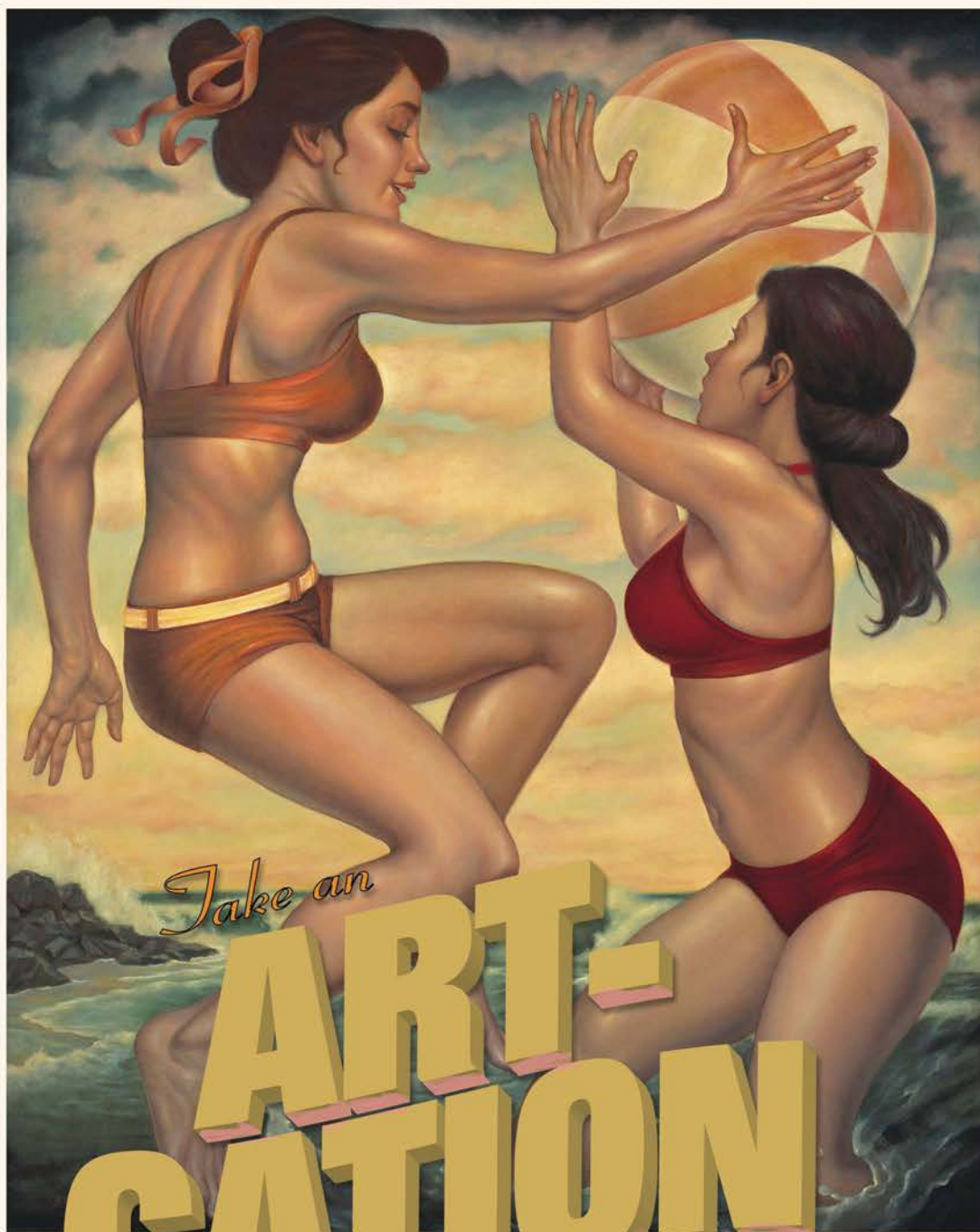


NURTURING SUCCESSFUL PARTNERSHIPS

art BUSINESS

SUMMER 2012 • THE ART INDUSTRY'S NEWS LEADER SINCE 1977

NEWS



Take an
**ART-
CATION**
art vacation hotspots

10 MUST-LISTEN
**ARTIST
PODCASTS**

MARKETING
**THAT
COUNTS**

**TAKE
CONTROL**
OF YOUR BODY
OF WORK

FESTIVAL
SALES TIPS

RECAPPING
**ARTEXPO
NEW YORK**

PERSPECTIVES

ABN

THREE TIPS FOR A PRODUCTIVE SUMMER



BY ERIC SMITH

Summertime is my favorite time of the year. I love the sunshine, outdoor concerts, biking, longer days and, of course, summer vacations (*check out some of our favorite Art-Cation hotspots, beginning on pg 28*). Summertime is also a time for planning, a chance to think about the upcoming Fall,

Winter and Spring fine art seasons. Shows are being planned and scheduled, artists are creating new works and galleries and consultants are looking forward to the fall selling season. So pour some lemonade and update your Website!

I know, I know, it's easier said than done. Most of us don't have the skill set to update a Website ourselves, so we must hand that chore off to our Webmaster (who, by the way, needs the content from you)! It all seems so daunting... and it is. However, it is the face of your business and should be a top priority. So dig in! Some other tips?

- **Keep it fresh.** Are all of your artists, paintings, graphics and information current? Are your upcoming shows listed on a calendar? Is your contact page up to date? Have you changed the images on your home page lately? Rotating your home page images is a great way to keep your Website interesting. Don't be afraid to get creative.

- **Dust off your database.** It's not how many prospects you have, it's the quality of those prospects. Remember the old 80/20 Rule, which states that 80 percent of your sales will come from 20 percent of your contacts. So take some time to weed out the worthless leads. Cut your invitation list and spend the additional savings on upgrading your event. Treat your 20 percent well and you'll see more sales. It's as simple as that.

