

Art World News

APRIL 2026

THE INDEPENDENT NEWS SOURCE

2026 ARTEXPO NEW YORK SEES HIGHER ATTENDANCE

Show organizers of this year's Artexpo New York, held April 9 to 12 at Pier 36 in Manhattan, state that attendance was up over last year's numbers as the fair hosted more than 170 leading galleries, publishers, and independent artists. Go to page 10.

WHEN "STEADY" IS THE NEW "STUCK"

Industry expert Sheila McCumby discusses how the Silent Plateau is that sneaky moment when your shop looks perfectly healthy on the outside, but inside, it is on cruise control and headed toward a brick wall of irrelevance. Page 20.

ART COMPETITIONS STILL MATTER FOR GALLERIES

ADC Fine Art's Litsa Spanos talks about how galleries and artists alike, are finding that one of the most effective, yet often underutilized, tools for visibility and credibility remains the art competition. Go to page 26 for more.

THE IMPORTANCE OF INTERIOR DESIGN TRENDS

Gallery Fuel's Katherine Hébert discusses how interior design trends can help sharpen sales conversations, write stronger marketing copy and help collectors see artwork as something that belongs inside their life and their home. Go to page 28.



ADC Fine Art is located in Cincinnati.

SOFTWARE/APPS PROVIDE MORE THAN JUST POS TOOLS

Today's art and framing retailers know that technology can help fill the gaps in their business that allow them to run their day-to-day operations as efficiently as possible. With point-of-sale (POS) capabilities and project visualization, software and apps can also streamline the sales process with inventory control and up-to-date pricing and availability from different distributors. It also allows them to keep the line of communication open between retailer and customer. But, as with many smaller businesses, the scope of what software and applications (apps) have to offer can be daunting to learn and implement. And many feel they do not have the time

to learn it all. Technology companies know this and put a lot of effort into education, from tutorial videos and Zoom meetings to exhibiting at trade shows, such as Framing Expo Orlando held February *continued on page 10*



©2026 Framerica is a registered trademark of Framerica Corporation.

Click on advertisers' Web addresses throughout the issue.

QUOTE OF THE MONTH:
"The vast majority of framers today use some form of software to run their business, which is a very positive sign for the industry."

Khaled Feki, page 12

ELENA BOND

NEW IMPRESSIONISM



OPPORTUNITIES FOR GALLERY REPRESENTATION IN SELECT CITIES
CONTACT US 954 990 5420

MAC ART

Now Available:
New Impressionism, a hardcover
book containing over 150 pages
of fine art by Elena Bond. Available as
promotional material.



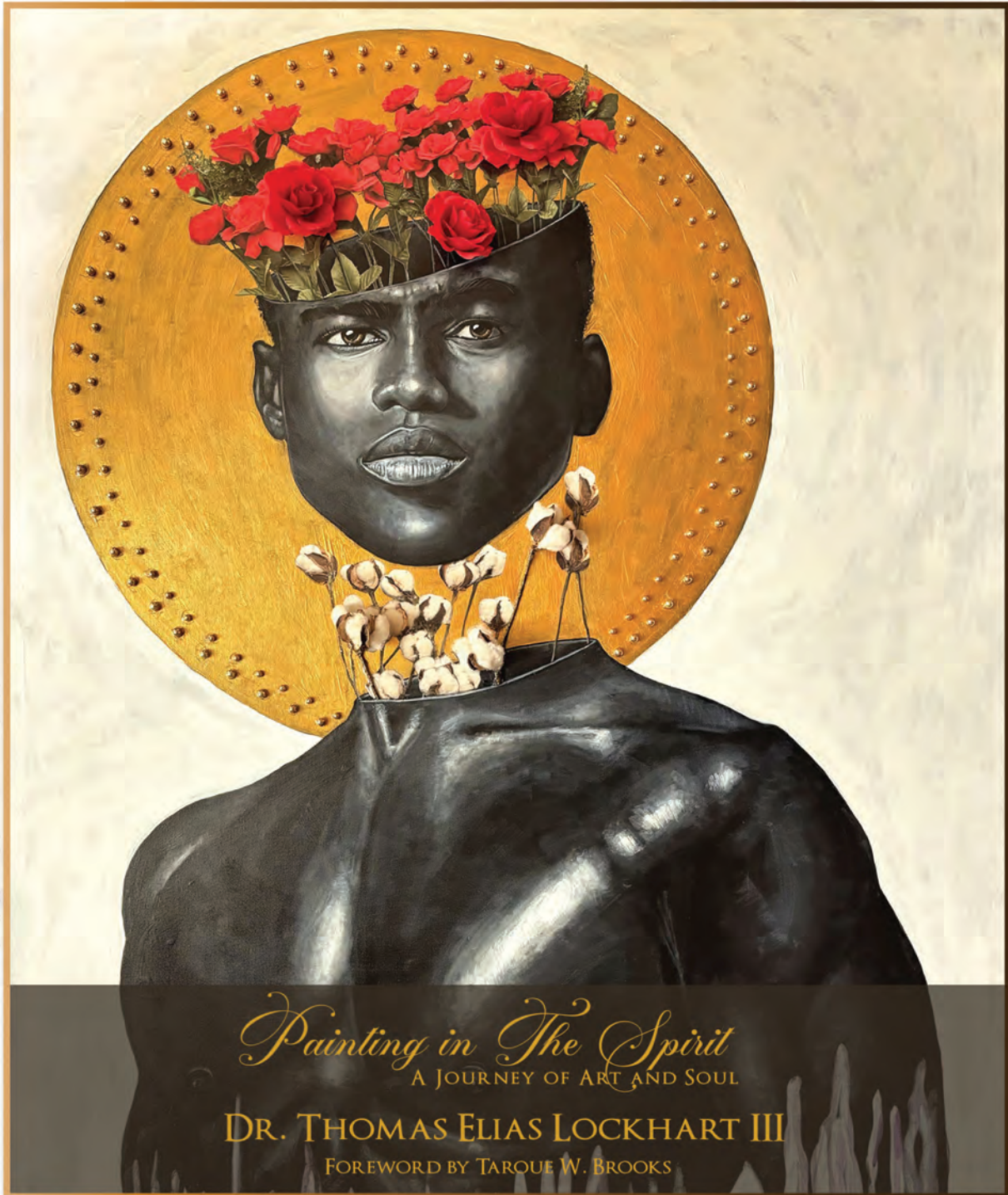


ELENA BOND

- Original oil paintings in contemporary and traditional styles
- Limited edition hand embellished giclée
- Elegant cast bronze sculpture
- New artwork available monthly
- Print on demand

954 990 5420

A New Coffee Table Book



Painting in The Spirit
A JOURNEY OF ART AND SOUL

DR. THOMAS ELIAS LOCKHART III

FOREWORD BY TARQUE W. BROOKS

A powerful visual expression of culture, depth, and spirit—captured in a stunning coffee table book designed to inspire every space it enters.

Get Your Copy...

painting-in-the-spirit-book.myshopify.com

DEPARTMENTS

ARTISTS & PUBLISHERS
Page 8

INVENTORY
FOR SALE
Page 19

BUSINESS
STRATEGIES
Page 20

ARTEXPO
NEW YORK
Page 23

MULTI-DIMENSIONAL
ART
Page 24

MARKETING
IDEAS
Page 26

INDUSTRY
CONNECTIONS
Page 28

WHAT'S HOT IN
OPEN EDITIONS
Page 30

OPEN EDITION
PRINTS
Page 32

CLASSIFIEDS
Page 33

AD INDEX
Page 34

Shown is "Still Holding
the Scent of Flowers
by Maria Magdalena
Campos-Pons from
Gallery Wendi Norris.
Go to page 8.

Software and Apps Offer More Than POS

Art and framing retailers know that software and apps can fill the gaps in their business that help them run their day-to-day operations but the scope of what they have to offer can be daunting.

Page 1

When "Steady" is the New "Stuck"

The Silent Plateau is that sneaky moment when your shop looks perfectly healthy on the outside, but inside, it is on cruise control and headed toward a brick wall of irrelevance.

Page 20

2026 Artexpo New York Highlights

Show organizers of this year's Artexpo New York state that attendance was up over last year's numbers as the fair hosted more than 170 leading galleries, publishers, and independent artists.

