

WHAT GALLERY OWNERS DON'T WANT TO TELL YOU

# artBUSINESS

MAR/APR 2012 • THE ART INDUSTRY'S NEWS LEADER SINCE 1977 **NEWS**



# TOP 50



## EMERGING ARTISTS



TO LICENSE OR  
NOT TO LICENSE?

12 MISTAKES  
TO AVOID

THE ART OF  
SELF-PROMOTION



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NEW YORK  
SPECIAL  
EDITION**

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# PERSPECTIVES

ABN

## MAKE SOME NOISE

### THE DELICATE ART OF SELLING YOURSELF

BY JENNIFER M. WOOD

**W**hen it comes to promoting your work, there are two speeds from which you can choose: Just enough or full throttle. While, to some, the idea of talking up your art and accomplishments may be about as appealing as a day in the dentist's chair, there's simply no way of getting around it. If you want people to connect with your work, they have to connect with *you*. The way to do that is to put yourself out there; to let potential clients in on who you are and what inspires you.

It's no coincidence that this issue—which you may very well be reading amidst the wonderfully creative mayhem that is Artexpo New York—is chock full of advice and examples of successful self-promotion tactics. Because industry events like Artexpo serve as a sort of microcosm for the art marketplace as a whole, where you are one among many talented artists, all vying for the attention (and cash) of the same potential buyers.

As art market veteran Barney Davey states in his article on “The Art of Self-Promotion,” (p. 48) “Without marketing and promotion, an artist has only a pleasant hobby.” Art is such a deeply personal endeavor that it's easy for an artist to get lost in his or her own creative process. But if you want to see your work hanging somewhere other than the wall of your own studio (or in your mom's living room), it's essential to make some noise. That's certainly a sentiment that the “Top 50 Emerging Artists” (p. 34) profiled in our cover story share.

In “If the Art Fits,” (p. 30) ABN Contributing Editor Linda Mariano notes that one of the questions an artist who is considering licensing must ask him or herself is: “Do you like promoting yourself and your artwork by calling and e-mailing people?” (The answer, of course, should be a resounding “Yes!”)

Be your own biggest cheerleader and you might just be surprised by how quickly a large squad of supporters assembles behind you.

Speaking of self-promotion: The rest of this issue is bursting with great content, too. (See how easy that was to boast?) In “What's Stopping You?” Cristi Smith shares the things that she and her fellow gallery owners don't want to tell you when you're pitching your work (p. 26). In “Stop Right There!” Gary Kerr points out the 12 mistakes that every artist should avoid (p. 56). And in “Comic Relief,” our very own—and very talented—Associate Editor Rebecca Pahle chats up a handful of independent comic book artists about the ways in which they're bridging the gap between creators, publishers and consumers (p. 44).

If you like what you read here, be sure to visit us at ArtBusinessNews.com, where we'll be introducing a whole new slate of online-only features, like “Work of the Week,” where we share our favorite pieces of *your* work. E-mail your most attention-grabbing work to letters@artbusinessnews.com for consideration. And use that same address to give us your feedback on how we're doing. Don't forget to “Like” us on Facebook or follow us on Twitter, either. See you in May! **ABN**

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**BARNEY DAVEY** is a multi-decade art market veteran and the author of *How to Profit from the Art Print Market*, a bestseller in Amazon.com's "Business of Art" category. He also publishes the highly regarded ArtPrintIssues.com, a business blog for visual artists. In this issue, Davey shares the secrets of successful self-promotion for even the most introverted of artists (p. 50).



With a career that spans 30 years, **LINDA MARIANO** is a leader in marketing, brand management, e-commerce and promotion initiatives for major and specialty retailers, as well as art licensing, media and entertainment professionals. Through LM<sup>2</sup> Art Marketing & Licensing, Mariano helps artists and industry leaders achieve their goals. Here, Mariano helps determine whether licensing is right for you (p. 24). E-mail her at LMariano85@yahoo.com.



**GARY T. KERR** is the president of Fine Art Impressions, an art imaging and advisory services company with studio locations in Charlotte, Moscow, Prague, Hong Kong and Sydney. Kerr also offers free consultations to any artist looking to self-publish his or her work. In this issue, Kerr cautions against 12 mistakes you should do your best to avoid (p. 30). He can be reached at 800/419-4442 or info@fineartgiclee.com.