- **Introduce new work!** Why do people attend events and shows? According to The International Association of Exhibitions and Events, it's to see new product. In our industry, that means new work. The search for new work can be fun and, if you're a gallery owner, artist or publisher, here are a few ABN-sponsored events to consider:

Artexpo & Deljou Art Group present the Atlanta Invitational

- **October 18-20, 2012** • An invitation-only event specifically designed for the trade with new works by 15 art publishers and art suppliers and 15 up-and-coming SOLO artists. Invited dealers will receive complimentary hotel accommodations, fine southern cuisine and access to all events.

- **Artexpo-Miami / Miami SOLO • December 5-9, 2012** • The hottest art market in the country! More than 15 art fairs invade Miami for a five-day art extravaganza circling the ever-famous Art Basel Miami.

- **Artexpo New York • March 21-24, 2013** • Artexpo's signature event, featuring two full trade days and two consumer days. Discover new works by the world's biggest publishing companies and galleries and find new talent in the SOLO Pavilion. Make plans to be a part of it. (*Read about what went down this year on pg 44.*)

So before you lather up with sunblock or take a dip in the pool, make sure you accomplish at least one small step toward your future success. **ABN**

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NEWS

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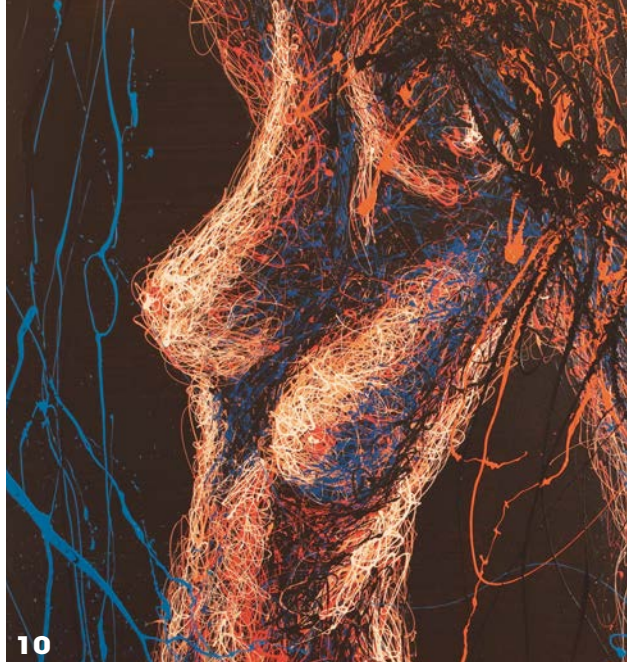
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COVER
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MEET THE ARTISTS

