

Art World News

JUNE – JULY 2021

THE INDEPENDENT NEWS SOURCE

CV ART AND FRAME'S SUCCESSFUL FIRST POST-PANDEMIC EVENT

CV Art and Frame, a fine art gallery in Zionsville, IN, hosted its first event since the pandemic began recently that featured a live painting demonstration with Cuban-born artist, Carlos Gamez de Francisco. Go to page 16 for more details.

ARTEXPO NEW YORK MOVES TO PIER 36

Artexpo New York, held October 28 to 31, 2021, has moved to a new location and future home at Pier 36, located at 299 South Street, in the heart of Manhattan's trendy Lower East Side. Pier 36 is the same venue where the Art on Paper fair is held each Spring. Page 18.

DESIGNING A UNIQUE WEDDING DISPLAY

Custom framers have a unique opportunity to help make wedding day memories last, as well as extending the look, feel, and emotion of a customer's big day. After the lights go off and guests depart, people will want to make sure their most precious pieces are preserved for years to come. Page 26.

OPTIMIZING A WEBSITE FOR MOBILE ACCESS

Industry expert Katherine Hébert discusses the best way to make a website as accessible as possible for mobile devices allowing them to work better when viewed on smaller screens. Visit page 23 for details.



LaMantia Gallery is located in Raleigh, NC.

URBAN ART ATTRACTS A NEW GENERATION OF COLLECTORS

Urban art has become a sought after genre that attracts, not just the younger generation of art collectors, but also those drawn to its unpredictable, colorful aesthetic once confined to the title of street art. Today, urban art is making waves in museums, fine art galleries, and auction houses like Sotheby's and Christie's. Well-known urban artists Banksy and the late Jean-Michel Basquiat currently have their work featured in an exhibition titled, "Off the Wall: Basquiat to Banksy," hosted by Christie's Auction House, located in the heart of London. Also housed in Christie's permanent collection is Banksy's *Pulp Fiction* depicting the characters of the 1994 film, as well as his "Rats on Safe" and "3D Glasses Rat." Rapper Jay-Z, an avid fine art collector, recently auctioned a newly commissioned NFT-inspired artwork by Derrick Adams featuring imagery from his 1996 debut

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QUOTE OF THE MONTH:

"Urban art is likely to attract buyers with means that don't fit the traditional art collector profile, and that is a good thing for all—buyer, artist, and gallery."

Jay Johansen, page 14

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Shown is "Pearl" by
Jay Johansen, a
mixed media on canvas
measuring 50 by 30
inches. Call Johansen
Fine Art, Rancho Santa
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Urban Art Attracts New Collector Base

Urban art has become a sought after genre that attracts, not just the younger generation of art collectors, but also those drawn to its unpredictable, colorful aesthetic once confined to the title of street art.

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CV Art and Frame's Successful Event

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Optimizing A Website For Mobile

Industry expert Katherine Hébert discusses the best ways to optimize a gallery's website for mobile devices as it's more critical than ever as Search Engine Optimization (SEO) becomes vital.

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Designing A Unique Wedding Display

After a year that left ceremony halls and event spaces dark, wedding season is back in full swing and custom framers have a unique opportunity to help make those memories last.

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And Now For Something Completely Different

In this month's And Now For Something Completely Different, we highlight some of the most creative framing jobs from custom framers across the country and describe the products that they used.

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IN OUR OPINION

Round Two Begins

Generally speaking, the numbers for the first half of the year were pretty good for most galleries and frameshops. In most instances, the first quarter seemed a bit stronger than the second, but combined produced a result much better than last year's bizarre first half. At the start of 2021, forecasting sales performance was indeed rife with guess work as Covid flipped the script on most conventional assumptions. For the last half of the year, the task is just as murky as the following factors will play a big role in what we experience.

Buying Patterns As Covid-induced habits fade and consumers start to channel their purchases along more historic patterns, the effect on our industry is unknown. Although any drop would be slow to come, it may become difficult to sustain first half of the year growth.

Supply Chains The first half was marred by a constricted ability to obtain products and

components. Essentially, it cost more and goods took longer to arrive. This condition is improving, albeit slowly.

The Economy The hangover from Covid aide has garbled the employment front. As citizens return to becoming workers and offices re-open, the labor market is going to shift. Such gyrations will dampen demand. Inflation is starting to gallop and in the possible absence of government action, it has the potential to hurt market segments across the board.

However, the foremost thing that art galleries and frameshops have now is momentum, and that can be a secret weapon in the short term. As the greatest prospect for a sale is the person who just bought something, the industry has a wide and deep pool of happy customers to draw. The best approach is to continue that every client has the potential to buy and to assume otherwise is a mistake.

John Haffey
Publisher



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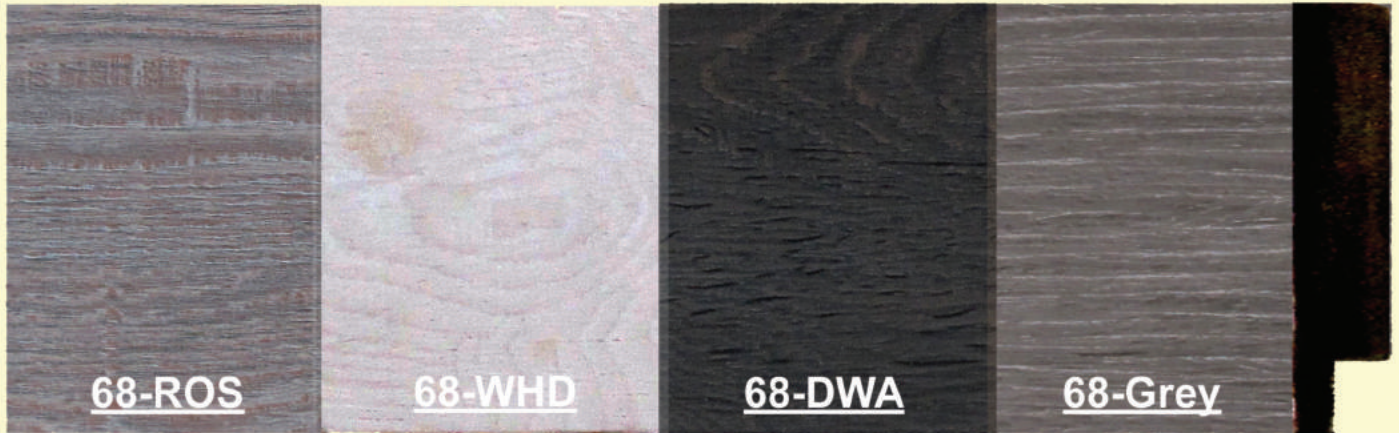
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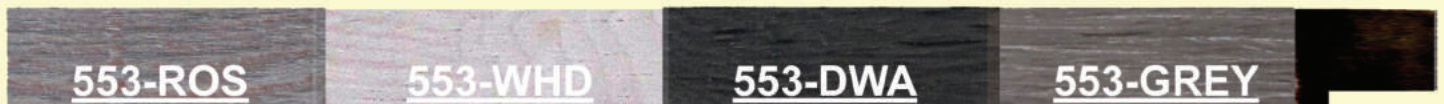
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ARTISTS & PUBLISHERS