**CRISTI SMITH** is co-owner and president of Ford Smith Fine Art and owns the retail Ford Smith Gallery in Roswell, Georgia. She is also the agent and publisher for her husband, Ford Smith. Her professional background spans 25 years in retail advertising and marketing and includes executive leadership in Fortune 100 retailers, with a concentration in start-up companies in the upscale home decorating industry. Here, Smith dishes on the things a gallery owner might be too polite to tell you (p. 26).

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The artists featured on our cover, from left to right, are:  
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# ART IS MONEY



A borro appraiser inspects a client's merchandise in Manhattan

## WITH THE HELP OF BORRO, YOUR ART COLLECTION CAN GIVE YOU A FINANCIAL BOOST

BY REBECCA PAHLE

**Y**ou don't need *us* to tell you about the current state of the economy. With all the turmoil the financial system has been embroiled in over the past few years, enterprising entrepreneurs have found that banks aren't nearly as accommodating as they used to be at issuing loans. But when it comes to securing a few thousand dollars for a business venture, collectors may find that their passion for fine art—not their local bank—can get them the capital they need.

The reason? That would be borro ([www.borro.com](http://www.borro.com)). The U.K.-based company, which recently expanded its operations to New York City, provides short-term loans against high-value luxury assets such as watches, jewelry, cars and fine art, giving its customers an efficient, easy and (most importantly) *reliable* way to get some quick cash.

"Efficient" and "easy" come into play with the application process. Customers can submit the form online or speak via phone with a borro account manager; either way, a valuation of the luxury item in question is immediately arranged at the

customer's home or in borro's Midtown Manhattan valuation center. After that painless process is complete, money is deposited into the customer's account within 24 hours, to be paid back over the next six months, with no penalties for paying off a loan early.

"Reliable," meanwhile, refers to borro's respectful treatment of fine art, both in how it is physically taken care of and the manner in which it is appraised. "We have world-class delivery and storage options, which are free and fully insured, to ensure our customers' valuables are treated with the utmost care from start to finish," notes borro founder and CEO Paul Aitken.

The company utilizes the services of highly-qualified professionals—many formerly of Sotheby's, Bonhams and Christie's—to appraise fine art, antiques and sculptures. Factors taken into consideration in determining an item's value besides the artist include a piece's popularity, condition, rarity and provenance, as well as current market trends.

Customers can typically expect to receive a loan of up to 60 percent of a piece's resale value. Recent examples of loans issued by borro include one for \$75,000 against a piece by 18th-century portrait

painter George Romney and an \$18,000 loan secured against a Picasso. In 2011, notes Aitken, "We issued our first loan [of] over \$1 million against a fine art collection."

Though small business owners and retailers make up a large

**"OUR CUSTOMERS' VALUABLES ARE TREATED WITH THE UTMOST CARE FROM START TO FINISH."**

portion of borro's clients, there is no one-size-fits-all usage for the financing. One customer "borrowed to invest in a new piece of business software that paid for itself... over three to four months," explains Aitken. "Another group of customers uses us to finance new business ideas."

While the days of walking out of a traditional bank with a loan check in your pocket are as good as gone, you might find that the money you need is already hanging on your wall. **ABN**

# THE ART OF SELF-PROMOTION

THE ABILITY TO MARKET ONE'S WORK IS THE DIFFERENCE BETWEEN A HOBBY AND A CAREER

BY **BARNEY DAVEY**

**F**or many artists, the idea of self-promotion is something to dread, comparable to public speaking on the list of tasks they'd rather avoid.

Many artists fear that too much self-promotion could cause them to lose credibility as a serious artist. Those artists couldn't be more wrong.

An artist's success is directly related to actively getting his

or her work to the market via direct selling, advertising, sales promotions, direct marketing, Websites, blogs and publicity. There are no rules about using *all* of these options, but failing to use enough of them is reason to fail. Here are a few facts about the all-important task of selling yourself.

**FACT: WITHOUT MARKETING AND PROMOTION, AN ARTIST HAS A PLEASANT HOBBY**

While fine art can be most compelling, with undeniable natural beauty and mystique, it does not sell itself. Without effective marketing efforts to shine a

**"WE MAY ROOT FOR THE UNDERDOG, BUT WE BUY FROM THE WINNERS."**





light on its attributes and availability, art just collects dust. Families of deceased artists who left an impressive oeuvre of fine art behind have contacted me for help to posthumously market the work, which is the wrong time in most cases. Had the artist self-promoted during his or her lifetime, things could have been different.

