

Art World News

JULY 2025

THE INDEPENDENT NEWS SOURCE

FRAMING EXPO 2026 DEBUTS IN ORLANDO, FL

The West Coast Art and Frame (WCAF) Expo, the premier event for the custom picture framing industry, has announced a big change for the event by debuting Framing Expo 2026 Orlando, held February 27 to March 1, 2026, at the Rosen Shingle Creek in Orlando, FL. Page 14.

BEYOND DECOR: THE IMPACT OF ORIGINAL ART

ADC Fine Art's Litsa Spanos talks about how one of the most exciting parts of the art world is watching tastes evolve, and right now, she is seeing a strong move toward bold individuality and an increase in sales of original art. Go to page 20.

BALANCING BUSINESS: BE A BOSS AT WORK & STILL GET KISSES AT HOME

Entrepreneurs often pour their heart and soul into their ventures, meticulously managing every detail from inventory to marketing and it's easy to lose sight of something equally vital: the health of our closest relationships, particularly our marriages and romantic partnerships. Visit page 24.

NARRATIVES SELL AND CAN DRIVE SUCCESS

Industry expert Barney Davey discusses how, in the art world, a compelling story can transform casual interest from a collector into genuine engagement that can result in continued sales. Go to page 18.



Lost Art Salon, San Francisco, celebrates 21 years in business.

YOUNGER ART COLLECTORS VALUE PATIENCE AND PRICE

Gallery and frameshop owners are always learning how each generation of consumers buys art and framing. When it comes to younger buyers—with those that are Millennial and older Generation Zers—patience is the key as many of them are less impulse buyers and more research, emotional-connection buyers. Collectors in these age groups oftentimes look to galleries for confidence in the art that they buy. A willingness for a gallery to represent an artist's body of work, can help reinforce to the collector that this artist is worth investing in. But a big part of this relationship is patience in the process. No pushing to buy or aggressive sales tactics—just telling the story, building a relationship and letting the collector tell you when they are ready to take the plunge. Gallery owners are finding that, not only do younger buyers want to know

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QUOTE OF THE MONTH:

"We are finding younger clients want to feel something when they look at a painting. That is more important to them than it being an investment."

Laura Van Horne, page 10

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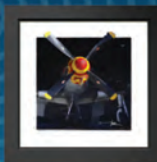
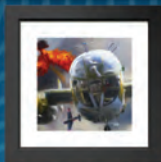
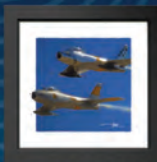
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Younger Collectors Value Patience, Price

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Commercial and Residential Spaces

Entrepreneurs often pour their heart and soul into their ventures, and it's easy to lose sight of something equally vital: the health of their closest relationships, particularly their romantic partnerships.

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What's Hot in Open Editions

This month's What's Hot in Open Editions features a variety of the latest best selling open edition prints, most available as print-on-demand images, and it includes contact information as well.

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Shown is "Wild Horses" by artist S. Guccione is available from Westport River Gallery, Westport, CT. Visit the website at: www.westportrivergallery.com.

IN OUR OPINION

Summer Scaries?

Remember years ago when you graduated elementary school and feared the next horrible step in your life... entering middle school? There would be bigger kids, harder classes and a lot less coddling. Or, maybe it was your jump to high school or college that unnerved you. Essentially, it was a bleak period in the middle of summer that screamed, "the worst is yet to come!" Then, it was a pending nightmare until...it wasn't.

That's similar to the game the economy has been playing over the last two quarters where the future almost certainly was going to be worse than the present. Part psychology, part substantiated by data storm clouds were all but a certainty, destined to rain upon the art gallery and frameshop marketplace.

Q1 wore on and became Q2. Not terrible, worse for

most folks, but not tangibly better. Overall, if I had to guess, I'd say aggregate sales for the period were down approximately 10 percent over 2024 levels. By anyone's accord, not the direction we were hoping to post this year.

However, the tsunamis of gloom and doom never really appeared. Sure there have been a few cloudy, rainy beach days. But, objectively speaking, things have been OK and not near the crisis level felt to come by many. So, is it reasonable to conclude that Q3 and beyond might reasonably support growth? If the consumer sentiment panels and purchasing data are to be believed, the answer is "yes!" So, much like a pending algebra class or the challenge of finding a prom date, perhaps the fear of the future is more psychological than practical. A scenario that feels much better once you are in it.

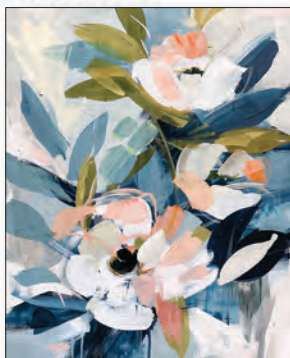
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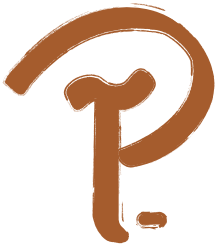
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ARTISTS & PUBLISHERS

Alan Goldberg Featured in Magazines



"Flamingo #1" by artist Alan Goldberg.

Artist Alan Goldberg of Minds Eye Photos, Boca Raton, FL, was recently featured in an article by La Salle University's alumni magazine. From the class of 1978, Goldberg was the subject of the article titled, "Psychology grad finds new path in the world of photography and digital art." He was also featured in *Venü Magazine* after being awarded one of its Merit Award Winners in its inaugural VENÜ Art Awards. The magazine featured "Flamingo #1," shown above. For more details, call (973) 332-0926 or visit: www.limitededitionsbyalan.com.

