond a simple informative website."
Paul O. Thomas, page 16

INSIDE THIS ISSUE

Shown is Fabienne Delacroix's acrylic on board titled, "Premier Neige Au Champs Elysees" measuring 21 3/4 by 19 by 18 inches. Go to page 8.

Software Trends Reflect Buying Habits

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Miami Art Week Brings Out Collectors

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Fazzino's Official Toys for Tots Work

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Successful Planning For All Customers

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Seven Expert Tips For Photo Walls

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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, some available as print-on-demand images, and it includes contact information as well.

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SOFTWARE REFLECTS BUYING HABITS

develop fluidity in that bond and create a customer-centric experience.

But meeting all of the needs of art and framing retailers is an evolving process. Katherine Hébert, owner of Gallery Fuel (www.galleryfuel.com), an online art gallery business consultancy and business advisor, says that the quick pace of these changes has been intimidating for some. "Art galleries struggle to implement their sales and marketing processes with rapidly changing digital tools," she says. "Every year there is something new that can make doing business more powerful and/or allow them to reach a larger audience. Gallery software must make this part of the job easier. My clients are running their businesses with a tiny staff and they have all the same responsibilities that have existed in the industry forever. Now they must also keep up with the demands of producing content for multiple channels, measure the effectiveness of that content, continuously provide fresh 'experiences' for discovering and viewing art, and communicate with clients through various apps. This has created much frustration."

But turning to a software program can help to sort it all out. "Retailers adopt a program to help streamline many of their processes and have vital information with them at all times as they travel and network outside of the gallery," Ms. Hébert says. "Most gallery software programs, at a minimum, help keep inventory and client records organized and information at their fingertips. Some also integrate website development, e-mail marketing capabilities and e-commerce options."

Customizing a gallery's needs is also important. "Sometimes the capabilities of these features are minimal, and it makes sense for a gallery to use multiple programs with similar character-
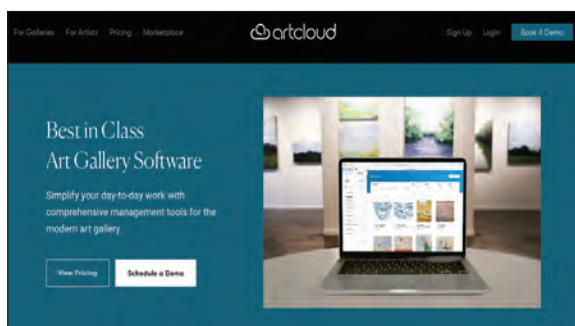
ArtCloud is located at: www.artcloud.com.

istics. A good example might be e-mail marketing programs. As a result, a gallerist must learn numerous programs. That costs time and money, both of which are in short supply."

As e-commerce continues to grow, cloud-hosted point-of-sale (POS) programs are a necessity for all businesses, large and small. An advantage to this type of software is that it automatically backs itself up and can sync data in the cloud using a remote server, thus making it easier to protect and update information.

Business management consultanting company, Retail Consulting Partner, released a survey in 2020 stating that 52% of corporate organizations are already using cloud-based POS and that 40% more are planning to do the same. This also means that many retailers are opting for iPads and tablets rather than tabletop computers to run their business.

Alex West, CEO of Art-Cloud (www.artcloud.com), located in Atlanta, GA, says that while technology is every-changing, retailers really need software that they can effectively use everyday. ArtCloud is an integrated art management (inventory, CRM, marketing e-mails, etc.) and website software for the art world.

"Covid brought a surge of online activity," he says. "Since then, we're seeing that galleries and artists need a comprehensive and easy-to-use platform to manage their gallery, both online and in-person.

Mr. West says that recent software updates help to reflect the needs of the industry. "We've done a lot of updates over the last two years. We've rebuilt our website builder from the ground up to give our customers even more control over their websites. We have also launched e-mail campaign functionality that lets the user easily create and send custom e-mail campaigns to targeted client segments. An integrated and easy-to-edit website has to be the number one customer need. Beyond that, a robust