### **FACT: SELF-PROMOTION IS A LEARNED SKILL**

Most artists I know are either expressive personalities who seek attention or introverts who shy away from it. Though it may seem as if extroverts have the advantage when it comes to self-promotion, there are countless examples of reclusive personalities who have had highly successful careers in the public eye. The late King of Late Night, Johnny Carson, is a perfect example. He was a private person who eschewed the limelight when he was not commandeering the desk on “The Tonight Show.” Viewers would never have guessed the private Johnny from watching his smooth, suave, on-screen demeanor as host.

Human nature dictates that we are not all equally blessed in the same ways. Self-promotion does come easier for some artists than others, but if you are willing, you can learn to fine-tune your skills. Practice will sharpen your ability to present a self-confident image.

Work on engaging others more often, practice talking confidently about your work and let others see your spirit and determination. These attributes will energize your business. When combined with your unique art, they’ll also give you a professional edge and a surefire recipe for success.

### **FACT: SELF-PROMOTION AND SELF-BELIEF ARE LINKED TRAITS**

Self-belief is a powerful trait that can help propel your career; it is the characteristic that powers you when others rate you against all odds. If you possess self-belief, it will help you be authentic and straightforward in your self-marketing efforts. And that, sprinkled with expertise, will take you far.

Self-belief is the determination to get back up when you have been knocked down. Stories of the multitude of failures endured by great thinkers like Abraham Lincoln and Thomas Edison demonstrate the power of staying the course despite the odds.

### **FACT: SELF-PROMOTION AND SUCCESS GO HAND-IN-HAND**

When self-promotion genuinely comes from a place of confidence and competence, people will respond to it. We may root for the underdog, but we buy from the winners. Do we think less of Muhammad Ali because he proclaimed, “I am the greatest?” Do we despise the Rolling Stones, who strut to the title of “World’s Greatest Rock n’ Roll Band?” When Jack Nicholson won the Golden Globe for *As Good As It Gets*, he laughed that it was a license for 10 more years of bad behavior on his part—and we laughed with him.

You probably won’t publicly declare yourself “the world’s greatest artist” anytime soon, but that shouldn’t stop you from trying to be just that—or from proving your talent to others. If you unaffectedly exhibit self-aware swagger as a visual artist, it will pay off for you. Take clues from others where you find them. That is what you do as an artist anyway;

absorb and follow styles and techniques and interpret them in your own, unique way. Proudly use what you learn to grow and go your own way.

### **FACT: CONFIDENCE IS SEXY**

Confidence comes easier to some than others. But, as with painting, you can learn to master techniques that once seemed impossible to you. You can teach yourself to project confidence. Don’t let them see you sweat. Work at overcoming insecurities. Put yourself in awkward positions. Learn to talk passionately about your art. Speak authoritatively about your influences and how art makes you feel. If these suggestions sound too demanding, then take baby steps, and practice, practice, practice.

Here are some tasks that fall under the umbrella of “art marketing” that will help you in your self-promotional efforts:

**Comment often on the blogs of interior designers, gallery owners or other influential folks who can help your career.** Make your comments thoughtful and relevant to the original post, not a commercial for you. Or send personal notes congratulating those same people on their recent achievements and milestones. This will raise awareness of you and your work.

**Make friends with a local media person who covers society, entertainment or even politics.** Don’t try to pitch yourself. Approach him or her in a more helpful way, such as sending useful story ideas not related to you. If you do, the residual action is bound to be useful and effective.

**Do something outrageous.** Make an art car. Paint a massive outdoor



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mural. Grab a large piece of paper and ask your friends and family to help brainstorm as many ideas as possible. There are bound to be some great ideas in the mix that might have never occurred to you otherwise.

**Start an art event for charity.** All you need is an idea, a few flyers and a little gumption. Find a charity you believe in and propose some ways to work together. That's how Ron Burns became The Humane Society's official artist.

**Print your art large on some unusual substrate, such as metal or wood.** Paint something twice as large or twice as small as you have ever done before. Create a complete collection related to your city, region or state. Then use as many methods as you can think of to promote what you have done.

**Seek help in high places.** Pinpoint someone who, if they took an interest in your work, could elevate your career and current status. This could be a museum curator, gallery director, interior designer, magazine editor or the head of your local arts association.

**Collaborate with fellow artists.** There is nothing preventing you from working with other visual artists, performing artists, poets or musicians. Learn to be inspired by someone and explore ways to communicate that vision with new projects and new vistas for your art marketing efforts.