C Brand Studios Signs Raymont

C Brand Studios, San Diego, CA, has signed artist Rosalyn Raymont. With a career rooted in graphic design, particularly within winery marketing and branding, she has now embarked on an exciting new chapter in the world of abstract art. Guided by Vincent van Gogh's mantra, "One must work and dare if one really wants to live," the artist is eager to explore the boundless possibilities of abstract expressionism. Drawing from nature's beauty, Raymont's compositions reflect meticulous attention to detail, capturing nuances like dewdrops on foliage. Mindful of the environment in which her art will reside, she endeavors to evoke a specific ambiance, infusing spaces with mood and vitality. For more details, call (858) 554-0102, www.cbrandstudios.com.



"Summer Sunset" by Rosalyn Raymont.

ADNO Holds Annual Fundraiser

Arts District New Orleans (ADNO), the organization that founded the popular White Linen Night in 1994, is holding its 31st annual celebration fundraiser this August, in conjunction with their monthly First Saturday Gallery Openings. Each of the 17 galleries will present new exhibitions, with world-class art installations. For further details, phone (225) 205-9416 or visit: www.artsdistrictneworleans.com.



"An Apple A Day" by Tony Dagradi is a mixed media featuring a hardcover book with acrylic varnish from Ferrara Showman Gallery in New Orleans.

Bentley Art Publishing Expands Offering



"A Sign of Friendship" by Frederic Remington.

Bentley Art Publishing, Elk Grove, CA, presents nearly 100 new images by western museum artist Frederic Remington bringing the company's total by the artist to over 400 images. Remington (1861–1909) was an American artist, sculptor and writer, best known for his iconic depictions of the American Old West. Born in Canton, NY, he had a deep fascination with the American frontier, which greatly influenced his artistic career. For further information, telephone (925) 997-7145 or go to the website located at: www.bentleyartpublishing.com.

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LONDON, ENGLAND—

Artlogic and **ArtCloud**, both leading technology providers, have announced a strategic partnership bringing together decades of expertise and a passionate global team. The complementary platforms deliver a unified vision for more than 6,000 galleries, artists and collectors, and support the secure management, marketing and sales of over 15 million artworks across both companies. This merger brings together Artlogic's industry-leading inventory and website solutions with ArtCloud's fast-growing platform, including advancements in collector engagement, AI-powered tools, and integrated payments. Rooted in a shared legacy of innovation and service, both companies are united by a single mission: to drive the long-term success of the art world through dependable, forward-thinking technology. Together, they form a stronger foundation to meet the evolving needs of the global art market, providing the tools and support art businesses need to adapt, grow, and thrive. Importantly, there will be no service interruptions for clients of either company. Artlogic and ArtCloud will continue to operate independently for now, while their teams begin integrating processes and exploring new opportunities for cross-platform innovation. To learn more, visit the websites: www.artlogic.net and www.artcloud.com.

YOUNGER COLLECTORS VALUE PATIENCE

continued from page 1

the artist is worthwhile, but also that the gallery itself is trustworthy of their business. It becomes that lasting engagement that seals the deal and keeps them coming back.

Their purchases are also often values-based and they are more willing to buy from retailers and artists with whom they feel connected. This can only come from continued dialogue and strong relationships. Another part of having patience in the sales process is to allow collectors to buy at levels that they are comfortable with from the first sale. Many have found that entry-level purchases under \$1,000, usually leads to higher and higher pricepoints as they build their collections.

A recent Art-net Intelligence Report says that fine art sales have dropped 27.3 percent year-over-year in 2024, and yet the volume of transactions are up. This would suggest that collectors are buying more lower priced artwork. Much of these numbers can be attributed to younger, first-time art buyers.

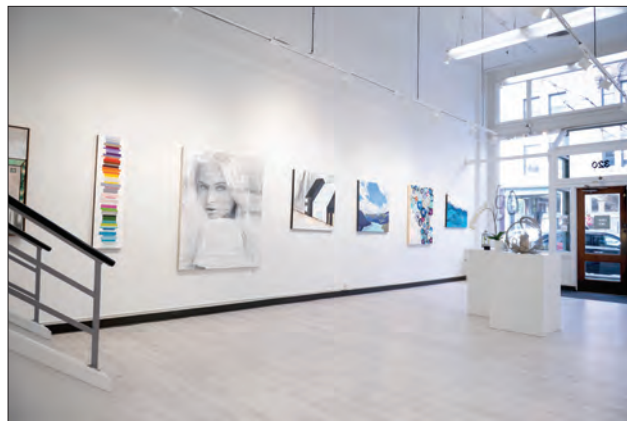
While many in the art and framing industry are tired of hearing about social media and the role it plays on consumer buying habits, to discount its effect on the younger generations' interests would be a mistake. In fact, it can hold much more strength than one thinks. Younger art collectors are also, subconsciously, helping

to spread the word through their social media posts about their life, their homes, their travels, their meals, etc. Creating an Instagram-worthy environment extends to their walls and opens the world of art to a wider audience. And, oftentimes, trends are built from there. It is this type of exposure, over time on social media, that can generate interest in artists, artwork, styles and even color palettes.

At Gray Sky Gallery, located in Pioneer Square in

methods for making art including upcycling books, use of resin, vintage materials, wire, ceramics, cut paper and other mixed media. This type of art seems to resonate with younger buyers."