Wild Apple Signs Artist Laura Horn

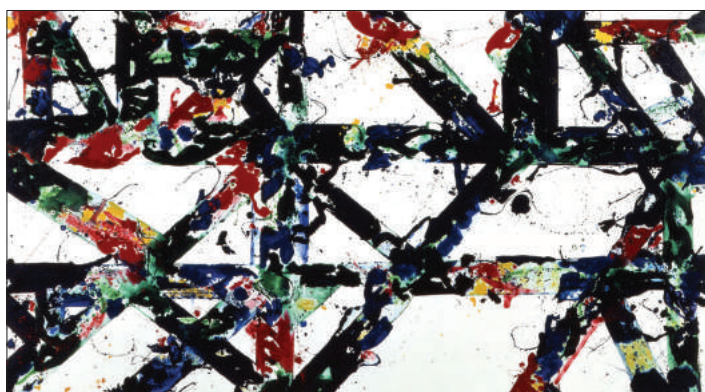
Wild Apple, located in Woodstock, VT, has signed Australian artist, teacher, and podcaster, Laura Horn. Her work is created using washes of watercolor, or acrylics and ink and then, using pencils, pens, and pastels, she creates shapes, patterns and botanical motifs. Inspired by nature's imper-



"Garden Dance V" by Laura Horn.

fect and ever-changing beauty, Horn likes to connect with others through her online classes, workshops, and weekly podcast, *The Laura Horn Art Podcast* that she hosts with her husband Richie. "Laura's first collection brings fresh nature and botanical-inspired collections to market," says John Chester, co-owner of Wild Apple. For more information, telephone (800) 756-8359 or go to Wild Apple's website located at: www.wildapple.com.

Marlborough Gallery's Francis Show



Untitled by Sam Francis is an acrylic on linen measuring 260 by 48 1/2 inches from The Sam Francis Foundation.

Marlborough Gallery, New York, NY, is collaborating with The Sam Francis Foundation to present the late artist's paintings and prints. Francis is one of the twentieth century's most renowned abstract expressionists and has been featured in some of the most significant museum collections throughout the world. For details, call (212) 541-4900, www.marlboroughnewyork.com.

Carmel Gallery's New Tahoe Images



"Tahoe From Above" by photographer Elizabeth Carmel.

The Carmel Gallery, Truckee, CA, debuts two new limited edition prints from photographer Elizabeth Carmel. Available in editions of 50, the new releases feature a vibrant aerial perspective of Lake Tahoe that many people do not often get to experience. Call (530) 582-0557 or visit: www.thecarmelgallery.com.

Zenith Gallery Presents Mays Sculpture

Zenith Gallery in Washington, DC, presents an exhibit called, "Weight of the World" featuring the sculptural work of Kristine Mays. The show is in conjunction with the artist's exhibit, "Rich Soil," at The Hillwood Estate, Museum and Gardens. Mays uses hundreds of pieces of wire to create intricate sculptures that capture the human form to reflect upon what is in-



ward. "Rich Soil" is the artist's first outdoor exhibit, and was originally displayed at Filoli Historic House and Garden. For further information, phone (202) 783-2963 or go to the gallery's website located at: www.zenithgallery.com.

"All Power to the People" is a wire sculpture by Kristine Mays as part of the Weight of the World exhibition and retails for \$2,600.

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LAS VEGAS—Carnevale Gallery hosted a reception for the unveiling of work by contemporary artist and model **Brittney Palmer**. The event featured her newest paintings, classic works, as well as the world premiere unveiling of her first digital NFT artwork collaboration with Irish mixed martial artist, boxer, and businessperson **Conor McGregor**. Palmer, a Las Vegas resident, was in attendance for a meet and greet during the reception. Shown above is the artist's portrait of McGregor titled, "Conor," created earlier in the year and released as a print after he announced his return to the Ultimate Fighting Championship (UFC) following a one-year hiatus. Carnevale Gallery, with two locations: The Forum Shops at Caesars Palace and Appian Way in Caesars Palace Hotel & Casino, featured Palmer's vibrant portraits and dynamic abstract paintings on their website along with an exclusive interview in the gallery's blog, "Behind The Lens." Her work has been featured at the W Hotel-Hollywood and Park MGM-Las Vegas, in long-standing installations, and solo exhibitions. For details, call (702) 812-2706 or go to: www.carnevalegallery.com.

URBAN ART ATTRACTS NEW BUYERS

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album *Reasonable Doubt*. It was offered in a single-lot sale to be sold in an online Sotheby's auction. Bidding opened on June 1, 2021, and started at \$1,000. After one month, it closed at \$138,600. Proceeds from the sale will go to benefit the rapper's charitable organization the Shawn Carter Foundation, which supports access to secondary education for underserved adolescents.

Urban art is often described as a combination of street art and graffiti, but today it has evolved into one that can feature pop culture imagery, statements of activism, depictions of culture, and a record of history seen through new eyes. Also, it has been elevated on the public level with museums like Le Mur located in Paris, France.

Phil Koss, gallery director of American Fine Art Inc., Scottsdale, AZ, knows firsthand how urban art is a big draw for today's art collector. Featuring the work in his 12,000-square-foot showcase gallery alongside an extensive collection and inventory of some of the world's most distinguished internationally acclaimed Masters, Mr. Koss represents artists such as Arizona-based urban artist AtZ. An exhibit at the gallery presented AtZ's mixed media works (acrylic, spray paint, and stencil) alongside work by Banksy, Mr. Brainwash, The Dotmaster, KAWS, Kristin Simmons, Andy Warhol, and Bambi.

As the art form evolves, there is not one true description of what urban art is. "You can't put urban art into a box," Mr. Koss says. "It has such a broad net—both stylistically and in its subject matter. Spray paint is the common denominator typically whether it has a gritty street application or clean look with the use of stencils. This medium of expression has spread from the subway to the fine art galleries and

that we grow up with, art that reflects a nostalgic part of our lives usually ignites an emotional response and special connection. That being said, many urban artists use vintage icons in their artworks. Look at Mr. Brainwash who commonly uses such icons as *The Cat In The Hat*, the original *Batman* comic, Charlie Chaplin, and Albert Einstein or AtZ who has painted Mickey Mouse and Felix the Cat. On the other hand, both of those artists have also created works reflecting the present-day pop culture like supermodel Kate Moss and Bitcoin."