**Write articles on entertainment, design, travel, dining, wine collecting, playing poker or anything else that interests you.** Or write about a profound art experience. Make sure it is clear you are an artist with a Website and/or a blog. Submit an entire article for the exclusive use of a media outlet that could help generate interest in your work.

**Pay it forward.** Encourage other artists. The good karma that will come from it will be worth the effort.

**Network.** Get involved in your community. Become part of the local chamber of commerce or other association where potential collectors might be members. Many chambers have social memberships, too. Volunteer at a local charity. Visit every picture framer within a 50-mile radius and ask each one how you might be able to work together.

**Believe in yourself.** If you don't believe in yourself, how can others?

**Be driven.** No one can demand success for you more than you. Do not rest until you have the success you need. You are the master of your ship; it will go where you steer it. **ABN**

Barney Davey is the author of *How to Profit from the Art Print Market*, a best-selling title in Amazon.com's "Business of Art" category. He also publishes the highly regarded [Art PrintIssues.com](http://ArtPrintIssues.com), a business blog for visual artists.



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[www.alexanderandvictor.com](http://www.alexanderandvictor.com) • Representing artists from all over the world, Alexander & Victor Fine Art provides fine art giclees, frames and sculpture, but specializes in original oils, including landscapes, impressionist contemporary, figurative, abstract and still life.

**SARAH ALI** • [www.sarah-ali.com](http://www.sarah-ali.com) • Encouraged to paint by her uncle Jamali, one of today's most respected contemporary artists, Sarah Ali's vibrant creations began as an "act of meditation" following her diagnosis with Lupus. Ali has learned to turn negative experiences into positive results, using organic materials to create palettes of color in her work.

**EDUARD ANIKONOV** • [www.anikonov.com](http://www.anikonov.com) • Eduard Anikonov works in a variety of styles and genres. "My artistic creed is 'beauty and harmony,'" he says. "My favorite subject is the manifestation of the spiritual in the material. Shape and color are important to me, as are external and internal balance and the idea that every image has multiple meanings."

**MALENA ASSING** • [malenaassing.com](http://malenaassing.com) • In her figurative and abstract photography, ABN Top 50 Emerging Artist Malena Assing utilizes color and light to emphasize joy and hope in her work.

## SERGEY BAGHRAMYAN

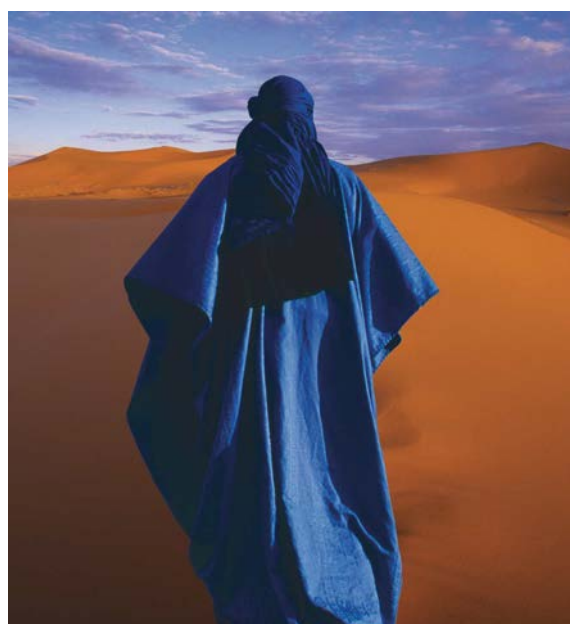
• [www.asbart.com](http://www.asbart.com) • Sergey Baghramyan's surrealist work features images that represent one and integrate the whole, featuring multiple characters, artistic symbols and words.

## DARIA BAGRINTSEVA •

[www.dariart.com](http://www.dariart.com) • Daria Bagrintseva's dynamic paintings have been shown in galleries around the world. Not limiting herself to one medium, she also works in graphic design, interior design and photography.

**FRÉDÉRIC BERNARDI** • [www.peintures-contemporaines.com](http://www.peintures-contemporaines.com) • Influenced by Pierre Bonnard and Mark Rothko, color is an essential element in Frédéric Bernardi's continually-evolving work, both for its vibrancy and symbolism. Though his paintings can look spontaneous, each piece requires months of preparation.