Page 23

Art Competitions Still Matter

ADC Fine Art's Litsa Spanos discusses how galleries and artists alike, are finding that one of the most effective, yet often underutilized, tools for visibility and credibility remains the art competition.

Page 26

The Importance of Interior Design Trends

Gallery Fuel's Katherine Hébert discusses how design trends can help sharpen sales conversations, write stronger marketing copy and help collectors see art as something that belongs inside a life.

Page 28

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.

Page 30



IN OUR OPINION

Take A Second Look

With the first quarter financials in the books, results are starting to appear and paint a pretty diverse landscape among big and small businesses. As expected, energy related industries are having a tough time of it because of the war and oil markets, while technology firms, in general, continue to post strong sales growth and earnings. Why do the fortunes of tech companies seemingly improve without interruption? In short, because technology matters!

The art and framing industry is not above the tech phenomena, rather its operational expertise and future growth are unquestionably tied to it. Consequently, to a large degree, technology is the driver of productivity gains and marketing success in every art gallery and frameshop across the country. There is no running or hiding, technology is a crucial component in running any retail business. From an internal

perspective, technology is the platform for cost containment. It provides an administrative edge to better manage so many facets of the business. It can reduce waste, optimize work flow, improve material ordering and manage inventory, among other benefits. It sets the table for better workflow and often minimizes the stress level within the business.

Externally, technology helps to communicate with customers in the manner, language and means that is most relatable. From the solicitation or marketing function to point-of-sale environment, the properly chosen tech platforms make the business better and more successful. It's not a matter of debate. Even in murky economic times, technology can aid in growing the top and bottom line of every gallery and frameshop. Adoption may be as difficult as you fear, but it certainly will be easier than missing sales and mismanaging what you have in place.

John Haffey
Publisher



Redefining
print on demand

"Green Country Road"
by Katie Birch
from Wild Apple.



(888) 406-2858
www.podexchange.com

ART WORLD NEWS

Editor in Chief **Koleen Kaffan**
kkaffan@optonline.net

Editor Emeritus **Sarah Seamark**

Production Manager **Sue Bonaventura**

Columnists **Barney Davey**
barney@barneydavey.com

Katherine Hébert
publisher@galleryfuel.com

Sheila McCumby
sheila@smcstrategies4success.com

Litsa Spanos
litsa@adcfineart.com

Contributing Writers
Anita Petersen

Publisher **John Haffey**
jwhaffey@aol.com

Information Technologist **Joe Gardella**

Editorial Advisory Board

Phillip Gevik, Gallery Phillip, Toronto, Canada
Steven Hartman, The Contessa Gallery, Cleveland, OH
Jeff Jaffe, POP International Galleries, New York
Heidi Leigh, AFA, Belcastel, France
Ruth-Ann Thorn, Exclusive Collections,
Cedros Design Center, Solana Beach, CA

ADVERTISING SALES INFORMATION

U.S. & International

John Haffey, Publisher
Phone (203) 854-8566
Fax (203) 900-0225
jwhaffey@aol.com

Art World News (Volume XXXI, Number 4) ISSN 1525 1772 is published 12 times a year by Wellspring Communications, Inc.: P.O. Box 129, Rowayton, CT 06853. Phone (203) 854-8566 • Fax (203) 900-0225; To order additional copies or back issues e-mail: jwhaffey@aol.com or fax to (203) 900-0225. Please indicate which month and year you are requesting. Single copy price is \$10.00.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photography, recording, or any information storage and retrieval system, without permission, in writing, from the publisher.

CHARLES FAZZINO

MASTER OF 3D POP ART

Three-Dimensional Paintings, Limited Editions, and Sculptures



Fazzino

Museum Editions Ltd.

Fran Kessler, Director of Sales
fkessler@fazzino.com / 914-654-9370

www.fazzino.com



Follow Fazzino

ARTISTS & PUBLISHERS

Artist Chosen for Obama Center

María Magdalena Campos-Pons, an artist with Gallery Wendi Norris in San Francisco, CA, was one of the artists commissioned by the Obama Presidential Center in Chicago. Along with seven other artists, Campos-



"Still Holding the Scent of Flowers"
by María Magdalena Campos-Pons.

Pons' "Still Holding the Scent of Flowers," a mixed-media installation, will be placed near the museum's Oval Office exhibit, and will re-create the now destroyed White House Rose Garden. It will be unveiled when the Center opens on June 19, 2026. The work weaves roses, tulips, magnolias, pink and blue hyacinths, carrots, broccoli, herbs and apple tree blossoms, drawing on the history of the garden and former First Lady Michelle Obama's focus on healthy eating. For more details, phone the gallery at (415) 346-7812, or visit: www.gallerywendiinorris.com.

Davis Gallery Presents Artist Events

Davis Gallery, located in Austin, TX, recently presented three events to introduce an exhibition titled *Quiet* by artist Jan Heaton. The events included a reception party with the artist, a paint party with her and an artist talk. Working in watercolor, Heaton's organic forms integrate with the texture of heavy cotton



"April, 2026" by Jan Heaton is a
watercolor on paper, 40 by 40 inches.

paper and depict natural beauty inspired by the structure, color and patterns in nature. For further information, call Davis Gallery at (512) 477-4929 or go to the gallery's website located at: www.davisgalleryaustin.com.

MacDonald's Birthday Celebrations

Acclaimed sculptor Richard MacDonald celebrates his 80th birthday with a landmark two-day event honoring a life in art. Guests are invited to a behind-the-scenes into MacDonald's studio and state-of-the-art foundry through guided tours, including a rare bronze pour demonstration—revealing the physical and technical discipline behind each work. The unveiling of new sculptures will mark a central moment of the event, including a significant commissioned piece for the Weaver of Change Foundation in Singapore. For more information, call (702) 730-3990 or visit: www.theartofrichardmacdonald.com.



"Doves, Half Life" by artist
Richard MacDonald.

Mana Contemporary's Public Art



"Roots" by artist Jada Fabrizio is a photograph
measuring 14 1/8 by 9 1/2 inches.

Mana Contemporary, Jersey City, NJ, in collaboration with artists Deborah L. Morris, Jada Fabrizio and Kristian Battell presents the newest Hudson County Exhibit titled *Reimagined: The Art of Second Life*. The exhibit is open to the public at the William J. Brennan Courthouse as part of a program with the Hudson County Office of Cultural & Heritage Affairs /Tourism Development. For more details, call (201) 604 2702 or go to the website at: www.manacontemporary.com.

S. Guccione

Presented by Westport River Gallery



WestportRiverGallery@gmail.com
203-226-6934 • Westport CT USA



NEW YORK, NY—**Artexpo New York** held at Pier 36 in Manhattan from April 9 to 12, celebrated its 49th year with thousands of art enthusiasts and industry leaders descending on the Lower East Side of Manhattan to discover the latest trends emerging from today's art world. Show organizers state that attendance was up over last year's numbers as the fair hosted more than 170 leading galleries, publishers, and independent artists, showcasing an extraordinary range of original works across 70,000 square feet of uninterrupted convention space. Artexpo New York attendees representing 24 countries enjoyed the original work of some 1,000 artists, including prints, paintings, drawings, sculptures, photography, ceramics, giclées, lithographs and glass works, among other contemporary and fine art. "This year's fair drew a wide array of exhibitors from around the world, all of whom were keen to show collectors their latest work for this new season," says Eric Smith, President and CEO of Redwood Art Group. "We also saw a record attendance of art enthusiasts through the door this year, which is an indication how strong and resilient the market is today." Next year's Artexpo New York will return to Pier 36 for its 50th Anniversary edition, April 8 to 11, 2027. For details, go to: www.redwoodartgroup.com/artexpo-new-york/.

SOFTWARE/APPS MORE THAN POS

continued from page 1
28 to March 1, 2026 in Orlando FL, to give demonstrations. The ups and downs of today's economy also makes having updated inventory information vital to creating uninterrupted sales. Many custom framers agree that updated inventory and pricing are vital and they look to digital tools.

Consumers buying trends also play a role in why smaller businesses feel the need to compete with large retailers as most consumers expect the process and closing of the sale to be streamlined. Finding an easy-to-use software and/or app, in a price point that validates the return-on-investment (ROI) is the key.

Marketing and hybrid models—combining the in-store experience with online sales to expand a retailer's reach—are some of the options digital tools have added that allow no sale to go unfinished.