While Mr. Koss believes that urban art can help to appeal to a vast array of art buyers, having a roster of artists that represent different styles is most effective. "It is always great to have a larger stable of artists and offer more diversity. We have a different collector that walks into our gallery looking to see a Norman Rockwell, as opposed to urban art or Victor Vasarely."

Moshe Bittan, vice president and executive officer of Bittan Fine Art Inc., Valley Village, CA, who represent various artists, including urban artist E.M. Zax, says that the genre often resonates with a younger generation of art collectors. "Urban art can be inspired by city life with its road signs, graffiti, billboards, freeways, skyscrapers, popular culture, and whatever



American Fine Art presents "Instruction" by AtZ as a mixed media with acrylic, spray paint, and stencil measuring 48 by 48 inches. Phone (480) 990-1200 or go to the website located at: www.warhol.me.

museums around the world. It is as open and free as the artists themselves."

The subject matter also has a way of resonating with collectors on many different levels, some less obvious than one may think. "The subject matter varies greatly in urban art just as any other art form. We find that it's more about whether the art strikes a chord with the collector for any reason; beauty, emotion, worship, money, power, etc.," he says.

"And just like the music

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THE ART OF VICKY ANDRIOTIS



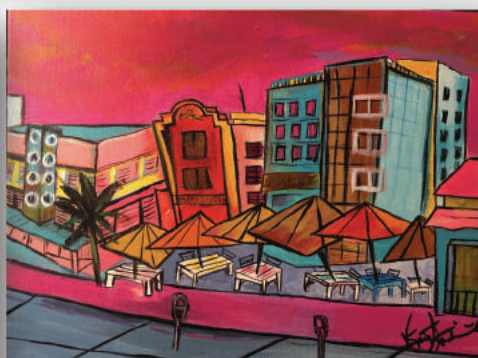
I Melt With You—Enamel on Canvas , 16x40



All at Sea -Spray paint, Melted Wax , and water on canvas, 24x24



The Great I Am— Gouache on Canvas , 16x12



South Beach— Acrylic on Canvas , 12x16



Imagine - Acrylic in Canvas , 24x24



Paradise Lost - Acrylic on Canvas, 20x20



My Garden— Acrylic on Canvas , 20x20



Island— Fountain Pen on canvas board ,framed,11x14



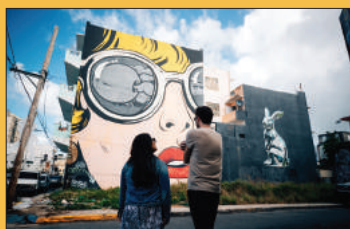
The Island—Ink & Pencil on paper, 9x12

For commissions or information on these and other works by Vicky Andriotis, please contact Ken Warren at the Westport River Gallery One Riverside Ave. Westport, CT 203.226.6934

Or the artist directly at info@vickyandriotis.com

WWW.VICKYANDRIOTIS.COM INSTAGRAM: @VANDRIOTIS FACEBOOK: @ARTOFVICKYANDRIOTIS

PUERTO RICO'S STREET ART ADDS TO THE ISLAND'S TOURIST APPEAL



PUERTO RICO—While the island of **Puerto Rico** has long been known as a beach destination, its rich history and diverse art scene are also a big draw, as evidenced in their vibrant street art, often in the form of murals. Local art scene programs include **Santurce**, **Ponce**, **Blank Space**, and **Banderas** and feature some of the best original large-scale work by local artists. According to a recent Brand USA survey, cultural tourism accounts for 40% of all tourism worldwide.

Mike Marti of Ketchum, a global communications consultancy firm on behalf of Discover Puerto Rico, says that as the island becomes more and more of an arts destination, the gallery community can also benefit. "Street art pieces are created through the collaboration of local artists and community members, such as building and business owners," he says. "Fine art galleries and museums help further exhibit local artists and their work. While the street art throughout the Island's purpose is to showcase the talent and culture of the local communities, it also acts as a draw for many travelers who are looking to immerse themselves in Puerto Rican culture, especially in an easily accessible and visual manner." For more information, visit the website located at: www.discoverpuertorico.com.

URBAN ART *continued from page 10*

comes to mind with no restraint," he says. "It will grab a viewer's attention and is not the usual art image that one finds in a gallery. It is something that gets your attention. When it is being made available to have in a collector's home, that makes it special."

With recognizable subject matter and design quality that is part of everyday culture, urban art appeals to not just existing collectors, but also a new generation of art buyer that may not have considered collecting. Suddenly, artwork found in a fine art gallery is something that they would like to acquire.

"Its unbridled creativity with icons and symbols is something one can associate with, and relate to, in their own lives," Mr. Bittan says. "Oftentimes, the art includes 'a vocabulary' that the new generation can relate to. It is not just the subject matter but also the free hand and sometimes unconventional composition that is not restricted to a regimented mode."

Mr. Bittan notes that interest in E.M. Zax's work has grown. "Urban art is a genre that is here to stay and grow as it continues to gain interest with new and traditional art collectors."

James LaMantia, co-owner with Sharmila Amico of LaMantia Gallery, with two locations (Northport, NY; and Raleigh, NC), says that displaying urban art in his galleries' windows catches people's eye. "Be-

cause of the pop of color and the often humorous subject matter, urban art brings passersby into the gallery," he says. "I think it's less about the materials used to create the work and more subject driven."

LaMantia Gallery represents work by many different genres of art, including urban artists, The Bisailon Brothers, whose work is



Bittan Fine Art debuts "The Payphone" by E.M. Zax as a mixed media that is hand painted with acrylic paint and stencil. Measuring 8 by 22 by 6 inches, the retail price is \$2,500. Call (866) 219-9161, or go to the website at: www.bittanfineart.com.

created using acrylic on both canvas and hard panel, combined with mixed media, digital photography, graphic design, and digital design.

Mr. LaMantia says that his existing, as well as new, buyers, have been acquiring this type of work for their collections. "We have had several galleries see an uptick in urban art buyers. We've had even older collectors looking for diversity. The Bisailon

Brothers are Master designers who create commissions regularly for their buyers. Often commissions piece together favorite elements of the collector's life."

The thrill of introducing the idea of becoming an art collector to an enthusiastic customer can be just as exciting for the gallery. "I still am happy to see first-time buyers in both of our locations," Mr. LaMantia says. "We often hear, 'we felt it was time that we purchase some real art.' I think that there has always been an aspiration on younger people to move to a city. That's where things are happening and where people go to succeed. Sometimes, the more traditional work feels stuffy to them. Urban art is bright and grabs a person's attention."