**JEANNE BESSETTE** • [www.jeannebessette.com](http://www.jeannebessette.com) • After owning a successful photography studio for more than a decade, Jeanne Bessette returned to her first love, painting. She takes an intuitive approach to art, infusing her abstract paintings with texture and depth.



John Stuart's *Morocco Desert*

## JAMES CALDWELL •

[www.jamesartist.com](http://www.jamesartist.com) • Influenced by his father, renowned landscape painter James Caldwell, the younger Caldwell combines his love of art and his passion for cars to create custom fine art automotive portraits.

## LINDA CALVERT JACOBSON •

[www.lindacalvertjacobson.com](http://www.lindacalvertjacobson.com) • "While I am a native Texan and draw inspiration from my home state, the contemporary, yet impressionistic style I use makes my wildflowers universal in appeal," says Linda Calvert Jacobson. "When people see my wildflowers, they smile... What more could I ask?"



Alex Fishgoyt's *Fish of Hlstory*

**MICHAEL CHEVAL** • [www.chevalfineart.com](http://www.chevalfineart.com) • Contemporary artist Michael Cheval specializes in absurdist art, which he defines as an inverted side of reality or a reverse side of logic. Often metaphorical, it takes a keen eye to decipher the often-hidden allusions he includes in his work.

**ED COOLEY** • [www.edcooleyfineart.com](http://www.edcooleyfineart.com) • Award-winning photographer Ed Cooley's love of nature is evident in his work, as is his relentless pursuit of getting the perfect shot. Cooley's fine art landscapes and photographic exhibits have received critical acclaim and earned him 22 photography awards in 2011 alone.

**VIKRAM DAYAL** • [www.vikramdayal.org](http://www.vikramdayal.org) • Though he takes his art seriously, Vikram Dayal's work—often done with oils, acrylics and charcoal—looks at the humorous aspects of life, often through satire. "The only way of insulting my art is by ignoring it," he says.

**DELJOU ART GROUP** • [www.deljouartgroup.com](http://www.deljouartgroup.com) • Twenty-five years of experience in fine art, combined with an in-house framing studio and extensive selection, make Deljou Art Group the ultimate resource for all art projects—no matter how big or small.

**MINDY DONAHUE** • [www.mindydonahue-fineart.com](http://www.mindydonahue-fineart.com) • "I love the human body and how light plays off of it," says figurative watercolor artist Mindy Donahue, who hopes to both engage and involve viewers in human character and emotion with her work.

**ALEKSANDR FAYVISOVICH** • [www.aleksandrfoyvisovich.com](http://www.aleksandrfoyvisovich.com) • Born and raised in Moscow, but now based in New York, Aleksandr Fayvisovich's work offers a closer look at the man in his everyday life, aiming to evoke the

precision and emotion that cannot be captured with a camera.

**ALEX FISHGOYT** • [www.fishgoyt.com](http://www.fishgoyt.com) • Thirty-something Russian-American artist Alex Fishgoyt's oil paintings reflect a surrealistic, phantasmagoric exploration of the "collective unconscious." With a wide palette of colors, Fishgoyt uses a multi-layering technique to articulate his highly organic yet profoundly spiritual vision.

**NANCY FORMAN** • [www.juniperwinddesigns.com](http://www.juniperwinddesigns.com) • "I love to photograph nature's magnificence and I'm always excited when I happen upon the unexpected," says Nancy "Weezy" Forman. Weezy's photographs rival the sensitivity of traditional fine oil paintings, and each piece is signed, numbered and includes a certificate of authenticity.

**INAM** • [www.inamgallery.com](http://www.inamgallery.com) • Born and raised in South Asia, Inam learned the fundamentals of sketching and paintings at a young age. Keen to absorb as much of the world as he could, he traveled and attended art schools in London, Istanbul and Atlanta, Georgia. "When an artist's inner feelings are outwardly expressed, true art is born," he says. "A work of art which did not begin in emotion is not art."



A scene from Nick Paciorek's new cafe series

**LEAH & STAN GOLDBERG** • Leah and Stan Goldberg have been making paintings together for 20 years. Their works, many of which are Buddhist-inspired, celebrate the theme of divinity.

**TIBI HEGYESI** • [www.tibi.ca](http://www.tibi.ca) • Tibi Hegyesi is a Toronto-based visual artist whose distinctiveness lies in his ability to capture the essence of the world around him through vibrantly contemporary visuals of an unseen depth of field and richness of color.