At SpecialtySoft, Inc., Wilmington, NC, co-founder Jeff King says that educating retailers is at the forefront. "There's still a big gap between what software can do and what most shops use it for. Too many framers treat their POS as a cash register when it can run their whole operation—inventory, vendor pricing, work orders, profitability reports, payment processing. The good news is that awareness is growing. Attendance at our booths at

shows like Framing Expo Orlando prove that framers are hungry to learn more."

Mr. King, Tom Booher and Jeannette Jessup developed Specialty Software Systems, Inc. in 1994 and have created a comprehensive retail POS and shop management tool for the custom picture framing industry.

"Our most recent updates to FramePro by SpecialtySoft

shows like Framing Expo Orlando prove that framers are hungry to learn more." This includes competitive pricing, data migration services, and hands-on onboarding to ensure a smooth and successful transition to FramePro."

Many of the company's educational processes start as the retailer begins to use the software. "Live demos at shows are one way, but the real education happens through one-on-one remote training during setup and on-going support calls. Every support interaction is a chance to show someone a feature they didn't know they had," he says. "Examples of features that may be of particular interests to art galleries include art inventory, artist information and searching, tracking of edition numbers, bulk importing of art and artist information,

consignment tracking, art lending system, etc."

Some features currently being developed by SpecialtySoft include a deeper integration with costing information, production management tools for tracking jobs through the shop workflow and AI-powered tools for business communications.

"After Framing Expo Orlando we've been very busy with follow-up demos, which is always a good sign," Mr. King says. "We enjoy being at Framing Expo/West Coast Art and Frame Expo (WCAF) because it's where you get real, face-to-face conversations



SpecialtySoft is located at: www.specialtysoft.com.

have been driven directly by customer feedback, focusing on improving efficiency, flexibility and overall user experience," Mr. King says. "These enhancements include upgraded reporting tools, advanced email capabilities and fully integrated payment processing—allowing users to accept credit card payments seamlessly within the POS system but not requiring it. We've also introduced a new mat pricing system designed to better adapt to ongoing fluctuations in material costs, giving shops greater control and accuracy in their pricing. With FrameReady support ending in August, we have launched a comprehensive conversion program to support transi-

continued on page 12



FRAMING
FABRICS
For Art & Design

IN THE FAMILY OF



NEUBERG
& NEUBERG

SPECIALIZING IN FABRIC, HAND WRAPPED MATS AND LINERS

FOR PROFESSIONALS WHO CARE ABOUT PRESERVATION,
PRESENTATION AND MUSEUM-QUALITY FRAMING

Framing Fabrics offers a Designer Sample Book as well as a curated selection of finger-jointed primed 10-foot liners. Corner samples for our fabrics and liners can be ordered in sets or individually.

- ☞ Personal customer service
- ☞ No minimum order required
- ☞ Fast 24-hour shipping



Explore our full range at:
WWW.FRAMINGFABRICS.COM

Or reach out to us directly:
PHONE: 800.832.2742

CELEBRATING MAINE'S ROLE IN AMERICAN ART



© 2026 Brian Vanden Brink / Image courtesy of the artist

ROCKPORT, ME—In a major new collaborative initiative, **Brandywine Museum of Art**, **Colby College Museum of Art** and the **Farnsworth Art Museum**, present *By Design: The Worlds of Betsy James Wyeth*, the first exhibition to fully examine the life and work of Betsy James Wyeth (1921–2020) as a pioneering designer of immersive environments and the creative partnership she shared with her husband, painter Andrew Wyeth (1917–2009). On view simultaneously at all three institutions in 2026, this ambitious, multi-venue project brings long-overdue attention to a singular creative figure whose influence shaped some of the most iconic artistic landscapes in Pennsylvania and Maine. Shown is Brian Vanden Brink's "Untitled (View of the Olson House from the Northeast)," an archival inkjet print measuring 16 by 20 inches. At the Farnsworth Art Museum (May 2–December 31, 2026), *By Design* will center on Betsy's built environments in Maine, focusing on three sites around Rockland: Broad Cove Farm and the Olson House in Cushing, and Southern Island, a mile off of Tenants Harbor, as well as the overlaps that unite them all under her practice. Visit: www.farnsworthmuseum.org.

SOFTWARE/APPS TODAY *continued from page 10*

with framers about what's working and what's not in their shops. Streamlining has become the main conversation. Rising costs and labor constraints are pushing framers toward solutions that eliminate double-entry, automate processes and give them real business data. The FrameReady discontinuation has accelerated this—shops are rethinking their whole tech stack. Our post-show demo volume really reflects that.

"The biggest shift I'm seeing is that framers are starting to think about software as business infrastructure rather than just a tool. Five years ago, the conversation was about pricing frames. Now it's about production tracking, accounting automation, integrated payments and data-driven decisions. That's a healthy sign for the industry, and it means shops that invest in the right technology now will have a real competitive advantage going forward."

At Virtual Framer, Paris, France, founder and CEO Khaled Feki says that meeting with attendees during Framing Expo Orlando reinforces the idea that today's custom framers are embracing digital tools to help run their business. "Framers who make the trip to a show like this come with a pur-

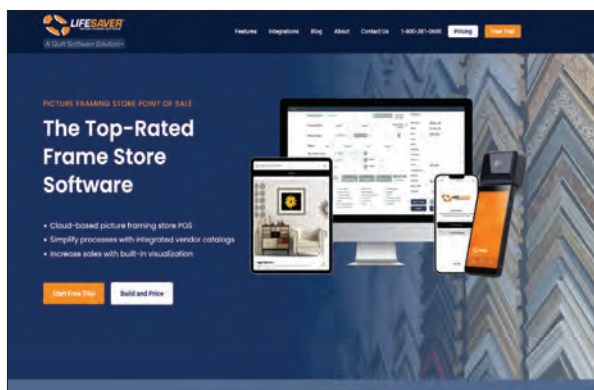
pose—they want to discover something that will help their business grow. Our classes were full, which tells us there is genuine curiosity and appetite for what we are building. That is always encouraging."

During the show, Virtual



Virtual Framer is located at: www.virtualframer.com.

Fraser debuted two major additions. "The first is Proposal which allows framers to present a fully designed interactive framing quote to their clients before confirming an order, thus elevating the



LifeSaver Software is located at: www.lifesaversoft.com.

client experience significantly. The second is Design Vault an intelligent assistant that framers can train using their best designs, saving time and creating opportunities for upselling, among many other advantages. It is a true innovation in the framing industry," Mr. Feki says.

Education and customer service are important to Virtual Framer and with this, the

company will reach out to framers directly, participate in industry events, run Zoom presentations and actively promote through their website. "Education is ongoing—we want every user to get the most out of Virtual Framer, not just get started with it. Ultimately, the best way to earn and keep a framer's trust is to keep making the software better. 2026 is our year of integration. We are actively working on connecting Virtual Framer with other tools and platforms that framers already use in their business, so everything works

together seamlessly. Beyond that, we have a continuous stream of improvements and refinements in progress across the entire platform.

"The vast majority of framers today use some form of software to run their business, which is a very positive sign for the industry. That said, recent announcements in the framing software space are prompting many framers to re-evaluate their tools and make a switch," he says. "There is real

momentum right now, and I think we are entering a period where framers are demanding more from their software than ever before."

Spencer Wright, general manager of LifeSaver Software in Provo, UT, says that staying up-to-date on the needs of art and framing retailers is an ever-evolving

continued on page 18

Veneer Introduction



Timeless elegance, redefined. These veneers are crafted for sophistication and authenticity, offering the perfect blend of style and functionality.

The versatile shapes beautifully enhance the visual appeal of your art and framing projects, adding a touch of refined simplicity.

Discover the renewed artistry of the 41 Series today!



RFA DECOR MOVES LOCATION AND DEBUTS NEW SHOWROOM

BOCA RATON, FL—**RFA Decor**, a Rosenbaum Art Company, is moving its location to 7682 North Federal Highway, Suite 4, Boca Raton, FL 33487. The previous location (150 Yamato Road, Boca Raton, FL 33431) will no longer be effective as of May 1, 2026. Phone (561) 994-4422 for more details, or go to: www.rfadecor.com.