And its these buyers that make up a large part of Ms. Van Horne's clientele "I find that about 50% of our art buying customers are in the 30- to 40-year-old range. Often young couples who have just bought their first home and are looking for original art for their walls. Younger collectors tend to prefer contemporary art that mirrors their lives, tastes and values. I feel like our Gray Sky Gallery artists make work that resonates with these younger buyers."



Gray Sky Gallery is located in Seattle.

Seattle, owner Laura Van Horne knows firsthand how younger people are seeking connection when they walk through her doors.

"We are finding clients want to feel something when they look at a painting," she says. "That is more important to them than it being an investment. They are buying joyful, colorful and sometimes comical work. It also has more meaning to them if they can meet the artist and hear about the process or the inspiration behind the work, which is why we only represent Pacific Northwest (PNW) artists. We love connecting our collectors with the artists. Many of our artists use new and diverse

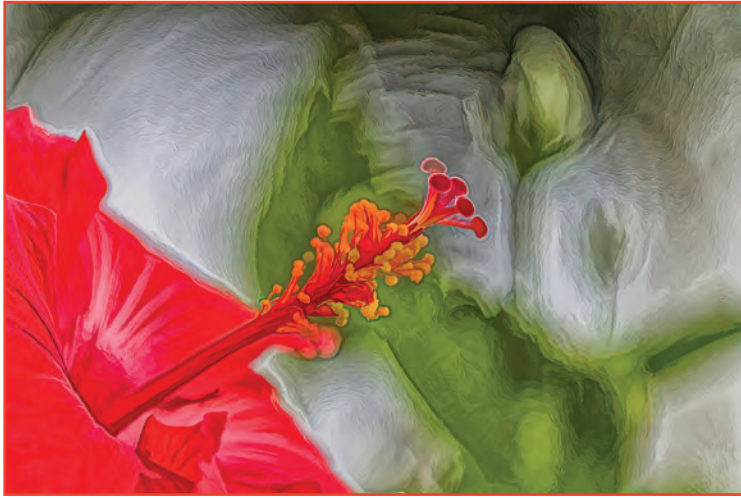
Providing a vast array of pricepoints also helps Ms. Van Horne appeal to clients at every stage of their collection building. "The work that sells the best are mid-large sized paintings (30 by 30 inches up to 36 by 48 inches). Mixed media work is very popular right now, especially when it is textural. I feel like all styles and mediums are selling as long as they are unique."

As Lost Art Salon in San Francisco celebrates 21 years in business, co-owners Gaétan Caron and Rob Delamater, have seen the people visiting their gallery change over the years—not just in the type of art that they are looking for, but also in how they purchase that art. "For

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Minds Eye Photos

Photography by Alan Goldberg



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Alan Goldberg has exhibited at Miami Art Week, Artexpo New York, Art San Diego, Paris Art Expo, Palma, Berlin, Zug, Basel, Athens, Venice, Granada and Dubai and has been published in *Vogue*, *Millennium* (15th Edition), *Contemporary Art Magazine* and *Artist Closeup* #25 magazines.



Minds Eye Photos • Photography by Alan Goldberg • Boca Raton, FL

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ADAA CANCELS THE ART SHOW IN NEW YORK FOR 2025



NEW YORK, NY—The **Art Dealers Association of America (ADAA)** announced in an email to members the cancellation of the 2025 edition of The Art Show fair in New York. The email says that the decision was made with “long-term sustainability” in mind. The annual art fair held by the ADAA in New York began in 1988. Organizers said that this is a “strategic pause, not a cancellation of the fair.” A spokesperson for the fair told *The Art Newspaper* that, “This decision was not a response to financial pressure, nor was it a reflection of exhibitor interest—our members remain deeply engaged and committed.” This planned pause will allow ADAA to build on its support for leading art galleries and deepen its contributions to the arts and culture sector—through advocacy, member initiatives, and the ADAA Foundation, which funds museums and nonprofit visual arts organizations across the country. The organization says it will use the time to reassess and strengthen The Art Show’s fair model and that all exhibitors have been contacted. The fair will reconvene in 2026, “with a renewed vision that continues its legacy of excellence, curation, impact and cultural engagement.” For further information, telephone (212) 488-5550 or go to: www.artdealers.org.

YOUNGER COLLECTORS *continued from page 10*

Millennial and older Gen Z buyers, price is very important,” Mr. Caron says. “Our mission is such that the family of our artists from whom we acquire the artwork would rather for the work of their loved one be celebrated and ornate someone’s home and not stay in storage waiting for a potential financial fame that may never come. We do get clients from that generation that choose to buy a piece of artwork every year according to their humble budget and we have others who want for their walls to no longer be blank. They want to enjoy the gift of lots of art in their every day life at the same price as one marquee piece by a famous artist from a downtown gallery.”

Lost Art Salon specializes in the rediscovery of historically significant artists and the curation of fine art collections reflecting the major styles and movements of the Modern Era. The gallery features more than 5,000 one-of-a-kind paintings, drawings, prints, photographs and objects from the late 19th Century through the present, with a strong emphasis on 20th Century Modernism.

Paying attention to values-driven collectors is also vital. “We ourselves are avid museum goers, keeping up-to-date with museum trends

—such as finally giving a voice to women artists from the 20th Century and showing, for example, how women surrealists dreamed differently from men surrealists as well as presenting the work of LGBTQ+ artists, who many times needed to stay closeted but nevertheless expressed such sensitivity through the artwork itself.”



The Art Shop is located in Greensboro, NC.