**MARK HOLT** • [www.chilledimage.com](http://www.chilledimage.com) • Though photography has been a lifelong passion for Mark Holt, it didn't become a professional pursuit until the advent of modern digital photography. "For me, photography doesn't reside solely or even mostly in the camera," says Holt. "With powerful computers and sophisticated software, I can explore a space of options for any given digital image."



An Angolan mask, courtesy of Alexis Silk

**LEILA HOLTSMAN** • [www.leilaholtsman.com](http://www.leilaholtsman.com) • Earth strata, fossils and geological timelines inform the sculptural work of Leila Holtsman, who makes low-relief surfaces that evoke displacement and change, alluding to the passage of time. "By printing and transferring layers of images on steel, my work calls to mind the inevitability of change," she says.

**KO-HEY! ARIKAWA** • [www.happylover528.com](http://www.happylover528.com) • Ko-Hey! Arikawa is one of Japan's best-known contemporary artists. His annual exhibitions in Okinawa draw more than 10,000 visitors each year, and his newly produced works routinely sell out as quickly as he produces them.

**JOAN KONKEL** • [www.joankonkel.com](http://www.joankonkel.com) • "As a sculptor, I release color into space," says Joan Konkell. "I unleash its power to travel into the third dimension where it can enter a kaleidoscopic, unfettered realm. It is a realm where colors can change, perception is deceived and light intertwines."

**IVAN LEBEDEV** • [www.photopassion.ru](http://www.photopassion.ru) • "I like to call myself a 'photographic hooligan,' attempting to walk along the boundaries of photographic art to get a feel for its edges," says Ivan Lebedev. "For me, the fundamental difference between photography and painting lies in three underpinnings of photographic images: Fixation of a concrete moment, time-flow within the frame and the marks of natural wear on the physical printed form of the image and its texture."

**JULIE LEFF** • [www.julieleff.com](http://www.julieleff.com) • A graduate of Yale University, Julie Leff lived in New York, Los Angeles and London before settling in Connecticut. She has shown her work in numerous solo and group shows. Her artwork is held in private

collections in the U.S., Europe and Asia and is exhibited at Yale University's Child Study Center.

**ANNE MARCHAND** • [www.annemarchand.com](http://www.annemarchand.com) • "Abstraction is my inquiry into the nature of life," says Anne Marchand. "As a painter, I am fascinated by the emotional power of color, music and poetry to engage the senses. From these painting platforms, I can explore universal currents and rhythms by layering paint, texture and words on canvas."

**RICKY MUJICA** • [www.rickymujica.com](http://www.rickymujica.com) • Born and raised in New York City, Ricky Mujica has lived in Africa, Norway, Germany, Mexico, France, Spain, Japan, England, Italy and Australia. "Though I enjoy the work of modern masters such as Diebenkorn, Hofmann and Motherwell, I draw my inspiration from Sargent, Zorn and Sorolla," says Mujica, whose influence from the old masters has helped him achieve a high level of success.

**KRISTEN RAY NAUGLE** • [www.kristenray-naugle.com](http://www.kristenray-naugle.com) • "Simple elegance from classic inspirations" is how photographer/painter/ABN Top 50 Emerging Artist Kristen Naugle hopes viewers will see her artwork. Naugle will debut a new mixed media collection inspired by an art world great and the first-ever Kristen Naugle Metallic Collection at Artexpo New York.

**JESSE MICHAEL NEWMAN** • [www.rebirthofgoea.com](http://www.rebirthofgoea.com) • With a eye toward Baroque surrealism, New York-based artist Jesse Michael Newman has worked on multiple Oscar-nominated films as well as other projects accepted to the permanent collections of MoMA and the Whitney. His latest piece, *Rebirth of Gaea*, is an epic visual tapestry delicately interweaving reflections on the environment and spirituality through the rich imagery of Greek mythology.

**EUGENE NICOLCEV** • [www.nicolcev.com](http://www.nicolcev.com) • During the past 25 years, major North





Art through the eyes of Inam

American corporations and leading advertising agencies have commissioned Eugene Nicolcev to execute a wide range of work on many challenging and prestigious projects. He often juxtaposes natural elements with and artificial one to portray a conflict between organic landscapes and sterile, human creations.

**NICK PACIOREK** • [www.paciorek.com](http://www.paciorek.com) • Nick Paciorek's new café series shifts his focus from busy urban settings to the more relaxed, intimate spots tucked away in cities throughout Europe and the U.S. Still embracing his signature use of light and color to convey a mood, Paciorek has broadened his impact through the interplay between figures and their environment.