GET TO KNOW TODAY'S
RISING ART STARS



The Stripper

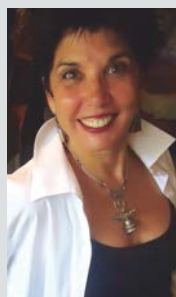
DAGE

www.dagearts.com



Self-taught artist Dage's uniqueness and spontaneity are clearly evident in her work, which she creates

using a technique she calls "intentional dripping." By letting paint fall onto the canvas in an often unpredictable fashion, the technique, in Dage's words, "compels me [and] forces me to let go. I have to give up on perfection and control. What happens, happens!" A result of years of artistic exploration (as a child, Dage could often be found drawing and creating replicas of postcards with oil paints) her discovery of intentional dripping gave her the means to create art that is "a mixture of intent and unpredictability, just like in life!"



KATHLEEN CARRILLO

www.carrillogallery.com

A native of Los Angeles, painter Kathleen Carrillo's love of the beauty found in the natural world led her to move to a place where she could live and work surrounded by it: Puerto Vallarta, Mexico, where she has since founded Gallery Arte 550 and the artist retreat center House of Wind and Water.

"Living in the jungle of Mexico reminds me daily that magic is all around," says Carrillo. That magic finds its way into Carrillo's work, which is characterized by bold colors and a vibrant style.



Smok'in, A Jazz Session



Dean Loucks
A LIFETIME OF CUSTOM ART

"I call my signature method of painting 'The Art Of Removal,'" says artist Dean Loucks of his unique style, in which he utilizes paint, reducers, thinners, a paint gun, razor blades, and an airbrush to give his

subjects an organic, vibrant feel. "The great thing is that you can never predict the exact results from either the chemical or mechanical tools, which is why each piece is as unique as a fingerprint." After he co-founded The Art of Design in 1990, Loucks

launched the Dean Loucks Fine Art Collection in 2009. Earlier this year, the Indiana-based artist opened his first gallery, Dean's Place, in his home city of Granger, featuring his fine art and custom furniture.



"The Art Of Motoring Circa 1910"

Dean's Place Art Gallery
918 E University Drive
Granger, IN 46530
574-241-0101

www.DeanLoucksArt.com

DARIA BAGRINTSEVA

www.dariart.com



Daria

Bagrintseva is more than just a painter.

A graphic designer, photographer, mixed media artist and interior designer as well, the prolific artist infuses her unique energy into every one of her pieces. "My paintings are a reflection of my feelings and emotions," Bagrintseva explains. "[Each one] originates from my life experience or a dream... The inspiration comes like waves." Often created in her signature style of acrylic paints applied with a palette knife to a large canvas, Bagrintseva's paintings have been exhibited in galleries and private collections in the U.S., France, Spain, Italy, her native Russia and beyond. **ABN**



Big Dragon

title: MEDEEENA (triptych) size: 47 1/4" + 35 1/2" + 11 3/4" x 31 1/2"



title: FREE FALL
size: 55 1/8" x 39 3/8"

American Art Award 2011 winner:
1st place in innovative category

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+421.907.394 294

mixed media collection: giclée canvas photo print, lackmarker, acrylic spray, magazine collage

The Wonderful Whimiscal World of *Glen Tarnowski*

creator & founder of the new original art style called Modern Allegorism - wikipedia

Sometimes in life there are no answers, no right way or quick solutions. Intuition and self reliance (giraffe) knows the best answer is to ease into a smoothing bubble bath with candles, a glass of wine to keep your sanity so you can start afresh all over tomorrow!