Mr. Caron has found that educating collectors is part of relationship building. “Art for investment is definitely on the mind of certain clients and we do our best to provide certificates of authenticity, speak of

the artist and how it connects to their own personal story is the cherry on the sundae.”

And trust in the retailer must also extend to after a sale has been made. “The ability to purchase affordable art online with a return policy of 30 days at no cost other than shipping, similar to buying a clothing article or a pair of shoes, is important to that generation,” Mr. Caron says.

“Many times, those clients will take a photo of an art piece they have right in front of their eyes, just to make sure it looks good in a photograph as well.”

Andy McAfee, president of The Art Shop – Fine Art & Framing in Greensboro, NC, has found that in his area, younger buyers only make up a small percentage of his sales. “We have been here for 28 years and we still have a lot of the same artists I started with. I have noticed that the longer I am here, the more of my original clients have passed away and younger people have taken their place.”

For Mr. McAfee, his Millennial and Gen Z clients are looking for a very specific type of art. “Our younger clients like the more colorful

and whimsical pieces. Nano Lopez is a really good artist for the younger generation. We have also done well with Thomas Arvid and Frank Getty. My older clients stick to more of the traditional oil paintings.”



Photo credit: Judith Hooks

Gallery 218 is located in Milwaukee, WI.

provenance and tell the story, art influences and biographical information of our more than 150 historical artists. But the reality is that for most of this age group of customers it is the ‘love at first sight’ factor that matters the most. They need to ‘love’ a piece. Learning about the story of

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S. Guccione

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YAPHANK, NY—Framerica's brand new Dark Brown Oak, from its Restoration Collection, features a deep coffee stain effect and modern, select stock graining. The entire collection will be available in profiles ranging to 3 inches.

In related company news, Paul Seele, long-time member of Frameria's national sales team, has been promoted to senior sales director. Along with his new title, Mr. Seele will oversee a substantially larger territory. Executive Vice



President, Josh Eichner says, "Paul has been one of the leading salespeople in our industry for more than 25 years. His increased responsibility and new title are well deserved"

For further information, telephone Frameria at (800) 372-6422 or visit the company's website located at: www.framerica.com.

FRAMING EXPO 2026 DEBUTS IN ORLANDO

The West Coast Art and Frame (WCAF) Expo, the premier event for the custom picture framing industry, has announced a big change for the event by debuting Framing Expo 2026 Orlando, held Friday, February 27 to Sunday, March 1, 2026, at the Rosen Shingle Creek in Orlando, FL. This new location marks a monumental occasion as 2026 will be the first year the Expo is held in Orlando, offering attendees a fresh and vibrant experience in one of the world's most popular destinations. The move to Orlando is set to enhance the attendee experience, providing a dynamic backdrop for networking, education and discovering the latest innovations in the industry.

"We are incredibly excited to bring the WCAF Expo to Orlando for the first time as Framing Expo," says trade show director Deborah Salmon. "This new location at Rosen Shingle Creek provides an exceptional venue, and we anticipate an even more engaging and successful event for all our participants."

For the team at the event, attendee and exhibitor feedback, as well as opening the show to new people in the industry are part of the reason for moving the 2026 Expo. "For 2026, Orlando will be our exclusive show, but we aim to alternate locations annually,"

says Bruce Gherman, publisher of *Picture Framing Magazine*, the show's sponsor.

The two-day trade show (held February 28 to March 1), and three-day conference (held February 27 to March 1), will bring together the in-



dustry's top suppliers and framing retailers from around the world. As the industry's largest B2B event, the WCAF Expo is an international destination for art and



Framing Expo 2026 will be held at the Rosen Shingle Creek.

custom framing professionals. Attendees include independent retailers, national chains, home decor stores, museums, specialty retailers, designers, art galleries, department stores, photographers, art material stores, and more.

The move to Orlando will also make it even easier for those overseas to attend and exhibit. "Orlando's international airport offers considerably shorter flight times from Europe," Mr. Gherman says. "We're already notic-

ing an increase in interest from retailers and suppliers in attending and exhibiting."

Also among the many benefits of the new venue is its large exhibit hall and breakout rooms for meetings and seminars, 15 onsite dining and lounge options, including in-room dining and affordable choices; and its status as a full-service, AAA four-star resort hotel, featuring a gym, spa, tennis court, swimming pools and 18-hole golf course designed by Arnold Palmer.

"We are seeing a very positive response to relocating the 2026 show; the last national framing show on the East Coast was almost 20 years ago. The WCAF Expo is a major industry event that attracts buyers from across the country and internationally. I believe this will be a great opportunity

for those who haven't visited Las Vegas for various reasons to attend a show in Orlando. It will also provide an excellent opportunity to see new product lines, meet new retailers and OEMs, and develop new business relationships," Mr. Gherman concludes.

Attendees of Framing Expo 2026 receive a special room rate of \$229 per night at Rosen Shingle Creek, with no resort fee. To learn more about the event and venue, visit: www.framingexpo.com.

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YOUNGER COLLECTORS continued from page 12

Judith Hooks, director of Gallery 218, located in Milwaukee and celebrating 35 years in business this month, has also found that collectors in her area are older and more established. "They tend to have more disposable income and are homeowners," she says. "But we do offer small affordable unframed pieces for our younger customers looking to start their collections. We also sell more photography to younger buyers. To attract them, we will have more entertainment in the gallery during receptions with a variety of programming, such as music, films, non-alcoholic cocktail hours and collaborations with other groups."