Jason Perez of Jason Perez Art Collective, Miami, represents the work of many urban artists including Michael Perez (his father), Diane Portwood, Jason Skeldon, Victor Gosa, Brian Tomori, and the collaboration of Jason Perez x Cindy Franco. "There's an entirely new demographic of younger collectors that might not go into some galleries due to the subject matter," he says. "I don't discriminate though and will work with all genres of art, as long as it fits the vibe that I'm looking for."

And these younger buyers often have the funds to buy exactly what they like. "A lot of the artists that I work with frequently receive commissions to create work featuring pop icons (modern

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Bittan Fine Art is proud to feature the work of
Pop artist E. M. Zax
 Polymorphs and Cultural Objects



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JAMALI TO RELEASE MEMOIR AND HAS A MUSEUM IN THE WORKS



WINTER PARK, FL—Artist **Jamali**, creator of the Mystical Expressionism technique of art, is releasing an autobiography titled, “A Mystical Journey of Hope: The True Story of an American Artist.” The 480-page memoir will be released in Fall of this year and is published by Rizzoli, publisher of two definitive monographs on Jamali’s art. The artist is also working on creating the Jamali Art Museum (JAM) that will feature the culmination of 50 years of his body of work, which consists of some 30,000 original works. The artist is inviting collectors to become a part of the museum-building process by offering three different options of investment opportunities: Legacy Development, Art Investment, and Museum Naming Rights. Jamali’s company owns a 75,000-square-foot piece of commercially-zoned land suitable for a museum and all artwork in his collection has been professionally digitized and archived. He is currently working with architects on its design. Shown above is a pigment dispersion on wood measuring 60 by 84 inches by Jamali. For more details, call Jamali Fine Art at (407) 492-5072 or: www.jamali.com.

URBAN ART *continued from page 12*

day athletes, musicians, actors, cartoons, etc.),” Mr. Perez says. “The work is a movement of raw, beautiful imagery that can be edgy and relevant to urban culture.”

Mr. Perez is also very active on Social Media and has just under 91,000 followers on Instagram alone. “A lot of business flows through Social Media,” he says. “There is definitely a formula for marketing urban art to its core audience, and technology plays a role.”

His Instagram account documents the many artists that he works with, their new releases, videos of them in their studios, and events that they participate in. Recent posts include images from the South Beach Art Walk and various live painting events held all around South Beach, FL.

California-based artist Jay Johansen created the Urban Art Series, which was a departure from his other work that includes figurative and photorealistic paintings. For him, this evolution has allowed him to diversify what, and how, he creates art.

“I see something that I like and translate that subject into what my vision of what the artwork should be,” Mr. Johansen says. “All of this is done in my thoughts, not on paper. Many times I will make a few

notes about the background and the palette. Urban art is energetic, engaging, and approachable and with less pretense, comes a wider market.”

As the audience expands, the opportunities to appeal to new collectors becomes possible. “Subjects and styles of urban art require less ‘permission’ to own it,” he says. “The style in itself breaks with the constraints of formal fine art, bringing accessibility with it. This also invites exploration and



LaMantia Gallery presents “Sears-Favorite Things” by The Bisailon Brothers as a mixed media on board with resin measuring 48 by 36 inches. The retail price is \$5,995. Call (919) 900-8453, www.lamantiagallery.com.

experimentation, which is likely more appealing to the younger buyer. Having an emotional connection is required though, regardless of age. But, like the music that they consume, urban art validates emotions. There is also a crossover moment that appeals to a wide range of people. Potentially, it brings out a segment of buyers who may not have been comfortable with a formal gallery event. This can be very strategic for the gallery.”

Events centered around urban art that are marketed using technology, such as

Social Media, can also generate excitement about the artwork.

“Certainly Social Media, hashtags, and now NFTs, all break with traditional marketing and bring a more inclusive range of buyers out to experience the art. These events can also offer a more than just the artwork with music, entertainment, and a party vibe,” Mr. Johansen says. “Urban art is likely to attract buyers with means that do not fit the traditional art collector profile, and that is a good thing for all: buyer, artist, and gallery.”

Artist Rita Hisar of Toronto creates paintings she describes as “Pop art with a definite urban art style,” that is created using acrylic paint and a palette knife. “Urban art is heavily inspired by urban culture,” she says. “This genre can include street art/graffiti art, as well as

Pop art, and is inspired by street art in many different mediums and forms. I paint with a knife and bold colors because it creates a rough textured painting that could have been painted on the side of a building.”

Ms. Hisar says that collecting urban art allows people to bring something that may have been only seen on a public street, into their homes. “I love its style as it is a very raw and honest art form and there is no pretense. Colors are bright, bold, and the message is

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ums. Lars is available in a waxy Dutch black, antiqued silver, and gold leaf finish that compliments modern interior. The historic Stanford White grill work compo patterns were previously only found in the closed corner market and feature stylized Dutch ripple patterns. Petites III is a mixture of transitional petite mouldings with familiar finishes, foiled with patina, in usable profiles from some of Larson-Juhl's best-selling foil collections. Phone (800) 438-5031, www.larsonjuhl.com.

CV ART AND FRAME'S SUCCESSFUL EVENT

CV Art and Frame, a fine art gallery in Zionsville, IN, recently hosted its first event since the pandemic began of a live painting demonstration with Cuban-born artist, Carlos Gamez de



"Ceci N'est Pas Une Pipe II"

Francisco. The event kicked off a two-week long figurative surrealism exhibition and entertained a masked and eager crowd. "People were so anxious to get out and attend," says gallery director Rhonda Crawshaw. "There was much enthusiasm and excitement."

During the event, five pieces of art were sold and three additional commissions were acquired. "The event took a twist as Gamez de Francisco grabbed a sunflower from a vase of flowers decorating the gallery, and announced 'I've never used a sunflower before.' He then dipped it into purple paint and began to create with this most unusual 'paintbrush.' The enthusiastic crowd of people became collectively silent watching in awe as, within moments, the artist's vision manifested into a beautiful young woman in an elaborately decorated dress,



"A Day in the Garden V"

her hair adorned with flowers."

The gallery, in business for more than 40 years, was set up with safety protocols to make the crowd safe. "We had signs up that said 'Masks required if not

fully vaccinated,'" says Ms.



Pictured is Carlos Gamez de Francisco painting live at CV Art and Frame.

Crawshaw. "We also had the doors open to the gallery to allow better ventilation." Using the honor system, they asked attendees that were vaccinated to attend and provided hand sanitizer in three locations around the gallery. The gallery staff were also masked and poured the wine for each attendee. Food was not offered

to keep exposure down.

Gamez de Francisco is a young artist with high energy and a unique vision and strict discipline. His work is created using watercolors, acrylics, mixed media, photography, and textiles that involved felting of beautiful women, animals, and furniture with symbolic insects interspersed. He uses various art tools and supplies as he experiments with new methods as the opportunity presents, as evident with his creative use of a sunflower during CV

Art and Frame's event.