PHOTOGRAPHER BRINGS YELLOWSTONE TO NEW POSTAGE STAMP



LIVINGSTON, MT—Legendary photographer **Tom Murphy** brings the soul of Yellowstone to a new U.S. postage stamp that weaves the old with the new. Slated to debut this month, the new “American Bison” Forever stamp will seamlessly blend a stamp-within-a-stamp design. The background is a modern photo of a bison captured by Montana-based wildlife photographer Murphy, while the foreground is a 1923 30-cent stamp that also depicts a bison. As interest in conservation and America’s national parks reaches new urgency, Murphy is spotlighting a career that has chronicled Yellowstone’s wildlife and wilderness for more than five decades. Murphy’s sepia-toned photo, shows a young bull on Grizzly Overlook in Hayden Valley in Yellowstone National Park. For details, visit: www.tmurphywild.com.

THE 18TH ANNUAL HARLEM FINE ARTS SHOW

Now in its 18th year, the Harlem Fine Arts Show (HFAS18), held in New York, NY, February 20 to 22, 2026, at The Glasshouse NYC saw art sales approaching \$2 million this year, underscoring the strength of the market and the growing demand for work from artists of the African Diaspora. Since its inception in 2009, the show welcomed nearly 8,000 attendees over the three-day weekend, bringing together a dynamic mix of collectors, gallery owners, artists, cultural leaders and art enthusiasts. With more than 100 exhibiting artists and galleries representing the U.S., Africa, the Caribbean and Latin America, the show’s theme was Art for Technology, with a program titled “The Future Is NOW: Celebrating African Americans in Technology.”

“HFAS18 marked a notable evolution in both energy and scope, with strong attendance, increased media visibility and expanded programming,” says Stacy Graham-Hunt, Strategic Storytelling & Community Engagement Consultant for the show. “A key addition was the Arts and Technology component, including a program which brought together innovators such as Ryan Leslie and positioned the show within broader conversations around AI, digital platforms and the future of the creative economy. Overall, this year’s show generated significant buzz and reinforced HFAS’ role as both a marketplace and a thought leadership platform.”

Artist Dr. Thomas E. Lockhart III exhibited his

mixed media work, including new pieces. “This year, the



Visual artist M. Gasby Brown presented her original mixed media urban folk artwork.



Artists Cat & Eddy presented some of their newest pieces.



Artist Sheena Draper of The Draper House of Contemporary Art presented her originals.

show honored African-Americans and technology and

the strides that they are making with several known companies around the globe. They were also able to use the artwork that I had made in the past to give as gifts for their contributions. Last year, I was the featured artist for the entire show so it was amazing being able to see people and collectors from years prior engage with me this year.”

For Lockhart, the show’s focus on creating community around art and culture has been a draw for him as he has participated for the last nine years. “The highlight of this year’s show for me was that I was able to present a commission painting that I had done with the theme of African-Americans and medicine. Each year the show honors a number of African-Americans and their contribution to American medicine and I created the image that will continue from this year on for them as a gift for their service.”

Additionally, HFAS18 was the launch of Black Crown Art Auctions, the nation’s only Black-owned fine art auction house dedicated to Black artists, signaling continued growth and infrastructure-building within the ecosystem.

Over 18 years, the Harlem Fine Arts Show has seen more than 80,000 attendees, traveled to more than 10 cities and showcased over 100 artists and galleries.

For further information, telephone the Harlem Fine Arts Show at (800) 376-2860 or visit the website located at: www.hfas.org.

QUALITY • VARIETY • CONVENIENCE

750+ Panoramic Images from One Source



Collegiate



NFL



NHL



NASCAR



City Skylines



National Parks

...and more!

- Compact, quality display fixtures
- Same day shipping
- Available shrink-wrapped or individually tubed
- Also available pre-framed, for drop ship
- Customized selection for every location
- Highest quality panoramic wall art available

Blakeway[™]
PANORAMAS

panoramas.com

1-800-334-7266

info@panoramas.com

**FRAMING EXPO ORLANDO
DEBUTS TO ENTHUSIASTIC
AUDIENCE**



ORLANDO, FL—**Framing Expo Orlando**, this year's WCAF Expo, the premier three-day trade show event for the custom picture framing industry, which ran from February 28 to March 1, with the 2026 Professional Picture Framing Association (PPFA) Annual Convention (February 27 to March 1) at the Rosen Shingle Creek in Orlando, FL, welcomed thousands of retailers, manufacturers and industry experts. The show floor featured the latest products and equipment in today's market. Transitioning from its traditional home on the Las Vegas strip to the sprawling landscape of Orlando, the Expo maintained its status as the premier event for the industry while offering a fresh, resort-style atmosphere that encouraged professional growth. For many attendees, the change of scenery symbolized a broader shift in the industry: a move toward modernizing business practices, embracing new creative horizons, and strengthening the bonds of a global community. The comprehensive educational program featured at this year's conference offered an expansive curriculum designed to meet the needs of everyone from novice framers to seasoned professionals. The conference offered more than 80 sessions covering a vast array of topics, including preservation practices, digital marketing, mounting and matting techniques and business management. Visit the show's website details of future shows: www.wcafexpo.com.

JOELINO FINE ART & HOME DESIGN LAUNCHES

Joelino Fine Art and Home Design, Palm Beach, FL, has launched with the unveiling of a sophisticated online platform dedicated to the seamless integration of fine art and elevated interior living. Located at: www.joelinoart.com, the platform features a refined selection of acrylic on canvas work, as well as home furnishings which include pillows, rectangular lumbar pillows and ottomans.

Spanning contemporary and modern aesthetics, artist Joel Miller's work is featured on the art and furnishings which pair design-forward inspiration that bridges the worlds of gallery, home, workspace, large-scale hospitality and commercial projects.

Miller comes from five generations of artists with his family having worked in furniture craftsmanship and design—a legacy that instilled in him an intuitive understanding of proportion, balance and detail. His artwork reflects the same attention to harmony and visual storytelling, blurring the boundaries between fine art and functional design.

Rooted in the philosophy that fine art is not separate from space but in dialogue with it, Joelino's curated collection is specifically designed for collectors, interior designers and dis-

cerning homeowners. The collections chosen are selected for their ability to

space and identity intersect. The film sets the tone for a platform that invites audiences to see their surroundings not just as designed spaces, but as evolving narratives.

JOELINO

FINE ART & HOME DESIGN

transform interiors into immersive, expressive environments.



Shown is the "Cool Strokes" home design pairing featuring the artwork, a rectangular lumbar pillow, a pillow and ottoman.

At the heart of the launch is *The Conversation*, a cine-



"Stonedrift" by Florida-based artist Joel Miller is an acrylic on canvas measuring 30 by 24 inches.

matic brand film (available to view on YouTube) that captures the essence of Joelino's vision—where art,

"Joelino was created to redefine how we experience art within the home and within our living, working and recreating spaces," says Kami Sloan, the company's creative/design director and brand visionary. "We believe every space has a voice—and art is what gives it meaning."

One of the Home Design pairings, shown, features the artwork, "Cool Strokes" originally created as an acrylic on canvas measuring 20 by 16 inches. This particular image centers on the dynamic balance of black-and-white gestures, where each form contributes to a dialogue of balance and counterpoint. The set includes a rectangular lumbar pillow retailing from \$160 to \$260, a pillow retailing from \$160 to \$320 and an ottoman retailing from \$500 to \$750. Each object features original artwork signed by Miller, making every pillow and ottoman collectible and is designed for both ergonomic comfort and visual impact. Fine art gallery partnerships are available.

For further information, please e-mail Joelino Fine Art at: hello@joelinoart.com or go to: www.joelinoart.com.

CALL TO ARTISTS!



A SUMMER EXHIBITION HOSTED BY **adcfineart**
\$75,000+ IN AWARDS!



GALLERY CONTRACTS!



SOLO SHOWS!



PURCHASE AWARDS!



EXHIBIT YOUR ART!

APPLY TODAY AT adcfineart.com/pages/radiance-2026

DEADLINE MAY 18th

SOFTWARE/APPS TODAY
continued from page 12

process. “We’ve been busy on the development side lately. Some of our most exciting recent additions include a new calendar function to help stores better manage appointments and workflow, AI-powered one-on-one messaging and automated texting that lets stores communicate with customers more efficiently, and a white space function that users can toggle on and off,” he says. “Customers are generally eager to adopt new features and technology that we introduce, which is encouraging. That said, framing is an inherently personal business, and store owners are always thoughtfully balancing how technology can support them without getting in the way of that personal connection with their customers. The best software handles the operational side so owners can focus on what they do best.”