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INSIDE THE FRAME

BY REBECCA PAHLE

ABN



SAY HELLO TO THE GALLERY OF TOMORROW

BROWSE (AND BUY) IN COMFORT AT THE STUDIO 1 ART CAFÉ

Imagine this: You're in an art gallery, but it's a bit different from any other gallery you've ever visited. There are comfortable seats in which to sit and relax; fresh pastries, sandwiches and desserts on which to feast; and gourmet coffee and espresso beverages to sip while you're perusing the work of some of the contemporary art world's most talented artists. And you're not limited to the art on the walls, either; with a simple tap of your finger against an iPad screen, pieces not physically present will appear on a full-size

art monitor. If you like what you see, you can buy it from the gallery on the spot (even if the piece is sitting in a studio on the other side of the country). Sounds like an art lover's dream come true, right?

Well, if you happen to be in Monterey, California, you can visit the dream—also known as Studio 1 Art Café—which opened its first location in July on historic Cannery Row.

In developing the concept for this one-of-a-kind gallery space/café, founder and CEO Richard Ahart endeavored to



WHERE ART AND FILM COLLIDE

BRING THE ART WORLD HOME WITH ARTHOUSE FILMS

Ah, movie night. Sure, you could watch *Transformers 3*. But you're an artistic type and therefore probably appreciate creativity. So when it comes to entertainment, why not try something from Arthouse Films instead?

Focusing exclusively on art-, music- and culture-related movies, Arthouse Films ("Where art and film collide") produces and/or distributes around 15 to 20 titles a year, from documentaries about specific artists (*Jean-Michel Basquiat: The Radiant Child*) or other figures in the art world (*Herb & Dorothy*, on art collecting duo Herb and Dorothy Vogel) to in-depth looks at specific movements (*Beautiful Losers*, a tribute to the '90s DIY movement) or communities (*The Cool School*, about the Ferus Gallery and its role in bringing the L.A. art scene of age).

When selecting films for the Arthouse label, founder and partner David Koh notes the company's devotion to "high-quality theatrical movies about major subjects with worldwide appeal having to deal with art and culture and music subjects." He's not kidding about the high-quality part. Case in point: Lucy Walker's *Waste Land*, which follows Brooklyn artist Vik Muniz as he visits Brazil's Jardim Gramacho, the world's largest garbage dump. The recipient of multiple awards on the festival circuit (including at the Sundance Film Festival, where it had its world premiere), the documentary—which Koh highlights as a must-watch for contemporary artists—was nominated for a 2011 Academy Award.

View the Arthouse Films catalog at newvideo.com/titles/arthouse-films.



ABOVE: Lucy Walker's *Waste Land*
TOP LEFT: *Herb & Dorothy*

TRACKING THE BUZZ



Entering the Licensing Expo

FROM SURTEX TO THE LICENSING EXPO, INTEREST IN ART LICENSING IS GROWING

BY LINDA MARIANO

Discovering trends in the art licensing business—seeing what’s new and meeting and greeting new contacts—is the main attraction at Surtext® and the Licensing Expo, the country’s two most important shows for art licensing. The 2012 editions of both events were well attended and upbeat, with exhibitors and attendees growing their contact lists and nurturing potential business opportunities.

As a veteran trade show attendee and exhibitor, let me start by giving you my impressions of the shows. Then let’s go for a deeper dive and review the trends that were spotted along the way (and maybe uncover a few new ones)!

SURTEX—THE MARKETPLACE FOR ORIGINAL ART & DESIGN

There was considerable buzz in the aisles at Surtext (www.surtext.com), the key trade show for the art and design market, held May 20-22 at New York City’s Jacob K. Javits Center. “Attendance was exceptionally strong in both quality and quantity,” reflects show manager Penny Sikalis. “With a 20 percent increase in the number of attendees over 2011, the composition of attendees remained strongest in the manufacturing sector, which comprised 60 percent of those attending. Market leaders and product developers have told us many times over [that] when they look for the newest trends, they find them at Surtext, which is why they return year after year.”

But a show’s foot traffic is far from the only indicator of its



A crowd gathers in Sin City for the Licensing Expo

success. The aisles full of art directors and product developers searching the booths for what they wanted (and finding it!); the steady streams of attendees looking at art on the walls, in books and on iPads; and the deals put into place in the weeks following the show all point to Surtext as a vital sales and marketing event for anyone interested in licensing his or her art.