The gallery's local TV news program did a segment on the event and included footage of the charismatic artist's appearance. During the event, the gallery also posted a video of the artist live painting on their Facebook

page to show their list of Friends what was happening in real time. The event itself was marketed in e-newsletters, gallery handouts, direct mailers, press releases, and by posting on Social Media.

The gallery featured Gamez de Francisco's collection on their website, but also let people know that a handful of new images will be debuted at the show. As we continue to move closer to a postpandemic world, the latter has become more and more important to retailers of all kinds. "I feel that we will rely more on digital marketing with Social Media emphasis and free community calendar of

continued on page 18



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contemporary art gallery

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| 2146 Irving Blvd - Dallas, TX 75207



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BELLA MOULDING DEBUTS DIANA AND LILIAN COLLECTIONS



CHICAGO—**Bella Moulding** has introduced two new lines of moulding representing design. **Diana**, shown above is named for the late people's princess and modern style icon, Lady Di, and is available in seven colors and two profiles that are classic and royal with a little blush of femininity. The line's profile is a taller angled cap with distinctive gold line at the



ridge and a petite cap with a delicate petite gold egg and dart detail. **Diana** also includes a faux marble in black or white and two cap profiles with thin gold accents.

The other line introduced by **Bella** is **Lilian**, (the second image shown) a petite classically ornate moulding with a stylized art nouveau flair. The moulding with a flowing floral pattern is available in bright gold lilies, cold silver lilies, pewter lilies, and copper penny lilies. For more information, call (888) 248-6545 or: www.bellamoulding.com.

CV ART AND FRAME *continued from page 16*

events these days," she says. "We also rely on local community organizations, like our local Chamber of Commerce, to help us spread the word. We are really trying to boost our online presence in an organic way."

Covid-19 has changed how business is done, especially for galleries like CV Art and Frame where events feature people in close quarters. "I don't think we will ever have the food

spread at events like we have in the past. We are more aware of spreading germs and we sanitize more regularly, as



Attendees enjoy the live painting reception of artist Carlos Gamez de Francisco at CV Art and Frame.

well as, discontinuing self-serve food stations.

"We learned not to take

human contact for granted and to appreciate the opportunities we have to share our passion for art face-to-face with our clients. We have found that hosting regular events makes all the difference in generating revenue and also allows art clients to connect even deeper with the art that they purchase. Now more than ever, people have the desire to get out and attend art events."

For more information, call the gallery at (317) 873-3288 or visit the website at: www.cvartandframe.com.

ARTEXPO NEW YORK MOVES TO PIER 36

Redwood Art Group has announced that Artexpo New York, held October 28 to 31, 2021, has moved to a new location and future home at Pier 36, located at 299 South Street, in the heart of Manhattan's trendy Lower East Side. Pier 36 is the same venue where the Art on Paper fair is held each Spring and boasts easier move in and move out for exhibitors, as well as on-site parking. The show was previously held at Pier 94.

Artexpo New York features more than 400 local, national, and international galleries and publishers, along with independent artists and photographers in the [SOLO] Project, exhibiting thousands of forward-thinking, boundary-pushing works. Also included in the

show is Art Lab, Spotlight Program, and Topics & Trends. Art Labs present specially curated projects by leading gal-

lery and professional development programming that offer expert perspectives on today's most pressing industry challenges and trends.

For this year's show, all Covid-19 health and medical guidelines will be strictly followed. At presstime, these guidelines include ticketing pre-registration, timed entry tickets, contactless and queued check-in, health checks prior to entry, and all staff, exhibitors, and attendees must wear masks at all times.

The trade-only days are Thursday, October 28, from 12 to 7PM and Friday, October 29, from 10AM to 4PM. Public fair days are Saturday and Sunday, October 30 and 31, 2021. For more details, call (440) 520-3872 or go to: www.artexponeewyork.com.



eries, art institutions, and art collectives within the fair. The Spotlight Program offers a focused look at several cutting-edge galleries and artists recognized for their skill and achievement in the visual arts. And the Topics & Trends education series features seminars and profes-

"Siren's Call"
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URBAN ART
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clear. The dilemma for art fans of graffiti art however is it's inherent 'transient,' fragile quality," she says. "The idea being that it never was intended to be permanent or to last forever on a wall, but rather it is intended to be enjoyed in the moment before it is painted over. The artist and the viewer have no control over it on a public wall. When someone buys an urban art-inspired painting however, they are in control and can literally bring the outside in. That is what makes urban art paintings unique and exciting."

For new art buyers, the process of becoming a collector is often made easier once they take the first step and enter the gallery showroom. "New art buyers will find buying urban art very accessible, with less elitism, more openness, and less intimidation than buying more conventional art genres for a couple of reasons. One is that urban art is generally more affordable, with buyers of all income levels able to afford some form of art, whether that includes prints, editions, or originals. Also, the subject matter is very familiar to the buyer. Often urban art includes popular culture, social, and political themes, along with Pop art elements."

The artwork being interwoven into today's culture also raises awareness of the art form and makes it more desirable. "Many urban artists have been collaborating with corporate brands and thus their work receives more exposure."

An example of this crossover includes artist KAWS' work with Nike (Jordan x KAWS) and Uniqlo (KAWS x Uniqlo). "These artists receive an incredible amount of interest on Social Media."

The cultural mindset of urban art has also changed. "Urban Art—which was once viewed as vandalism or destructive—has been largely legitimized by artists like Basquiat and Banksy and with reputable galleries," Ms. Hisar says.

"Urban art is now being used by cities and towns to rejuvenate different areas, as well as attract tourists worldwide in cities like Miami, New York, Los Angeles, Mexico City, London, and Paris. Older collectors recognize this change, and also have an emotional connection to the pop culture of their youth, which is why we see so many representations of Marilyn Monroe and Mickey Mouse."

The advantage for a gallery carrying urban art, Ms. Hisar says, is that it opens the door to more creative ways to represent the work. "They can hold a variety of receptions and events: including live painting sessions, combining art

and fashion with live fashion shows inspired by the urban art, combining art and music with live bands, and creating an interactive art event in the style of Japanese contemporary artist Yayoi Kusama.

"There are so many elements of urban culture that a gallery can include in their receptions and events to make it a unique and exciting experience."



"JACK" by Jeremy Wolff is an acrylic and aerosol on gallery wrapped canvas measuring 30 by 30 inches. The retail price is \$5,500. Go to: www.jwolffstudios.com.