Strong support and continuing education are part of LifeSaver’s long-term programs. “When a new store gets started with us, they go through a robust onboarding program designed to get them up and running quickly and confidently,” Mr. Wright says. “From there, we keep stores growing through ongoing webinars, a library of FAQs and by showing up at industry events like Framing Expo and WCAF. Stores can also call us any time, free of charge, with questions about how to better use their software.”

Another part of the evolution is keeping a business ahead of problems with useful additions and updates.

“There’s a lot in the pipeline that we’re excited about. We are continuing to refine the overall user experience with meaningful interface improvements, expanding our reach to Canadian stores and developing new gift card functionality, along with a number of other enhancements we’ll share more about as we get closer to release. Based on the excitement felt at Framing Expo, there was definitely a lot of buzz around technology throughout the event, and you could feel it in the conversations on the floor.

ing more interest now from shop owners who want something more modern and integrated with mainstream software such as Gmail and Google Calendar.”

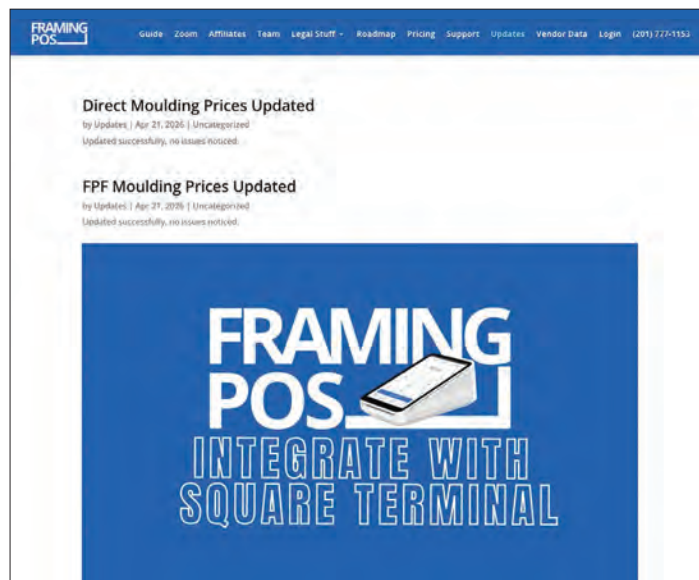
Framing POS, a web-based point-of-sale system designed exclusively for U.S. picture frameshops was built independently based on real-world feedback from framers and hands-on industry experience. Mr. Elyas also hosts the *Framers Only* podcast.

Updates from Framing POS include improving the

“We take a very hands-on approach to education. We do almost weekly live demos, open Zoom sessions and one-on-one onboarding. We also stay available for ongoing support and training. Since we are frameshop owners ourselves, we try to keep everything practical and based on real daily use, not just features on paper. Live customer feedback has been crucial in improving and adding new features to Framing POS.”

Updates currently in the works include deeper integrations with Square Payment and Shopify as well as continuing to improve core areas like pricing flexibility, reporting and workflow automation. “We are also continuing to develop our visualization tools while keeping the overall system simple and easy-to-use. Framing Expo Orlando was a great experience. We had the chance to connect with a lot of shop owners, hear what they are dealing with and show how our system fits into their workflow. The feedback we got was very helpful and continues to guide what we are building. A lot of shop owners are actively looking for ways to save time, reduce manual work and improve accuracy,” Mr. Elyas says. “There is strong interest in solutions that are easy to use and built specifically for the framing industry. Many frameshops are looking for alternatives that are more modern, more transparent and built with their input and their interests in mind. These are things we have very focused on as we continue to build this long-term.”

Koleen Kaffan is Editor in Chief of Art World News.



Framing POS is located at: www.framingpos.com.

That energy reinforces that we’re building things people actually want and need.”

Framing POS, Inc., New York, NY, co-founder and President, Mo Elyas, says that integration with other tools is a growing need for many custom framers today. “The industry is moving in the right direction, but there is still a gap. Many shops are using software for basic point-of-sale, but not fully using tools that can improve communication, marketing and efficiency. We are see-

ing more interest now from shop owners who want something more modern and integrated with mainstream software such as Gmail and Google Calendar.”

day-to-day workflow for frameshops. “We are working on more advanced QuickBooks Online integration with detailed line level syncing, built-in two-way texting and email communication with customers and continued improvements to our virtual framing visualization tools,” he says. “We have also been working on overall speed and usability based on real user feedback, with the goal of making the system more practical and easier to use in a real shop environment.

INVENTORY FOR SALE



"Adirondack Retreat" by Gert
Acrylic on Canvas, \$3,250

Westport River Gallery
Westport, CT
203.226.6934
www.westportrivergallery.com
Call for best deal.



"High Stakes Blackjack Vegas" by Leroy Neiman
Serigraph on Paper, \$3,900

Maser Galleries
Pittsburgh, PA
412.687.0885
www.masergalleries.com
Call for best deal.



"Low Tide, Chatham" by Marc Fattahi
Oil on Canvas, \$4,990

New Canaan Gallery and Frame
New Canaan, CT
203.273.1999
www.newcanaangallery.com
Call for best deal.



"Untitled"
by
Marjorie Minkin
Mixed Media,
Call for price.

Rē Antiques & Interiors
North Kingstown, RI
617.510.0337 www.rerhodeisland.com
Call for best deal.

SILENT PLATEAU: “STEADY” IS THE NEW “STUCK”

By Sheila McCumby

Framers are crisis-management experts. We've all survived the Saturday morning "I need this framed by 4:00 PM for a wedding" panic and the heart-stopping moment the last piece of museum glass in the shop decides to shatter just for the drama. We also know the rush of the high-growth phase: that glorious, caffeinated blur where you've landed a corporate contract for 200 diplomas. You're hiring more help, you're busier than ever and you're making money hand over fist. It is a rush and a flurry of activity.

But there is a third state. It's not a disaster, and it's not a rocket ship, but it can sink your ship. It's the Silent Plateau, a slow leak that will swamp your business.

What is this money suck-

ing plateau anyway? Think of it as the "beige" of business phases. It's comfortable. It's predictable. It's the business equivalent of a neutral linen mat, it doesn't offend anyone, but it certainly isn't winning any awards. The Silent Plateau is that sneaky moment when your shop looks perfectly healthy on the outside, but inside, you've essentially put the business under cruise control while you're headed toward a brick wall of irrelevance.

You aren't failing, not yet. The rent is paid, the compressor works, and your "regulars" still come in to chat for forty minutes before spending \$40. But while your revenue is as flat as a dry-mounted poster, while the world outside your storefront is moving at a sprint.

Recognizing the plateau

isn't necessarily a funeral for your business; it's a wake-up call for your creativity. It's the realization that "we've always done it this way" are the six most expensive words in the English language. It's time to stop mistaking a lack of chaos for a presence of progress.

Let's talk about how to spot the "good enough" trap and turn your shop's stability into a launchpad instead of a recliner.

The Illusion of "Busy"

As framers, we are consistently battling deadlines, dealing with staff crises, and arm-wrestling with our vendors. This plateau, or stagnation in our business, can sneak up on us because it is often masked by the physical and time sensitive nature of our work. When you are physically laboring over a

mounting project or a delicate restoration, you feel productive, but "routine" is not the same as "efficiency."

You might be experiencing a silent plateau if:

- Your Average Ticket is Frozen: Your pricing hasn't shifted significantly in two years, despite the rising costs of rent, fuel and materials.

- Your Portfolio is Aging: The examples on your walls look exactly like they did in 2022. You aren't showcasing current trends like float frames, acrylic boxes, or digital art integration.

- The "Comfort" Trap: You rely entirely on a "loyal" client base that is, quite frankly, getting older, while failing to capture the first-time

continued on page 22



The advertisement features two main pieces of equipment. On the left is the CMC Model Z1, a large industrial-grade machine with a silver and black finish. To its left is a workstation with a monitor displaying the Wizard logo. On the right is the AirGlide, a smaller, more compact machine with a black frame and a white top. The background is a dark grey gradient. At the bottom, there is a red banner with white text and a black banner with the Wizard logo.