At fooLPReof, a contemporary art gallery located in

the RiNo Art District of Denver, CO, director Laura Phelps Rogers says that there have been many

mercialism," she says. "In the past, collectors would buy for investment. But today, price is important to



fooLPReof is located in Denver, CO.

changes in the art market and consumer buying habits, alike. "It certainly is not the era of Peggy Guggenheim and the years that followed. Art buying is rife with com-

younger buyers. Part of this is because artists (and galleries) are competing with Wayfair, Amazon, Facebook Marketplace, various online retailers, etc."

This steady stream of information, trends and culture are due, in large part, to social media and the internet. "Many things have shifted, or have begun to shift, in the art world since the digital age (20 to 25 years)," she says. "There has been a lack of interest in visiting physical places, which has reduced in-store impulse buying and the ability to gain a true connection to a piece of art. From that grew an emphasis on digital presence and web sales. This phase shifted into the growth of, and an emphasis on, social media in the minds of makers. As a gallerist, I don't believe it has quite settled and does not offer the wonderland potential perception sellers might assume."

Koleen Kaffan is Editor in Chief of Art World News.



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THE STORY SELLS: NARRATIVE DRIVES SUCCESS

by **Barney Davey**

In the art world, a compelling story can transform casual interest into genuine engagement. While artwork alone provokes immediate responses, narratives surrounding it and the artist create deeper connections, turning admirers into patrons.

It's a trap for sales reps to focus on medium and provenance instead of the human experiences behind the art. You need both, but understanding key narratives and the backstories of artists is invaluable. Use them to empower yourself to become a knowledgeable and confident storyteller who can convey the essence in just a few words or sentences.

The Storytelling Advantage

Strategic storytelling makes sophisticated art accessible without sacrificing its depth. Collectors connect with stories that resonate personally—they're drawn to narratives that speak to their experiences, values or aspirations. This is where getting to know the customer plays a vital role in the sales process.

Compare "This mixed-media installation looks at how digital culture blends

with natural materials" with "The artist scavenges discarded tech, transforming waste into unexpected beauty, giving objects a second life before polluting landfills."

Both describe the same work, but only one adds a human element that invites

underlie the work. This human element is often missing, so it's advisable and mutually beneficial for artists to create compelling backstories in collaboration with galleries. Storytelling conveys meaning and nuance that deeply connects audiences to an artist's work. A substantial byprod-

uct is that stories facilitate branding and enable word-of-mouth marketing.

with artworks. This curatorial approach transforms gallery visits from simple shopping trips into meaningful experiences. Collectors leave with stories to share, deepening their connection to both the art and the gallery.

The Human Element

It's easy to overlook that compelling art stories are about the human experiences behind the work. Things taken for granted, like late-night breakthroughs, personal struggles and unexpected discoveries, create emotional connections between the artist and the collector. When galleries help artists share these authentic narratives, they forge meaningful connections that turn casual interest into passionate advocacy. This emphasis on the human element in art stories creates an atmosphere of connection and empathy.

Mining the Stories

The best stories often lie beneath the surface, waiting to be discovered. We frequently overlook the fascinating details of creative processes that could captivate collectors. Sharing what seems like a mundane

continued on page 22



viewers into a visual, relatable story.

Narrative Responsibility

Storytelling enhances marketing and elevates artist statements by exploring the personal experiences and emotions that

underlie the work. This human element is often missing, so it's advisable and mutually beneficial for artists to create compelling backstories in collaboration with galleries. Storytelling conveys meaning and nuance that deeply connects audiences to an artist's work. A substantial byprod-

Beyond Individual Pieces

Storytelling enhances the entire exhibition experience by creating thematic narratives that correlate

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THE IMPACT OF ORIGINAL ART IN YOUR SPACE

By Litsa Spanos

There's something magical that happens when you bring original art into a space. A once-ordinary room becomes layered with personality. It's not just about beauty—it's about soul. For over three decades, I've worked with collectors, homeowners, corporations, and designers to help them experience that transformation. Nothing elevates a space quite like original art. It's the heartbeat of a room—the element that makes it feel complete and personal.

Why Original Art?

In a world of mass production, original art stands apart. Each piece carries the story of its maker—brushstrokes filled with intention, textures that bring dimension and uniqueness that can't be duplicated. You can feel the difference when you walk into a space that features original artwork. It brings presence, emotion, and authenticity.

Original art makes a statement. It says, "I care about this space. I support creativity." It turns a sterile office into a vibrant workplace and transforms a hallway into a gallery. It brings warmth and energy to the places where we live and work.

At ADC Fine Art, we believe original art is a powerful form of personal and professional expression. In a home,



it reflects your passions, travels, and personality. In an office, it communicates your brand and values.

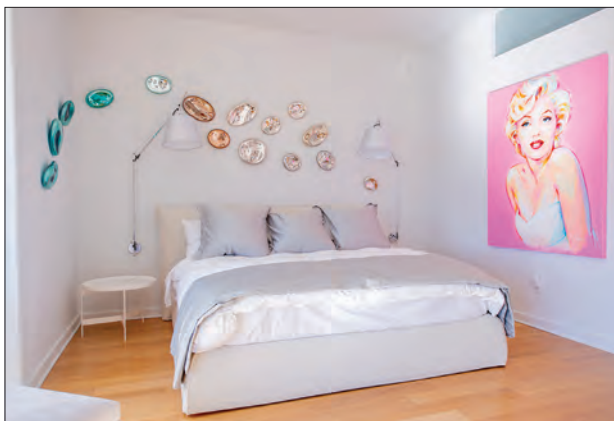
I've seen clients moved to tears after a commissioned piece was installed in their home. I've watched office teams light up when we unveil a custom piece that finally makes their workspace feel alive. These aren't just pretty pictures—they're emotional experiences.