Miami-based mixed media artist Madelyn Arion says the fact that urban art is represented by fine art galleries helps to elevate its perception in the eyes of collectors. "When street art crosses into new territory of commission and appreciation within a gallery setting, the idea can allow for monetization," she says. "Today's urban art is captivating, vibrant, and appeals to the current generation because it is intriguing. The viewer often wants to understand its meaning; this interest encourages urban art to have a home within the fine art business."

For Mrs. Arion, galleries play an important role in the type of art collected by their own community, and representation matters. "The most important aspect of a gallery is to offer a variety of art forms. In order to appeal to an optimal number of viewers within a space, one must include a multitude of approaches and mediums—whether classicism, impressionism, photo-realism, oil, wire sculpture; anything to create diversity within the collection will allow for greater connection and a more memorable experience for the viewer."

Jeremy Wolff, a New York City-based artist says that urban art's ability to connect with its viewer is what sets it apart from other art forms. "When people think about urban art, the first thing that typically comes to mind is street art and graffiti," he says. "When I think about urban art, I think about culture. I think about a new wave of art that is evolving and, possibly, the catalyst for a new time period of art in general. I think with everything being so easily accessible and at our fingertips, artists have found ways to carve out niches and become very relatable to specific cultures. The new generation of art collectors are the same people who were the first people to use Facebook and Instagram." With that, collectors of urban art are drawn to the colorful imagery telling the story of different cultures, environments, influences, and generations.

Koleen Kaffan is Editor in Chief of Art World News.



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URBAN ART

Before



Artist Madelyn Arion, located in Miami, presents "Before," an acrylic on canvas, framed, measuring 22 by 28 inches. The retail price is \$4,700. For further information, telephone (305) 901-6920 or go to the artist's website at: www.galleryomnia.com.

Money, Power, Respect



Jason Perez Art Collective, Miami, introduces Jason Skeldon's "Money, Power, Respect." The mixed media on oak measures 36 by 48 inches and the retail price is \$4,500. Call (786) 848-5442 or go to: www.jasonperezart.com.

I Want It



Toronto-based artist Rita Hisar debuts "I Want It" as an acrylic on canvas using a knife measuring 24 by 24 inches. The retail price is \$700. The image is one of a four-part series. For further information, phone (647) 636-5813 or go to: www.ritahisar.com.

Liza II



Johansen Fine Art, Rancho Santa Fe, CA, presents Jay Johansen's "Liza II" as an acrylic on canvas measuring 40 by 34 inches. Retail price available upon request. For more information, call (831) 233-1166 or visit: www.johansenfineart.com.

OPTIMIZING A WEBSITE FOR MOBILE

by **Katherine Hébert**

Optimizing your gallery's website for mobile devices is more critical than ever now if you care about Search Engine Optimization (SEO). It goes beyond keywords and meta tags. Mobile SEO must also consider the overall viewing experience on smaller screens.

Here we are going to review the top best practices to ensure your gallery website is optimized for a good mobile viewing experience and SEO to improve your search rankings. I will also highlight some great tools you can use to analyze your mobile site to identify specific problems that you can address.

The Mobile-first Index

Google has rolled out their mobile-first search index. They crawl every webpage to create an enormous catalog, or index, which it uses to formulate search results for various queries. A mobile-first index means Google will be treating the mobile versions of your website as the primary page to index. Having a mobile responsive site is your priority.

There are many things to consider with regards to your mobile responsive website to improve SEO

such as how fast your site loads, design elements and meta tags

Page Speed

The speed at which your pages load on a mobile device is probably the most critical factor for mobile optimization. Slow-loading content will be ranked lower in search results. The load time for your pages goes beyond keeping image sizes small. The hardware and



connectivity on mobile differ from a computer.

Use Google's PageSpeed insights to evaluate your website's speed for both mobile and desktop versions. The analysis you get back will offer valuable suggestions for improving your speeds. If your website is created with WordPress, try the plugin WP Fastest Cache. It makes the process of resolving speed issues incredibly easy.

Website Design

It used to be a rule of thumb to keep the essential information "above the fold" to reduce the need to scroll. No more with mobile site optimization. Now people want to click and scroll. Today it is preferred to have a homepage packed with information, but with a very streamlined design to make reading more comfortable on a small screen.

not have a plugin for flash viewing. Your design intentions will be lost.

- No pop-ups: On a small screen they get in the way of the viewing experience because they can be challenging to close.

- Use large buttons: Just as pop-ups are difficult to close, call to action buttons or menu items that are too small are difficult to click on with a finger.

- Readable font size—You don't want viewers to have to pinch to zoom when reading text on your site. Set fonts to scale for screen size.

Search Engine Optimization for Local Search

As an art gallery, you certainly want to be attracting locals and visitors alike for your events. There are some essential elements you can add to your website to optimize for local SEO. Include your city and state into the following metadata so search engines can tell a local searcher your gallery is nearby.

- Title tag and meta description of your home and contact page

- Alt tag on an image of your gallery

- H1 tag on your contact page

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MARKETING IDEAS

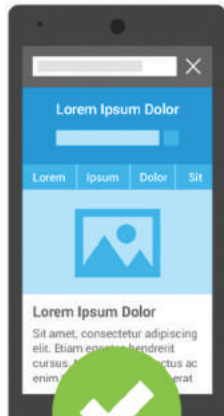
continued from page 23

Other ways to help local searchers is to include your city and state in the URL of your contact or directions page. It is good practice to include a Google map on your website and ensure that all your online business listings have the correct and full information, for example on social media, Google My Business, Bing Places for Business, Yelp, etc. Incorrect or conflicting information can hurt your SEO for local search.

Optimizing Titles

Keep titles and meta descriptions short for small screen reading. These are also good places to incorporate your keywords to help search engines better understand your business. Hopefully, you are already doing this for desktop SEO

as well. If you have not indexed your site with Google, Bing, and other popular search engines, then nothing you do to opti-



mize your website (mobile or desktop) is going to have a significant impact. Search engines can more accurately and comprehensively understand what you offer on your site with a sitemap to provide better index results for searchers.

If your gallery uses a soft-

ware program for inventory and website combined, inquire if a sitemap is regularly generated and hosted on the server. If not, you will want

to create one and submit it to the search engines. Submissions should be several times a year depending on how often new content is added to your website. If you use WordPress, there are great

plugins, such as All in One SEO, that make this process automatic.

I still see a lot of art gallery websites that are not mobile responsive, and they will suffer in this digital age. You may have spent a lot of time perfecting your SEO for your gallery website, but

now you must also consider the user experience for mobile viewers. Use the tools below and linked throughout this article to better understand your specific areas of improvement. Ensuring your pages are designed for optimal viewing on a small screen, pages load at an acceptable speed and local search elements are in place will help your gallery succeed with mobile optimization

Katherine Hébert specializes in art gallery business sales and marketing strategies, as well as the founder of Gallery Fuel, a subscription-based service that helps fine art galleries be more competitive in today's art market. Gallery Fuel is dedicated to helping fine art dealers and galleries in small- to mid-sized markets grow and improve their businesses. For more details, visit the Gallery Fuel at: www.galleryfuel.com.