From a personal perspective, the art and designs I saw at the 2012 Surtext show were probably the best I’ve seen in several



LEFT: The world's biggest brands attend the Licensing Expo

The Stationery Show takes place alongside Surtex in New York City



"WHEN MARKET LEADERS AND PRODUCT DEVELOPERS LOOK FOR THE NEWEST TRENDS, THEY FIND THEM AT SURTEX."

years. They were fresh and dynamic, which could be a sign that the economy is improving and manufacturers have begun demanding something new... or maybe it's just that art runs in cycles and we happen to be at the apex of one. Maybe it's *both*. Regardless, it was great to see!

LICENSING EXPO—THE WORLD'S BRAND AND PROPERTY MARKETPLACE

With only a couple of weeks between the two shows, there was little time to recover from Surtex before it was time to head to Las Vegas for the Licensing Expo (www.licensingexpo.com), held June 12-14 at the Mandalay Bay Convention Center. The Licensing Expo brings together retailers, manufacturers and marketers from all around the world, all on the hunt for new properties and brands. Whether you're looking to spot trends, build strategic partnerships, secure promotional tie-ins or take your property worldwide, this is where it can all begin!

Considered the world's largest licensing venue, most of the major brands were in attendance: Disney, Sony, Warner Bros., NASCAR, Mattel, Nickelodeon, NBC... the list goes on. Major art brands such as Thomas Kinkade, Wyland, Norman Rockwell and the Victoria and Albert Museum were on hand as well.

As with any trade show, the key to exhibitor success at the Licensing Expo is driving traffic to one's booth. The busiest booths in the show's dedicated art and design section were those with great presentation; it was easy to see what they were about from a quick glance, and every person working welcomed attendees with a smile. They set appointments in advance, sent out invitations and marketing materials and had eye-catching press kits in the press office to entice key editors to their booths.

"We had some great meetings," says Cathy Heck of Cathy Heck Studio (www.cathyhecknurseryart.com), one of the Licensing Expo's stand-out exhibitors. "I think that sending out our pre-show cards to companies with product categories that make sense for our work made a big difference. Now it's all in

the follow up!"

Traffic at this year's Licensing Expo was on par with past years: Very heavy the first day, then gradually declining over the next two. Smart exhibitors anticipated this pattern and scheduled appointments for days two or three, leaving day one open to devote their full attention to greeting potential clients.

The buzz at Licensing Expo—before, during and after the show—was full of excitement and opportunity. Both the artists who exhibited and those who simply walked the show were exhilarated by who and what they saw.

TRENDING NOW

So now that the dust has settled on Surtex and the Licensing Expo, what have they taught us about emerging trends?

Part of the fun of Surtex's event is that it runs concurrently with the National Stationery Show, which gives attendees the chance to go from one show to the other and experience the intersection of art and design firsthand. What was hot at Surtex and its sister show? A few observations:

Vintage. Think turn of the 20th century—the 1910s and '20s. Scrolls, swirls, Victorian-era images, pastels, sepia tones and pieces with a touch of the Parisian all made their presence known.

Nostalgia. Now come forward a few decades and think mid-century modern; you might even call it "retro." Many pieces drew from the simpler aesthetic of the '50s and

'60s, using blocks of color and geometric designs.

Humor. Whether infused into the design or the end product itself, humor—some quite outrageous and fun—was around every corner.

Multicultural. Surtex had an international flair, courtesy of the many exhibiting artists influenced by art and design from places all over the world, including Mexico, India, South America and Cuba.

Letterpress. Surtex was home to several typographically-inclined artists who make letterpress the heart of their designs; in fact, artists and companies that *weren't* using letterpress in

"ART RUNS
IN CYCLES AND
WE HAPPEN TO BE
AT THE APEX
OF ONE."



CLOCKWISE FROM TOP LEFT: Conferences, exhibits and a trend theatre comprise the many faces of Surtex

some way were the ones who stood out!