**JUNG YOON PARK** • [www.ducsarts.com](http://www.ducsarts.com) • Los Angeles-based artist Jung Yoon Park graduated from CalArts with a BFA in Character Animation and is currently working as a product designer.

**JERRY PEEL** • [www.jerrypeel.com](http://www.jerrypeel.com) • Jerry Peel has had much success as a musician. Now he's expressing himself as a visual artist, creating vibrant and colorful abstract paintings. "While the musical side of my life demanded total discipline, the visual arts side laid

largely dormant," says Peel. "I now feel the need to create and share emotions on canvas. My hope is that each painting elicits a feeling or emotion in the viewer."

**HANS PETERSEN** • [www.hanspetersenart.com](http://www.hanspetersenart.com) • Born in Denmark, Hans Petersen studied at the Royal Danish Academy of Fine Arts in Copenhagen. His work can be found in galleries in Charlotte, NC; Stamford, CT and Copenhagen, as well as in many private collections across the United States.

**SHAHLA RASHIDIAN** • [www.flickr.com/photos/shahla-rashidian](http://www.flickr.com/photos/shahla-rashidian) • Born in Ahwaz, Iran, Shahla Rashidian uses a mixture of acrylic paint, fabric, wood and soil to paint figurative abstract pieces. She had her first international exhibition at Miami SOLO in December.

**ILENE RICHARD** • [www.ilenerichard.com](http://www.ilenerichard.com) • "My figurative work is based on my observations of people involved in everyday activities," says Ilene Richard, whose work is marked by strong design, a vibrant color palette and a unique narrative quality. "I create an emotional connection for not only the viewer, but also between the people depicted in my work."

**RICHARD RIVERIN** • [www.labelleimage.org](http://www.labelleimage.org) • "In each one of my paintings, I launch my unbridled imagination," says impressionist Richard Riverin. "Hoping for the best, I paint with spontaneous and impulsive strokes of my pallet knife, often ending in a much different composition than the one I had planned."

**ANDY SCHAUDT** • [www.andyschaudt.net](http://www.andyschaudt.net) • Though art has been a lifelong passion of Andy Schaudt, it wasn't until after the events of 9/11 that he found himself pursuing it on a serious level. "I picked up a pen and began to draw out my grief and my fears," he says. "I let my hand dance

to the rhythm of the music, detaching myself from deliberately going in any particular direction. I soon discovered that I became lost in the rhythm of the music. I realized that I could escape into my art, as well as express what I felt in my soul."

**LINDA SHINKLE RODNEY & THEODORE MICHAEL SHINKLE** • [www.shinklephotography.com](http://www.shinklephotography.com) • Linda Shinkle Rodney and Theodore Michael Shinkle, mother and son, are collaborative photographers who scour the spontaneous tableaux both in the natural and human-centric worlds. They can often be found snowshoeing, cross-country skiing, hiking, donning waders or boating, in search of their next subject. Their efforts produce a highly nuanced, stylized body of work that evokes an interpretive emotional response rather than a literal experience.

**ALEXIS SILK** • [www.alexissilk.com](http://www.alexissilk.com) • Alexis Silk works in molten glass and metal to create figurative works that are timeless yet thought-provoking. A student of the human form, she combines close knowledge of anatomy with a passion for fire and an unquenchable thirst for meaning. While making intrinsically beautiful objects, Silk explores issues of human nature, society and the relationship of humans, nature and industry.

**MARTHA SOTOMAYOR** • [www.marthasotomayor.com.mx](http://www.marthasotomayor.com.mx) • Veracruz, Mexico-based Martha Sotomayor's work combines the exuberance of her region's landscape and the charm of its people in a magical artistic technique that exemplifies the core richness of the country. For Sotomayor, painting is an existential expression that defines her soul. Her surroundings, as well as the diversity of her people, are constant sources of artistic inspiration.

**DANIEL SROKA** • [www.danielsroka.com](http://www.danielsroka.com) • Daniel Sroka creates abstract, dream-like images out of the simple elements of nature, such as leaves, sticks, flowers and

seeds. In his hands, these overlooked natural objects reveal their complexity and subtlety. "Nature is so big, it can be hard to grasp," says Sroka. "But when I hold a single leaf in my hand, that is something I can relate to. It's more tangible, more real. This is what I try to do with my art: Show the natural world on a personal, more human scale."