That's the difference: a mass-produced print might fill a wall, but an original

fills a space with story and soul.

Art Means Business

For business owners, art-work is more than decor—it's strategy. Curated pieces can shape client perceptions, improve employee morale, and impact how a space functions. A calming abstract can reduce anxiety in a medical office. A bold painting can energize a creative team. A large installation can spark conversation in a lobby. As companies embrace experiential design and employee-first workplaces, art has become essential—not optional.



What's Trending

One of the most exciting parts of the art world is watching tastes evolve. Right now, we're seeing a strong move toward bold individuality. People want their spaces

to feel unique and personal. Some trends we're loving:

- **Vibrant Color:** Deep teals, fiery oranges, rich magentas—joyful hues that energize a room.

- **Dimensional Works:** Sculptural canvases and mixed media create tactile, immersive experiences.

- **Local & Emerging Artists:** People love the story behind the piece. They want to know the artist and what inspired the work.

- **Integrated Installations:** Especially in commercial settings, site-specific pieces that tie into architecture or branding are in demand.

- **Art as Wellness:** From serene landscapes to fluid abstracts, art is being chosen to foster peace, focus, and positivity.

Tips for Choosing/Displaying Art

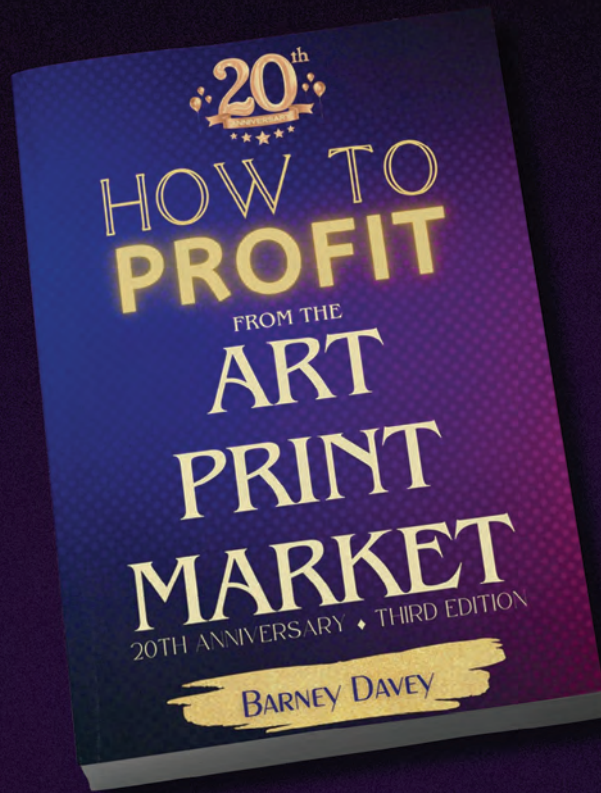
Whether you're designing a home or refreshing an office, here are a few tips I always share:

1. Start With What You Love

continued on page 22

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BUSINESS STRATEGIES *continued from page 18*

studio practice becomes an intriguing nugget. Or challenges that nearly disrupted a series or an epiphany that transformed everything are fodder for telling unforgettable stories.

Tailor your approach to each artist, recognizing that some are open and eager to share. In contrast, others require gentle encouragement to do so. Showing genuine curiosity about the human experience behind the art is how to uncover the best insights.

Other ways compelling narratives emerge include unexpected moments—such as an accident that sparks a breakthrough, a chance encounter or a conversation that shifts per-

spective. Such authentic details forge emotional connections, transforming

thenticity is essential, galleries that excel in storytelling gain a competitive



browsers into collectors.

In an art world where au-

edge. They go beyond selling art by curating experiences and fostering con-

nections. Tremendous value comes from recognizing that compelling storytelling enhances the appreciation of deserving artwork. Stories are free, powerful and persuasive. They are ready to be discovered, curated, and collected alongside art. What's your story? Don't leave home without it.

Barney Davey has been a guiding light for artists since 1988. He is an influential creator, producing books, innovative marketing courses, and a complimentary, globally followed blog, Art Marketing News, since 2005. Dive into a world where your art thrives; explore the website located at: www.artmarketingnews.com for more insights, tips, conversations, stories and empowerment.

BEYOND DECOR *continued from page 20*

If a piece makes you feel something, don't ignore it. That emotional connection is everything.

2. Consider Scale/Space

Big walls need statement pieces. Smaller works shine in groups. And don't limit yourself to eye level—use vertical space creatively.

3. Mix Mediums

Blend paintings with photography or sculpture. A mix adds depth and keeps your collection dynamic.

4. Invest in Installation

Lighting and placement make all the difference. Our team helps with everything from hardware to layout to

ensure your art shines.

5. Rotate Seasonally

Swap out pieces or move them between rooms to keep your space feeling fresh and inspired.

6. Tell the Story

When guests ask about your art, share where it came from and why it spoke to you. It adds meaning and sparks connection.

More Than a Gallery

At ADC Fine Art, we do more than curate and sell—we help people build collections they love. Whether you're just starting out or a seasoned collector, we guide you every step of the way. From studio visits and

artist introductions to framing and delivery, we're here to make the process personal and enjoyable. We also spotlight emerging artists through curated exhibitions and our SmartSell membership, connecting them with collectors, designers, and businesses. Helping artists thrive while transforming spaces—it's a win-win.