Many of the trends that reared their heads at Surtex held true at the Licensing Expo, even when it came to big entertainment brands: Disney's focus on their beloved princesses and fairies, Warner Bros.' drive for their new *Superman* film and the continued representation of Looney Tunes and Batman all hearken back to an earlier era. In terms of art and design, the following Expo essentials made an impression:

International Licensing. Just as Surtex went international with its art, the Licensing Expo went international with its business. More and more companies—both those exhibiting and those walking the aisles—hailed from outside North America, giving artists a real opportunity to reach a global audience.

Character and Concept Art. More than just a focus, one could say that this is almost required to get noticed at the Licensing Expo. Usually fun, and sometimes irreverent, it's always good in terms of grabbing attention.

Mainstays. There is some art that is simply understood and loved for what it is. Art from Debbie Mumm, Mary Engelbreit, Thomas Kinkade and Norman Rockwell have transcended the "trend" label and continue to sell year after year.

Aside from the art on display, what is great about Surtex and the Licensing Expo are the educational programs and seminars they offer each year. If you're new to the industry, want a refresher course or require more detailed information about a specific aspect of the business, there are always classes to keep you informed. Surtex even had four of the world's leading trend research companies delivering ongoing presentations right on the show floor! Though it can be hard to pull yourself away from the abundance of art on display at the booths, the many educational opportunities offered by these shows are absolutely worth putting on your schedule.

There is, of course, a difference between a trend and a fad.

"THERE IS A DIFFERENCE BETWEEN A TREND AND A FAD."

Being a "trendy" artist, or intentionally setting out to create the next big thing, doesn't usually lead to any lasting success. Occasionally, though, something that starts as a fad transitions to become part of the fabric of our lives in a very natural way. One of those trends looming on the horizon is iPhoneography; with most of us having access to high-performing digital cameras at

any time, it's easier than ever to create pieces of art from high-resolution photos, whether by turning them into a collage, embellishing them with a mixed media style or doing anything else that captures your imagination. Whether iPhoneography will gain a foothold in the art licensing world remains to be seen, but this current culture-becoming-art is certainly worth keeping an eye on.

However, you don't have to go to a trade or art show to discover what's happening in the marketplace. Just keep your eyes open. If you see a particular subject or style popping up over and over again, make a note of it. Trade magazines, fashion and home décor publications, Etsy, Pinterest, the mall and even your local grocery store are all great places for trend-spotting.

In conclusion, there are many artists who see the viability of maximizing their creativity and enter the licensing business—and many manufacturers and retailers who want the freshness that well-crafted artwork can bring to their products. No matter if you are an artist, manufacturer, gallery owner or art collector, the business of art licensing has an impact. So look around... and see if you can spot a trend in the making! **ABN**

With a career that spans 30 years, ABN Contributing Editor Linda Mariano is a leader in marketing, brand management, e-commerce and promotion initiatives. Through her company, LM² Art Marketing & Licensing (LM2ArtMarketing.com), Mariano brings her expertise and years of experience to help artists and art industry leaders set and achieve high goals. She can be reached at LMariano85@yahoo.com.