CMC Model Z1

MADE IN USA

@wizardcutters

wizardcutters.com | 888-855-3335

AirGlide

WIZARD



EASY LEAF
PRODUCTS
For Gilders

IN THE FAMILY OF



NEUBERG
& NEUBERG

TRUSTED BY GILDING PROFESSIONALS WORLDWIDE

PRECISE, MASTER-CRAFTED MATERIALS FOR
RESTORATION AND FINE ART

From historic restoration to contemporary fine art, Easy Leaf Products offers a curated selection of genuine gold and composition metal leaf, bronze powders, and gilding supplies.

- ◇ Personal customer service
- ◇ No minimum order required
- ◇ Fast 24-hour shipping



Explore our full range at:
WWW.EASYLEAFPRODUCTS.COM

Or reach out to us directly:
PHONE: 800.569.5323

younger, “first-time collector” demographic.

Why Framers Stay Plateaued

The psychology of “good enough” is powerful in our industry. After years of building a reputation, many owners stop taking risks. Experimenting with a new POS system feels like an unnecessary disruption. Investing in a new marketing channel like Instagram Reels or TikTok feels “off brand” for a traditional shop. Over time, this “good enough” attitude erodes your competitive edge. While you remain stable, a competitor across town is implementing online visualization tools or automated pick-up notifications, quietly shifting the customer’s expectation of what a framing experience should be.

Identifying the Indicators

To see if your business has hit the plateau, look for these specific industry markers:

1. Operational Stagnation: Are your shop’s workflows the same as they were five years ago? If you are still using paper charts for pricing or manual inventory tracking, you are likely plateaued.

2. Product Homogeneity: If you haven’t introduced a new moulding line or specialized mat cutting and trendy new designs in twelve months, your creative energy has stalled.

3. Market Insulation: You are comfortable with your current walk-in traffic and haven’t run a targeted campaign to reach new “Gen Z”

clients, local interior designers or corporate offices.

Reigniting Momentum

The good news is that addressing a plateau doesn’t require a radical overhaul. It requires intentional recalibration. Conduct a self-audit: Ask yourself: When was the last time we offered a service or design options that genuinely surprised and delighted our customers? If the answer is “I don’t know,” it’s time to pilot something new, such as photo restoration or laser cutting, custom finishes and other interesting upgrades.



• **Leverage Your Stability:** Because you are currently stable, you have the financial “oxygen” to experiment. Use this time to invest in a piece of technology; be it visualization software or a revamped website, before a crisis forces your hand.

• **Modernize the Workflow:** Use data, not just “gut feeling,” to see where your margins are thinning. Small adjustments in inventory and labor-time tracking can reveal where you’re losing money on “routine” jobs.

Exit Strategy: Plateau is A Sale-Killer

For many shop owners,

the Silent Plateau isn’t a mistake, it’s a choice. After thirty years at the miter saw, you might feel you’ve earned the right to coast. You know your regulars, your rent is locked in, and you’ve stopped chasing the “next big thing” because, frankly, you’re tired. But here is the hard truth: A plateaued business is a depreciating asset. If you ever plan to sell your shop and head for the beach, you need to realize that a buyer isn’t just purchasing your inventory and your lease; they are purchasing future cash flow.

The **Owner-Operator Trap:** If the business relies entirely on your personal relationships and “the way you’ve always done it,” a buyer will see a job, not an investment. If you haven’t modernized your systems, you’re asking a buyer to pay you for the privilege of doing five years of catch-up work.

• **The Valuation Cliff:** Business valuations are often based on a multiple of your earnings. If your revenue has been flat for five years, your multiple shrinks. Investors want to see sustainable growth in a

business.

• **The “Antique” Tech Debt:** If a potential buyer walks into your backroom and sees ancient equipment and a filing cabinet full of paper invoices, they see a massive capital expenditure bill waiting for them on Day One. They will subtract that cost from your asking price every single time.

Even if you plan to retire in two years, the best thing you can do for your “Exit Value” is to break the plateau now. A shop that is growing by even 5% or 10% annually, supported by modern POS data and a fresh customer base, is worth significantly more than a shop that has been stuck in the same rut for a decade.

Don’t let your legacy be a business that just stopped. Give your successor an engine that’s already running, not one they have to jump-start.

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.

ARTEXPO NEW YORK



South African-born artist Colleen Kastner of Colleen Kastner Art presented mixed media on paper work from her *Dangerous Women* collection, including “*Dangerous Women*,” on the left, along with “*Thinking My Own Thoughts*,” top right, and “*Leaving the Room*,” bottom right.



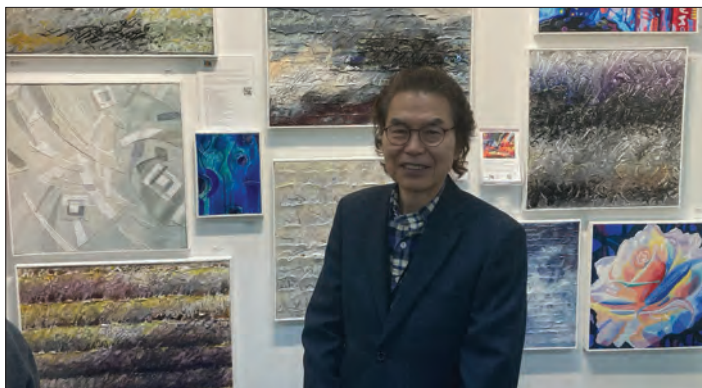
Canadian abstract mixed media painter Marc Violette of Mavéa Gallery presented some of his newest original work, including, from left, “*Parting*,” “*Sillage*” and “*Interval*” which all feature multiple varnish finishes of matte and gloss.



At the Tampa, FL-based Drew Marc Gallery booth are, from left gallery director Andrew Trujillo, art advisor Naomi Strauss and art advisor Grant Godeke, where the work of Agnieszka Jackiewicz, Judith Lavender and Elaine Clearfield Gitalis were featured.



Award-winning, New York City-based American photographer Robert David Atkinson featured his still life, nature and landscape photography from a career spanning more than 35 years at his Artexpo New York booth.



Artist Jay Chung of New Milford, NY, brought a variety of his work, including resin abstract works that are created using multi-layers of paint, and then adding a more three-dimensional look with flowing patterns and brushstrokes.



Artist Cami Frare of Cami Frare Art, located in Miami, was at her booth during the show explaining to exhibitors how she created her oil on canvas work from the *Solitude* Collection, in which “*My Silence*” on the left and “*Learn To Be*,” right, were presented.

MULTI-DIMENSIONAL ART

ZAX'S WORK CREATES PERSONAL CONNECTION

Every once in a while, an artist comes around to break the mold of what has been done in the past and brings the viewer in to experience a fresh look at what could be described in E.M. Zax's case as multi-dimensional art.

An Artist's Origin

Los Angeles born and raised, self-taught artist E.M. Zax was

attracted to a variety of art from a very young age. With a keen eye for color, composition, interplay of images and the ideas they conjure, Zax brings together more than one dimension into the same work of art.

As you walk towards the artwork—or move from one angle to the next—the work comes to life and changes based on your perspective. Zax is represented by Bittan Fine Art, a California art publisher known for publishing well-known artists such as Guillaume Azoulay.

“You could look at anything either objectively or subjectively,” the artist says. “Your perspective and point-of-view have a great impact on how you view anything in life. In my art, when one image morphs into the other, one gets the idea that it all has to do with your point-of-view.”

Iconic Imagery

The artist uses in some

they bring to the viewer's mind. Whether it is love and a heart, the Star-Spangled

a three-dimensional (3-D) fantasia splash of colors.

Cutting-Edge Artwork

The artist also has a talent for the cutting-edge synchrony of art and technology. Neon lights, LED illumination and infinite mirrors take the viewer on a journey to discover more than what meets the eye at first impression.

Another line in the artist's work is a collection of tributes in homage to contemporary artists who influenced him in his love for art. These works are also done in 3-D polymorph compositions to delight art aficionados.

We can predict that this up-and-coming artist will rise to be a shining star appreciated by both the savvy and beginning art collectors.

To follow the artist's work, gallery events and career on Instagram, go to @ZAX_ARTIST_OFFICIAL. Phone Bittan Fine Art at (866) 219-9161, or go to: www.bittanfineart.com.



Shown is part of Zax's musical instrument collection.



Zax's take on the iconic LOVE imagery.

Banner and the Statue of Liberty, the peace symbol and love the free-flowing design and color composi-



“American Flag” is a 3D wall sculpture by E.M. Zax.

of his work popular icons and the concepts and ideas

tion is harmonious and superbly coherent set against



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



BITTAN
FINE ART INC.