Original art isn't just about filling walls—it's about creating feeling. It's that piece that makes you smile after a long day, or the painting that speaks before you even say a word. It's about building an environment with intention, beauty, and purpose. So whether you're designing a home, growing a business,

or simply ready to elevate your space, consider the power of original art. It's not just the finishing touch—it's the starting point for something meaningful.

Litsa Spanos is the President of ADC Fine Art and works with private, corporate and commercial clients for 30 years. Her mission is to support contemporary, living artists and her company ranks as the top 2% of women-owned businesses in the nation based on revenue. ADC Fine Art has two locations: a 13,000 square foot gallery and custom frameshop in Cincinnati, OH's west end and a gallery and custom frameshop in the heart of Ft. Thomas, KY. For further information, visit: www.adcfineart.com.



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mica and pigmented epoxy on panel



"Woke up in a Dream" 36"x36"
mica and pigmented epoxy on panel

BALANCING BUSINESS

BE A BOSS AT WORK & STILL GET KISSES AT HOME

By Sheila McCumby

Being married to a small business owner can be challenging. Entrepreneurs often pour their heart and soul into their ventures, meticulously managing every detail from inventory to marketing. Yet, in this relentless pursuit of professional success, it's easy to lose sight of something equally vital: the health of our closest relationships, particularly our marriages and romantic partnerships.

The Entrepreneurial Strain on Relationships

Many years ago, in a graduate school course on marriage and family counseling, my professor introduced three fundamental categories of marital conflict: money, intimacy and division of labor. Her words have resonated throughout my professional and personal life, revealing an undeniable truth, especially for small business owners.

Statistics consistently show that small business owners face a divorce rate 5% to 10% higher than the national average. This isn't surprising when you consider how the financial, physical and emotional pressures of entrepreneurship exacerbate these three core areas of marital conflict.

Running a business is much like raising a newborn. It demands constant time and attention; its survival and

growth depend on your dedicated involvement. While you undoubtedly love your business, there will be moments when you resent its immense demands. Your business effectively becomes a third party in your marriage, inevitably leading to disagreements about the sacrifices



required for its success.

The lines between work and home often blur for entrepreneurs, creating unforeseen pressures. Spouses, while generally supportive, might not anticipate the pervasive nature of business ownership: the late nights, the constant mental engagement or the financial ebb and flow that can create significant tension.

Common challenges frequently emerge. A spouse might feel neglected when "just one more email" infringes on family time, or a promised weekend getaway morphs into an unexpected networking opportunity. Financial reinvestment into the business, while crucial for

are not mutually exclusive. By adopting a holistic approach that integrates mindful business practices with intentional relationship nurturing, entrepreneurs can create a sustainable model for both professional and personal fulfillment.

Here are actionable strategies to help small business owners navigate this delicate balance:

- **Implement Structured "Sacred Time":** Just as you schedule client consultations and production deadlines, prioritize and block out non-negotiable time for your relationship. This includes regular date nights, dedicated family dinners or even brief, uninterrupted conversations. Treat these appointments with the same respect and commitment you would a high-value business meeting. It's also important to take vacations together, away from business and rekindle some romance on a regular basis.

- **Establish Digital and Conversational Boundaries:** Designate specific "no-business zones" and "no-business hours" within your home and daily routine. The bedroom, for instance, should be a sanctuary free from work-related discussions or digital distractions. Consciously shift focus away from shop talk during meals

Cultivating Harmony

The good news is that achieving a flourishing business and a robust marriage

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BALANCING BUSINESS

continued from page 24

or leisure activities to foster genuine connection.

- **Master the Art of Delegation:** Recognize that you cannot, and should not, do everything. Empower employees, outsource non-core tasks, or consider engaging professional services for areas like accounting or marketing. You can also delegate household responsibilities by hiring a cleaning service, landscaper, or an errand runner. The expense is minor, and keeping the peace over whose turn it is to take out the trash is priceless.

- **Communicate Vision, But Not Every Detail:** If your spouse isn't directly involved in your business, they should still understand your aspirations and challenges. However, they don't need a blow-by-blow account of every operational hiccup. Share your successes, your strategic direction and your passion, but filter out the exhaustive minutiae that can induce fatigue or disinterest. Maintain a level of transparency that informs without overwhelming.

- **Set Firm Client Boundaries:** Professionalism includes setting clear expectations with clients regarding availability. Avoid the temptation to be perpetually "on-call." Establishing specific business hours and communicating them effectively will help manage client expectations, reduce last-minute demands and protect your personal time. Saying "no" appropriately reinforces your boundaries and your value.

- **Celebrate All Achievements:** Acknowledge and celebrate both professional

milestones and personal victories. Did your business achieve a significant sales target? Fantastic! Did your spouse nail their marketing presentation at their job? Equally fantastic! Did your fourth grader take second in the county spelling bee? Time for a party! Recognizing efforts and successes in both spheres reinforces positivity and mutual appreciation within your partnership.

- **Foster Financial Alignment:** Maintain open and honest communication about

regular oil changes and tune-ups for your vehicle, right? Why aren't you doing the same for your marriage? Establishing effective communication in your relationship is crucial and it takes practice. Have a weekly "check-in." Ask, "What can I do this upcoming week that will make your life easier?" Or, "I know you have a lot going on at work; how can I best support you?" Talk about those little things, annoyances, or concerns and respectfully come up with a

solved. Therapy is much cheaper than divorce.