15 MINUTES GO FIGURE

DANNY GALIEOTE FLIPS THE SCRIPT ON FIGURATIVE ART

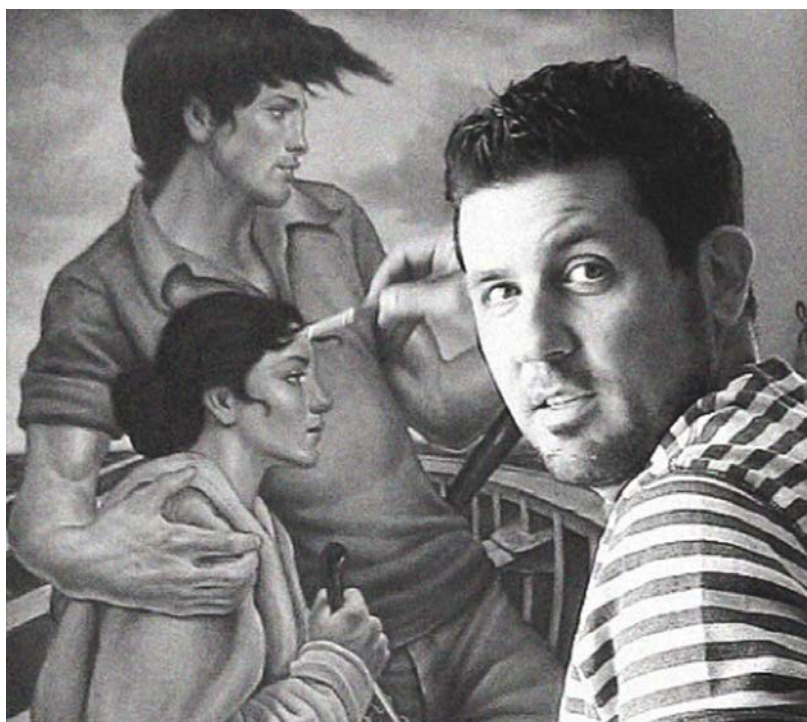
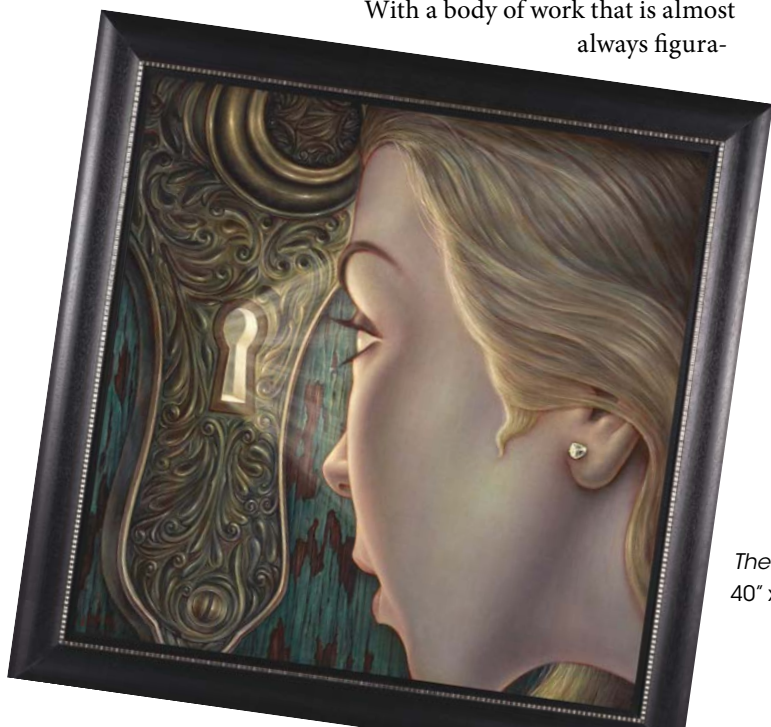
BY JENNIFER M. WOOD

While some people spend a lifetime seeking out their one true passion, others are lucky enough to discover their calling early in life and while away the years perfecting it. Artist Danny Galieote (whose oil on canvas portrait

At Play surely grabbed your attention on our cover) falls firmly into the latter category.

"I was always drawing from my earliest memory," says the Los Angeles-born and based artist. That talent led Galieote to an interesting entrée into the art world, by way of Walt Disney Animation Studios, where he spent nearly a decade as one of the studio's top artists. The opportunity allowed Galieote to flex his creative muscles, and to hone his drawing and painting skills as well.

With a body of work that is almost always figura-



tive, Galieote uses a nostalgic style to address timeless themes of human nature. His paintings have been exhibited—and collected—across the country and he was recently named one of the year's "12 Artists to Watch" by *American Artist*.

ABN spent "15 Minutes" with Galieote to talk about preferred mediums, bad advice and breaking all the rules.

JENNIFER WOOD (ABN): *What's your preferred medium?*

DANNY GALIEOTE (DG): Oil on canvas. I like the vibrancy and permanence of oils and the feel on the canvas.

ABN: *What attracts you to a subject?*

DG: Something that people can relate to on a larger scale and something that's pleasing for me to paint.

"I LIKE THE VIBRANCY AND PERMANENCE OF OILS."

ABN: *Who are the artists you most admire?*

DG: Degas, Ingres, Paul Manship, Paul Cadmus, George Tooker, George Bellows and many of the WPA and Regionalist artists of the '30s and '40s.