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Between Now and Then

Bubble Street Gallery, located in Sausalito, CA, presents Daniel Merriam's "Between Now and Then," a giclée on canvas in an edition of 150, measuring 24 by 18 inches. The retail price is \$1,600. For further information, call Bubble Street Gallery at (415) 339-0506 or visit the website located at: www.bubblestreetgallery.com.



NASA



New York City-based Jeremy Wolff artist presents "NASA," an oil, acrylic, and aerosol on gallery wrapped canvas. The image size is 48 by 48 inches and the retail price is \$12,500. For further information, visit the artist's website located at: www.jwolffstudios.com.

Emergence



Tina Palmer Gallery, Richmond, VA, presents "Emergence" by Tina Palmer as an acrylic on canvas measuring 24 by 24 inches. The retail price is \$1,800. For more information, call (703) 798-1240 or visit the website at: www.tinapalmergallery.com.

Touch Me



Studio EL, located in Emeryville, CA, debuts Debbie Wolff's "Touch Me," available as a giclée on paper, canvas, clear acrylic, brushed aluminum, Baltic birchwood, and glossy laminate on acrylic, in various sizes. For further information, call (800) 228-0928 or go to the company's website located at: www.studioel.com.

FRAMING TECHNIQUES

DESIGNING A UNIQUE WEDDING DISPLAY

After a year that left ceremony halls and event spaces dark and quiet, wedding season is back in full swing! Marriage marks an incredibly important life event that usually involves at least a full year of planning down to the smallest of details. Many brides and grooms will tell you that the ceremony happens in the blink of an eye which makes creating lasting memories of this momentous occasion even more important. It's common for newlyweds to want to creatively transform memories from their wedding into treasures they can display for a lifetime. After the lights go off and guests depart, they will want to make sure their most precious pieces from the special day are preserved for years to come.

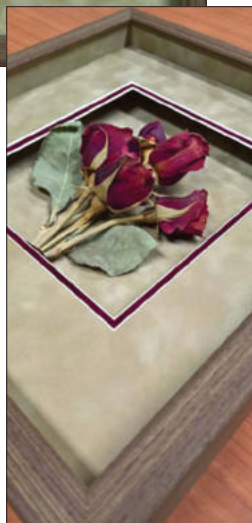
Custom framers have a unique opportunity to help make those memories last, as well as extending the look, feel and emotion of a customer's wedding day. Here are some ways that framers can inspire customers.

For most people, every step in the wedding planning process is meticulously designed. Encourage customers to arrange and frame their vows, invitations and save-the-dates. From handwritten vows to invitations completed by a calligrapher, they took the time to plan

each piece down to the smallest of details. What better way to remember this special milestone than to keep their sentimental items all in one place and displayed in their home for all the family to see.



Creating an archival, yet beautiful, setting for one-of-a-kind wedding items can help commemorate a couple's special day.



Since these important items are usually one-of-a-kind, they may be subject to UV damage which can cause fading over time. Talk to them about protecting these memories for generations to come by incorporating Tru Vue's Museum Glass into the frame.

Another idea is to protect and preserve important guest notes from the reception. Family and friends play an active role in the many successful marriages, offering support and community during the good times and the bad. It's safe to say that the people who attend a ceremony are important in both of newlywed's lives. That's why it's a great idea to have a table with stationary for guests to write a note of encouragement. Afterwards, they could bring in the most memorable ones,

such as well-wishes from a grandparent or loved one, to be framed.

So many aspects of a wedding are important to the couple. Creating unique shadow boxes with wedding dresses, ties, pieces of clothing, keepsakes, and one-of-a-kind items typically featured during the ceremony and festivities could be a great way to use the colors and design of the wedding into an extraordinary framing project.

Some more traditional examples of these keepsakes could be: bouquets, shoes, gloves, garters, bow ties,

and table numbers. The possibilities are endless with this option. Creating stylish and lasting shadow boxes takes knowledge and technique to achieve and, as a custom framer, customers look to professionals to care for their precious irreplaceable items.

One way to let people know that custom framing is a great way to commemorate their wedding—as well as give attendees gift ideas—is to design a gallery wall to showcase the many options.

Don't forget the obvious. It's extremely common to have a professional photographer in attendance at a wedding to capture and commemorate the special moments that occur. At the very least, it's a good idea to have a friend or family member who is tasked with capturing the most special moments such as the first dance and first kiss. Reminding people not to let these incredible memories collect dust in a box on a shelf or in the closet.

Creating a gallery setting on the walls of people's homes are a great way to arrange and show off wedding photos that tell the story of their day. Such a display offers an opportunity

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FRAMING TECHNIQUES
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to present a larger amount of memories in a well-organized fashion.

Taking a cue from the wedding theme, colors, location, music, cake, etc. can play a role in designing the framing for wedding photographs. Custom framing can add the perfect stylish and personalized touch to a person's wedding photos in order to help bring the memories to life. And don't forget to include engagement photos as options as well.

Here are some tips to bringing out the best of wedding photos.

- The best wedding photo frames are gold, silver, white and beige
- Avoid elements on frames, such as flowers or hearts, that can distract

from the photo

- Use matting to create more space and volume
- Consider upgrading to



Custom framing mementos from a couple's wedding can bring the memories of that day into their day-to-day living.

anti-reflective museum glass to protect a couple's memories by enhancing clarity and shielding from long-term sunlight damage

Tru-Vue offers a myriad of

products for protecting photos, artwork, and items, including Optium Museum Acrylic, UltraVue Laminated

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Glass, AR Reflection-Free Glass, Reflection Control Glass, Reflection Control Acrylic, Premium Clear Glass, Premium Clear Acrylic, TruLife Acrylic, Vista AR Glass, and Vista

AR Acrylic.

After enduring the stress and excitement of planning a wedding, it can be difficult to find the motivation to sift through the photos to find the perfect ones to feature. It's a good idea to start the process sooner than later before the memories begin to fade as life carries on. It is best to start by picking the classics, such as a posed portrait, a family photo, or a cute group shot. Don't forget to incorporate some more unexpected photos as well if possible. A wedding is one of the most important life events in an adult's life, give it the attention it deserves.

For further information, telephone Tru Vue in McCook, IL, at (800) 621-8339 or go to the company's website located at: www.tru-vue.com.