- **Embrace Humor and Perspective:** The entrepreneurial journey is rife with challenges, and maintaining a sense of humor can be a powerful coping mechanism. Shared laughter and a balanced perspective can alleviate stress, diffuse tension and strengthen your bond, reminding you that not every business setback is a marital crisis. Send each other a flirty text, a joke, or schedule a call during your lunch hour just to talk for fun.



The custom framing industry offers immense opportunities for creativity and financial reward. However, true success extends beyond the balance sheet. No financial success will ever compensate for a failed marriage or a poor relationship with your children. By consciously investing in and protecting the people you love, you are not just building a profitable business; you are constructing a resilient and fulfilling life. Prioritize the art of living as diligently as you master the art of framing.

business finances with your spouse, particularly if they are directly or indirectly impacted by the business' performance. Business bank accounts should always be separate from personal household accounts. All finances should be transparent. Schedule a monthly meeting together to review finances, reconcile statements, review budgets and evaluate your mutual financial goals.

- **Schedule Regular Checkups:** You schedule

solution. Conversely, it's equally important to express appreciation for the things your partner does that are meaningful and helpful. Left unchecked, petty grievances can become huge blow-ups. Everyone wants to feel valued, heard, and appreciated, especially by their spouse. Just like you would take your car to a mechanic to diagnose a check engine light, it's never a bad idea to visit a reputable therapist to help you work through any issues that can't seem to be re-

Sheila McCumby, owner of Strategies for Success, a small business consulting firm, connects with audiences worldwide as a popular speaker, writer, mentor and teacher. Her podcast, 'The Framing Chronicles' focuses on challenges faced by independent companies in the art and framing industry. With decades of experience as a picture framer and shop owner (since the early 90s), she's dedicated to helping small businesses boost profits and streamline operations. For more details, visit: www.mystrategies4success.com.

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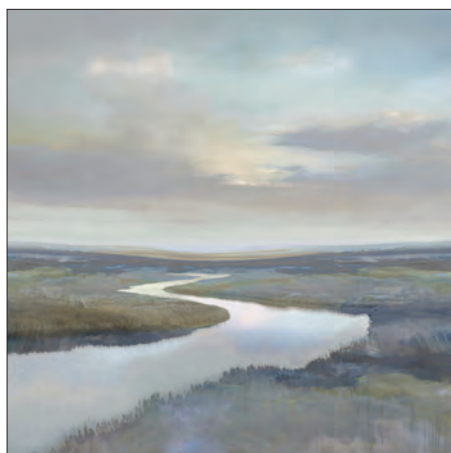
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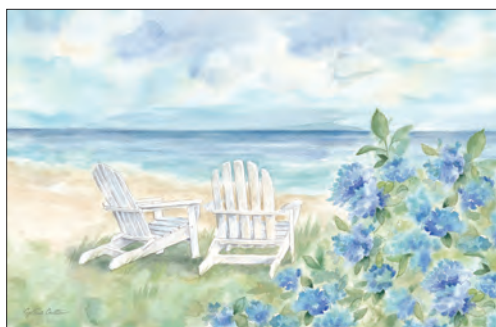
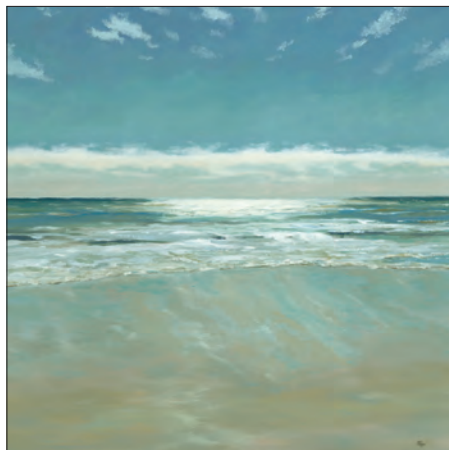
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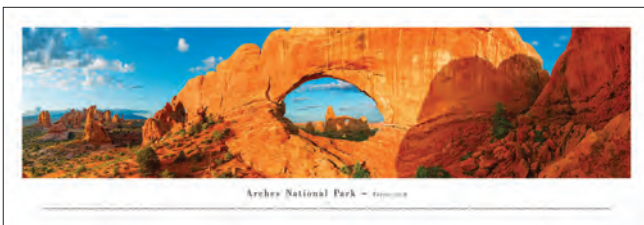


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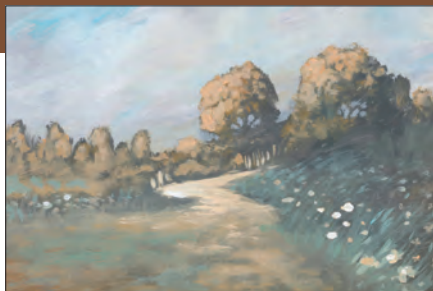
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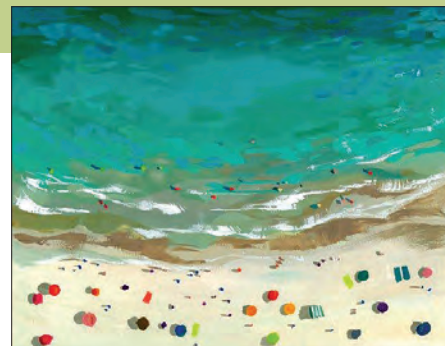


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