ABN: *What's the one goal you hope to achieve in your career?*

DG: To make a difference in the art world.

ABN: *If you weren't an artist, what would you be doing?*

DG: Nothing else. That's all I am.

The Epiphany
40" x 40" oil on canvas

"YOU COMPETE WITH YOURSELF, NO ONE ELSE."

ABN: What's the best piece of advice you've ever been given?

DG: Follow your gut feelings and instincts

ABN: What's the worst piece of advice you've ever been given?

DG: Follow the rules.

ABN: In this industry, is it smarter to be collaborative or competitive?

DG: Collaborative, because it's how we make a living as artists. You compete with yourself, no one else.

ABN: Can you talk a bit about any current and/or upcoming shows or projects?

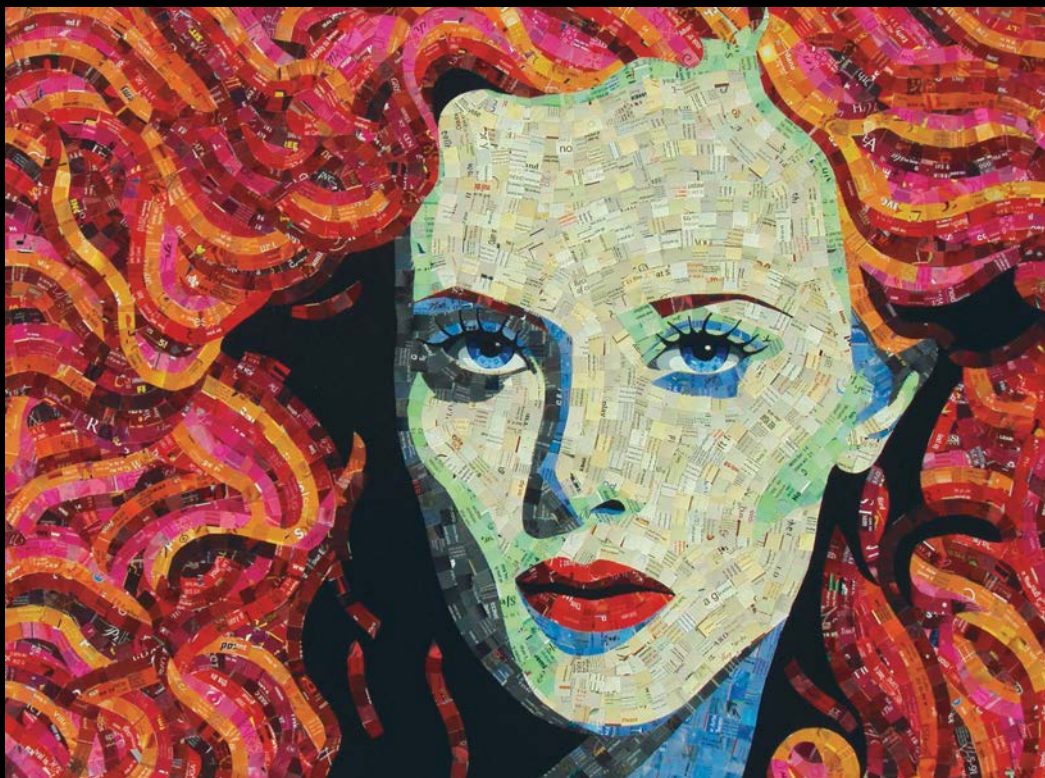
DG: I am represented by Arcadia Gallery in New York; the director/owner is Steve Diamant. We have had several group shows in the past year or so. Recently I was in the LA Art Show, SUR-REALISM "The New Realists" and ArtHamptons. Upcoming exhibitions include "Drawing the Line," an exhibition of drawings, in September, LA Art

Show in January and a solo show in the spring of 2013.

The upcoming shows will have more paintings from my "Supposed Good Girls" series.

For more information on Danny Galieote's work, visit www.dannygalieote.com. Galieote is represented by Arcadia Fine Arts (www.arcadiafinearts.com) in New York City. **ABN**

Undisclosed Assets
40" x 40" oil on canvas



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