**KAL GAJOURN** • [www.kalgajourn.com](http://www.kalgajourn.com) •

Born in Tripoli, Kal Gajourn's interest in art was sparked at an early age. In fact, he was only 10 years old when he entered his first art competition. He has studied and worked in Tripoli, Paris, Malta and Quebec. He now concentrates on cityscapes and still lifes using his palette knife techniques in oil on canvas.

**JOHN STUART** • [www.johnstuartstudio.com](http://www.johnstuartstudio.com) •

John Stuart captures unrepeatable moments in still images. Whether carefully planned for a commercial shoot or an instant that he sees and freezes in time, Stuart is an artist whose work cannot be easily categorized. In the studio or on location, still life, landscape or people; Stuart works fluently, making the most difficult shot appear effortless.

**LEONARDO TIZI** • [www.leonardotizi.com](http://www.leonardotizi.com) •

Leonardo Tizi lives and works between Rome and London. He has exhibited his work in a variety of environments in Italy and abroad and organized as curator a number of art shows. He also works as an interior design photographer and was involved in a long and fruitful collaboration with Fabiana Roscioli, a photographer who specializes in nudes.

**TAHLINE TORANIAN** • [www.tahline.blogspot.com](http://www.tahline.blogspot.com) •

"Drawing and coloring were as natural to me as breathing, thinking back to my earliest memories," says Tahline Toranian. "Something never felt right though, until I took a random glance at a box I had in the corner of my apartment one day," recalls Toranian. "It contained drawings I had completed years earlier. Upon pulling out these works and thinking to myself, 'There is

no way I can make a career out of this,' it took less than a second for a simultaneous thought to follow: 'I am going to make a career out of this.' I have not looked back."

**MARJOLIJN VAN DEN HEUVEL** •

[www.marjolijnvandenheuvel.com](http://www.marjolijnvandenheuvel.com) • Antwerp-based artist Marjolijn Van den Heuvel has a long track record of success in the arts, having studied fashion design at the Royal Academy of Fine Arts. She has worked as a designer for Yves Saint Laurent. Now a full-time artist, Van den Heuvel creates paintings, drawings and sculptures.

**VLADIMIR VOLEGOV** • [www.volegov.com](http://www.volegov.com) •

Born in Khabarovsk, Russia, Vladimir Volegov began painting at the age of three. Beginning in 1984, Volegov began participating in—and winning—international competitions for poster art. He moved to Moscow in 1988, where he quickly became an in-demand commercial artist, working with notable Russian publishing houses to design posters and album covers. Almost 15 years ago, Volegov began experimenting with the striking figurative work he creates today, for which he utilizes vibrant color palettes and bold brush strokes.

**JUDITH WEINSTEIN** • [www.judith-w.com](http://www.judith-w.com) •

"My art is inspired by color and the joy it brings to life," she Judith Weinstein of her paintings, which she creates with oil, acrylic and pastels. "My favorite themes are landscapes and cityscapes," she says. "Even if I could find the right words to properly describe the atmosphere I try to bring to my paintings, I would rather have my paintings speak for themselves."

**HEATHER WHITESIDE** • [www.whitesideart.com](http://www.whitesideart.com) • A professional artist for the past



Daniel Sroka's *Heliotrope*

20 years, Heather Whiteside has lived all over the world, and it shows in her work and penchant for cityscapes. With a keen ability to capture the energy and history of a place, Whiteside's work is at once modern and nostalgic. Her work has been featured in more than 30 magazines. In the spring of 2012, Whiteside will begin yet another chapter in her life and career, opening an art studio in the New York City area.

**MARTA WILEY** • [www.martawiley.com](http://www.martawiley.com) •

Born in Coyocan, Mexico, Marta Gottfried Wiley had the unique opportunity to grow up and develop as an artist from a very young age within a diverse, cultural mecca—in the very same place that Diego Rivera and Frida Kahlo lived and painted. Wiley was guided and supported in her artistic explorations by her grandmother—herself an accomplished artist, recognized by the Mexican government as a National Treasure. Wiley has shown and sold work in nearly 300 galleries, museums and trade shows throughout the world, and her work has been published and licensed through a variety of major publishing companies.

For more information on this year's slate of artists at Artexpo New York, visit [www.artexponeويورك.com](http://www.artexponeويورك.com). **ABN**

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