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Wall Street Gallery, Madison, CT

The framers at Wall Street Gallery in Madison, CT, created this colorful custom frame for a limited edition Zac Brown Band 2018 tour poster by combining two of their own custom made mouldings: wavy 1 from their Wavy Frame Series and S+L 2 from their Shoots+Ladders series. The frame was stamped with custom colors and feature a wavy shape cut out. Call (203) 245-2912 or visit: www.wallstreetgallery.net.



Framed By Kosal, Monroe, CT

Kosal Eang framed a postcard of a mural called "Beyond the Wall" painted by Martin Whatson (photographed by Martha Cooper) using Presto 2375 in Blue Aziza. The frame was then painted with acrylic spray paint. The top mat is Crescent 2238 8-ply White RagMat and the bottom mat is B4355 Old World Metals Verona that was hand-painted with watercolor. Call (203) 261-2552 for more details, or visit: www.framedbykosal.com.



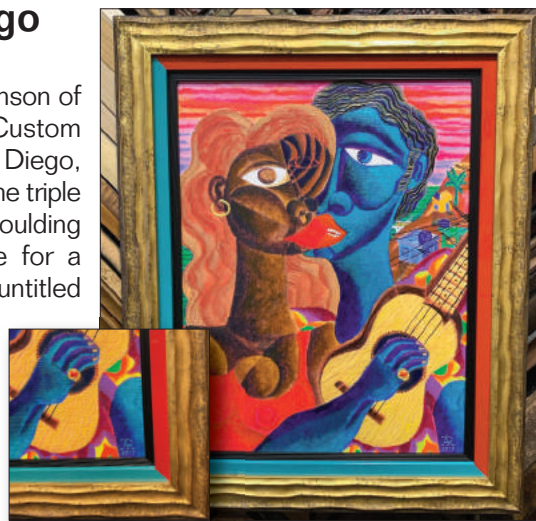
Finer Frames, Eagle, ID

Meg Glasgow of Finer Frames in Eagle, ID, created this unique shadow-box of sheet music for the opera, "Carmen." The face frame is Larson Juhl's Brimfield Cottage White painted with black acrylic and a series of acrylic glazes. It is stacked on top of black shadow-box moulding to achieve the 4-inch depth. Ms. Glasgow created the stage curtain out of green silk fabric that was folded and pressed into place. She then hand-stitched it together so it would hold its shape in the frame. The shadowbox is illuminated by battery powered LED lights and Tru Vue's Museum Glass finishes the project. Call (208) 888-9898 for more details, or go to: www.finerframes.com.



Ray Street Custom Framing, San Diego

Michelle Robinson of Ray Street Custom Framing, San Diego, CA, created the triple stacked moulding outside frame for a mixed media untitled painting by Alima Ramos. By stacking the three mouldings, she was able to skip over the more traditional route of using a fabric liner. A fourth moulding was used to create the inside red and aqua areas. Ms. Robinson used a combination of moulding from Larson-Juhl and AMCI in the project. The idea of the gold wavy outside frame was created to play on the lines and wavy texture in the artwork. For more information, phone (619) 255-2022 or go to the website located at: www.raystreetcustomframing.com.



WHAT'S HOT IN OPEN EDITIONS



Romantic Moments

"Romantic Moments" by Lisa Ridgers measures 30 by 40 inches and retails for \$48. For further information, telephone Third & Wall Art Group, located in Seattle, at (877) 326-3925 or visit the company's website located at: www.thirdandwall.com.

Early Spring Garden Bouquet

"Early Spring Garden Bouquet" by Julie DeRice measures 24 by 24 inches and retails for \$25. Phone SunDance Graphics, located in Orlando, FL, at (800) 617-5532 or visit: www.sdgraphics.com.



Henrietta

"Henrietta" by Michele Norman measures 12 by 16 inches and retails for \$15. Also available on canvas and wood products. For further information, call Penny Lane Publishing, located in New Carlisle, Ohio, at (800) 273-5263 or go to the company's website at: www.pennylanepublishing.com.

Golden Stream

"Golden Stream" by Susan Jill measures 48 by 24 inches and retails for \$50. For further information, phone Galaxy of Graphics in East Rutherford, NJ, at (888) 464-7500 or go to the website located at: www.galaxyofgraphics.com.



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A Little Bit Of This



"A Little Bit Of This" by Jacqueline Ellens measures 28 by 28 inches and is on stretched canvas. The retail price is \$205. Call Canadian Art Prints and Winn Devon Art Group Inc. Richmond, BC, Canada, at (800) 663-1166, www.capandwinndevon.com.

Ray of Burst I



"Ray of Burst I" by Eva Watts is available in any size and printed on paper, canvas, acrylic, and Dibond metal. A 24 by 24-inch image retails for \$48.50 on paper. For further information, telephone PI Creative Art, located at Toronto, at (800) 363-2787 or go to the website located at: www.picreativeart.com.



Vintage Jar Bouquet

"Vintage Jar Bouquet" by Cynthia Coulter measures 36 by 24 inches and retails for \$35. Telephone Roaring Brook Art in Elmsford, NY, at (888) 779-9055 for further information, or visit the website at: www.roaringbrookart.com.

Under the Bridge II

"Under the Bridge II" by Albenia Hristova measures 24 by 36 inches and is available on paper and canvas retailing from \$39 to \$139. For further information, telephone Wild Apple in Woodstock, VT, at (800) 756-8359 or go to: www.wildapple.com.



Plein Air Lighthouse Study II

"Plein Air Lighthouse Study II" by Ethan Harper measures 18 by 24 inches and retails for \$65. Phone World Art Group in Richmond, VA, at (804) 213-0600 or: www.theworldartgroup.com.

New York, New York

"New York, New York" by James Blakeway has an image that measures 40 by 13 1/2 inches

(\$35). Call Blakeway Worldwide Panoramas Inc., Minnetonka, MN, for further information at (800) 334-7266 or visit the website: www.panoramas.com.



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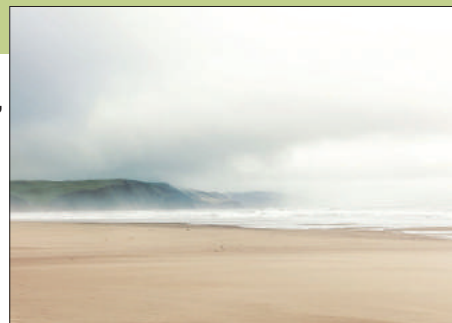
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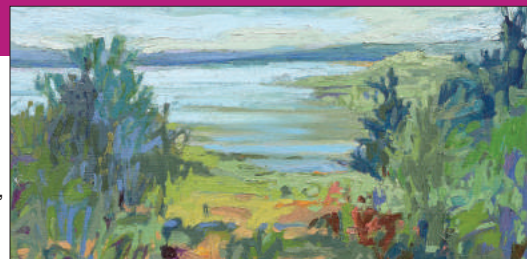


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