Facebook: facebook.com/bittanfineart
Instagram: [bittan_fine_art](https://instagram.com/bittan_fine_art)
Instagram: [ZAX_ARTIST_OFFICIAL](https://instagram.com/ZAX_ARTIST_OFFICIAL)
www.bittanfineart.com 866-219-9161

WHY ART COMPETITIONS STILL MATTER

By Litsa Spanos

In an art world that's more global—and more saturated—than ever, standing out is no small feat. For galleries, art consultants and artists alike, one of the most effective yet often underutilized tools for visibility and credibility remains the art competition.

To understand why, it helps to look at the broader market. According to the Art Basel and UBS Global Art Market Report, the art market continues to generate more than \$50 billion annually.

What's shifting, however, is where growth is happening. Smaller dealers and lower- to mid-priced works have seen notable increases in activity, even as the ultra-high-end market fluctuates. At the same time, the number of transactions continues to rise—signaling a broader and more active collector base.

Visibility is Everything

At first glance, competitions may seem geared toward emerging artists. In reality, they serve a much broader purpose across the

entire art ecosystem. For galleries and industry professionals, they act as a power-



ful filter—surfacing new talent, identifying trends, and signaling which artists



are gaining traction.

For artists, the benefits extend far beyond the possi-

bility of winning. A well-curated competition offers validation, third-party credibility, and the opportunity to be seen by jurors deeply embedded in the industry. Research consistently shows that exhibition history and institutional exposure are among the strongest predictors of long-term market success. Even being selected as a finalist can elevate an artist's profile and create meaningful momentum.

A Gallery's Perspective

From a gallery perspective, competitions are not just about recognition—they are also one of the most effective ways to source new work. At ADC Fine Art, programs like Art

world. Each year, thousands of pieces are submitted for review, giving us a global lens into emerging and established talent alike.

This volume and diversity allow us to identify fresh perspectives, evolving styles and new voices that we can confidently introduce to our collectors.

Celebrating the Art and Creating Excitement

These exhibitions don't just celebrate art—they help shape our inventory. They allow us to continually refresh our gallery and client offerings with work that feels current, relevant, and exciting. For collectors, that translates into access to new discoveries. For artists, it creates a direct pathway to visibility, connection, and sales.

For frameshops and art service providers, competitions can also be a meaningful driver of business—particularly when it comes to presentation. Professionally framed works consistently perform better, both in submissions and in exhibition settings. They photograph more effectively, stand out to jurors and ultimately sell faster.

continued on page 27

MARKETING IDEAS
continued from page 26

Collectors are drawn to artwork that feels complete and ready to live with in their space, and custom framing plays a critical role in that perception.

We're also seeing a shift in framing trends. Clean, gallery-style frames—natural wood, matte black, and soft metallics—continue to lead, while float framing and museum-quality materials signal value and longevity.

When a piece of art gains recognition, collector interest often follows immediately. Having artwork presentation-ready removes friction from the sales process and builds confidence with collectors.

Competitions don't just elevate artists and their bodies of work—they fuel the entire ecosystem. And in today's market, they remain one of the most powerful tools for discovery, connection, and growth.



ies of work—they fuel the entire ecosystem. And in today's market, they remain one of the most powerful tools for discovery, connection, and growth.

Litsa Spanos is the President of ADC Fine Art in Cincinnati, Ohio, and the founder of Art Design Consultants Inc, SmartSell Membership, author "Secrets of the Art World" and founder of ACA, Art Comes Alive—one of the nation's premier art recognition and sales programs connecting artists with private and corporate collectors. 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. Visit the website located at: www.adcfineart.com.



We love helping art admirers become collectors.

Over the past 50 years, Park West Gallery has introduced millions of people from around the world to the thrill of art collecting. Our mission is to create a welcoming, exciting space that sparks a passion for the arts; Art for Everyone.

We're dedicated to growing the world of fine art, supporting artists and enriching communities. Visit us in Detroit, Honolulu, Las Vegas, New York, or one of our over 100 locations on the world's most luxurious cruise ships.

PARK WEST GALLERY®

ART FOR EVERYONE

parkwestgallery.com
 800-521-9654

THE IMPORTANCE OF INTERIOR DESIGN TRENDS

by Katherine Hébert

For your gallery, interior design trends are a window into what your collectors want to feel when they imagine living with art. They reveal the emotional language people are already using to make decisions about their homes, their identity, and the objects they choose to surround themselves with. In this article, let's try to better understand that language, so you can speak about art in a way that feels more relevant, more personal, and, of course, more persuasive.

Staying on top of interior design trends is an opportunity to use those shifts as market intelligence for your gallery business. Trends can help you sharpen your sales conversations, write stronger marketing copy, and help collectors see artwork not as a detached object on a white wall, but as something that belongs inside a life.

Interior Design Now

Interior design trends right now are less about chasing a specific "look" and more about how people want their spaces to feel. Across the board, the shift is toward homes that are warmer, more personal, and more reflective of real life. Designers are moving away from stark minimalism and showroom-perfect interiors in favor of spaces that feel layered, comfortable, and lived-in.

A big part of that shift is happening through materials and color. Cool grays and high-gloss finishes are being replaced by warmer neutrals—think taupe, cream, olive and earthy browns—along with natural materials like wood, stone and linen.



Texture is playing a much bigger role, too, with interiors incorporating tactile surfaces and handcrafted elements to add depth and authenticity.

There's also a noticeable move toward balance: what some designers are calling "midimalism." Instead of extreme minimalism or maximalism, spaces are becoming more intentional—clean but not empty, expressive but

not cluttered. The goal is to mix personality with restraint, often through curated objects, vintage pieces, and meaningful decor rather than mass-produced items.

Finally, individuality is becoming the defining theme.

Home: A Sales Context

The strongest interior design trends right now are rooted in a desire for warmth, comfort, individuality and meaning. People are moving away from interiors that look overly staged or impersonal. They want rooms that feel collected rather than decorated, refined but not cold, beautiful without looking like a showroom.

This trend is likely a result of us spending more time in our living spaces as a result of the pandemic and more people now working remotely. They are buying for a room where they have dinner, read, host friends, work, rest, celebrate and think. For life. Even serious collectors are still imagining how a piece will live with them.

Your marketing may be treating art as though it exists in a vacuum: artist, medium, dimensions, price, exhibition history. Those details certainly matter, but they do not always answer the collector's private question: What will this add to my life? Interior design trends help you answer that question more naturally.

When warm minimalism becomes popular, collectors are not simply choosing beige. They are looking for calm, restraint and a sense of

continued on page 29

INDUSTRY CONNECTIONS *continued from page 28*

quiet confidence. When eclectic interiors gain momentum, people are rejecting perfection in favor of personality. When sustainability and craftsmanship enter the conversation, buyers are asking for evidence of care, provenance, and values. Each trend gives your gallery, and staff, a clue about what collectors may be trying to express through the spaces they create.

Art as Atmosphere, Not Just Acquisition

One of the most important lessons you can learn from interior design trends is how you talk about art as part of the atmosphere of a home, not only as an object of acquisition. Don't get me wrong. This does not mean reducing art to décor. I mean recognizing that collectors often begin with feeling before they move into scholarship, market value or artist biography. A collector may not say, "I am looking for a work that brings emotional warmth to a restrained interior," but that may be exactly what they are trying to solve. Interior designers are trained to pull that information out of their clients. It can be a good tool for you too.

A painting with a soft palette can be described as more than neutral. You can position it as a work that brings quiet presence to a room without overwhelming it. A bold contemporary work can be presented as the anchor that gives an otherwise calm room its point-of-view.

That kind of language helps a collector imagine ownership. It helps move

them along the buying journey from admiration to decision to sale.

Marketing That Sounds Like the Art Lover's Life

Your best marketing expands the language of art. A newsletter, wall text, social caption or sales email can still discuss the artist's practice, influences, and materials. But it can also help a collector understand how the work functions emotionally inside a home. That is especially important for new buyers, who may love art but feel uncertain about choosing it. Maga-

One of the most important lessons you can learn from interior design trends is how you talk about art as part of the atmosphere of a home, not only as an object of acquisition.

zine-style storytelling is useful here because it creates a world around the work. Instead of presenting a piece as inventory, you can frame it within the kind of life a collector is building.

A small painting might be introduced as the work that transforms a quiet corner. A large abstract can be described as a piece that changes the energy of a room the moment someone enters. A sculptural work can be positioned as an object that invites movement, curiosity and conversation. This approach gives collectors language they can use with themselves, their partner, their designer, or their friends. It helps them explain why a work matters before

they have mastered the more formal vocabulary of art. That is a quietly powerful soft-sell sales tool. Sales can stall because a collector feels something but cannot yet articulate it. Good marketing gives that feeling a name.

The Designer Is Not the Only Audience

Interior designers are important partners for your gallery, but the deeper opportunity is to borrow the designer's understanding of context and bring it into collector communication. Designers are trained to think

and help uncover motivation. They also make the collector feel guided rather than sold to. When your gallery can talk about art in relation to mood, scale and daily life, you become a better sales consultant and help the collector make a confident decision.

Interior design trends can give your gallery a map of current collector psychology. They show what people are craving in their spaces: warmth, meaning, texture, individuality, permanence and emotional ease. When you use that knowledge well, your marketing becomes less abstract and your sales conversations become more human. Your role is not to tell collectors how to decorate. It is to help them understand how art can shape the feeling, identity and story of the places they care about most. That is where trends become useful. Not as instructions for your gallery walls, but as signals from the world your collectors are already living in. And when a collector can clearly imagine a work becoming part of that world, buying art starts to feel less like a leap and more like a natural next step.

about scale, mood, light, rhythm and how one decision changes the feeling of an entire room. You can use that same way of thinking without becoming an interior decorator.

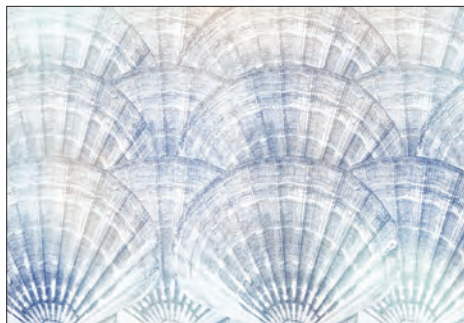
When speaking with collectors, this might sound like asking better questions:

- Where do you imagine living with the work?
- What do you want that room to feel like?
- Do you want the piece to create contrast, calm, energy, intimacy, or a focal point?
- Are you trying to complete a space, or are you looking for something that changes the space entirely?

These questions move the conversation beyond taste

Columnist and industry expert Katherine Hébert specializes in art gallery business sales and marketing strategies, and is 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: www.galleryfuel.com.

WHAT'S HOT IN OPEN EDITIONS



Awoken Profile 1

"Awoken Profile 1" by artist Marcus Prime is a large format custom giclée on matte paper measuring 36 by 24 inches (\$102). Call A.D. Lines in Monroe, CT, for more details at (800) 836-0994 or visit: www.ad-lines.com.

Hummingbird I

"Hummingbird I" by newly signed artist V. Larkspar measures 16 by 20 inches and retails for \$18. For further information, call SunDance Graphics located in Orlando, FL, at (800) 617-5532, or go to the company's website located at: www.sdgraphics.com.



Mr. Cool

"Mr. Cool" by CAD Designs measures 24 by 24 inches and retails for \$25. For further information, phone Galaxy of Graphics in Fair Lawn, NJ, at (201) 806-2100 or go to the website located at: www.galaxyofgraphics.com.

Choir II

"Choir II" by Isabelle Z is available as POD. Retail prices vary depending on size and substrate, with a print on rolled loose matte paper measuring 24 by 24 inches retailing for \$103.68. Call PI Creative Art, Toronto, for further information at (800) 363-2787 or go to the website at: www.picreativeart.com.



HERE ARE THE
BEST SELLING PRINTS
FROM SOME OF THE
LEADING OPEN EDITION
PUBLISHERS.

Sight and Sound 15



Studio EL, Emeryville, CA, debuts Michelle Oppenheimer's "Sight and Sound 15" available as a giclée on paper and canvas, as well as clear acrylic, brushed aluminum, Baltic birchwood, glossy laminate on acrylic in custom sizes. Call (800) 228-0928, or go to: www.studioel.com.

Shapes and Forms 02



"Shapes and Forms 02" by Lisa Audit measures 12 by 12 inches and retails for \$10. Call Roaring Brook Art, located in Elmsford, NY, at (888) 779-9055 for more details, or go to the website located at: www.roaringbrookart.com.

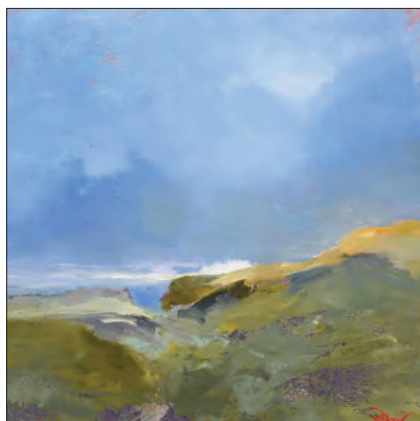


Until Tomorrow

"Until Tomorrow" by John Rossini measures 16 by 12 inches and retails for \$15. Also available as large format giclée prints. Phone Penny Lane Fine Art & Licensing, New Carlisle, Ohio, at (800) 273-5263 or go to the website at: www.pennylanefineart.com.

Books of Beauty

"Books of Beauty" by Julia Purinton measures from 6 by 8 inches to 57 by 76 inches and retails from \$25 to \$1,200. For further information, telephone Wild Apple in Woodstock, VT, at (800) 756-8359 or go to the website located at: www.wildapple.com.

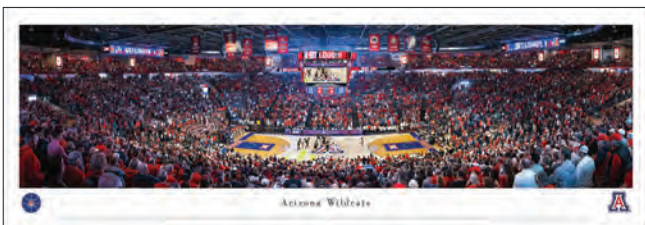


Mending

"Mending" by Patrick Dennis measures 36 by 36 inches. Available on multiple substrates and multiple sizes. Call Image Conscious, San Francisco, at (800) 532-2333, or visit the website at: www.imageconscious.com.

Arizona Wildcats Basketball

"Arizona Wildcats Basketball" by James Blakeway measures 40 by 13 1/2 inches and retails for \$34.95. For details, call



Blakeway Worldwide Panoramas Inc. in Minneapolis, MN, at (800) 334-7266, or go to: www.panoramas.com.

HERE ARE THE
BEST SELLING PRINTS
FROM SOME OF THE
LEADING OPEN EDITION
PUBLISHERS.

Where The Heart Is



"Where The Heart Is" by Liz Jardine measures 30 by 30 inches. Available from the company's print-on-demand program in a variety of sizes and substrates. Call Third & Wall Art Group, Seattle, at (877) 326-3925 or visit the company's website at: www.thirdandwall.com.

Resonate in Gold III



"Resonate in Gold III" by Ellie Roberts is available as POD retailing from \$36 to \$435. For further information, phone C Brand Studios, located in San Diego, at (858) 554-0102 or go to: www.cbrandstudios.com.

OPEN EDITION PRINTS



SunDance Graphics

“Blue World II”
by
Robin Maria
Image Size:
24” x 24”
\$25

800.617.5532

www.sdgraphics.com www.sundancegraphics.com

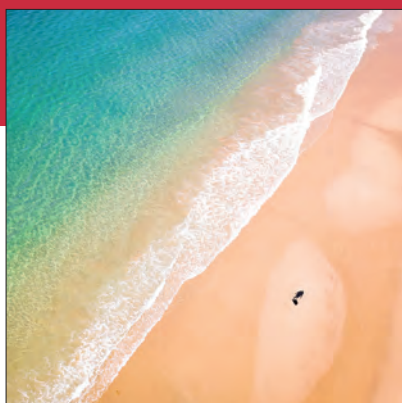
Image Conscious

“Proteas and Gums”
by **Dani Heyward**
Image Size:
24” x 36”
on standard paper

Image is available to resize and print on paper, canvas, cotton rag paper, acrylic, metal and wood.

800.532.2333

www.imagconscious.com



Studio EL

“Calm Waters”
by **Kerry Still**
Available as POD in
multiple sizes.

800.228.0928

www.studioel.com

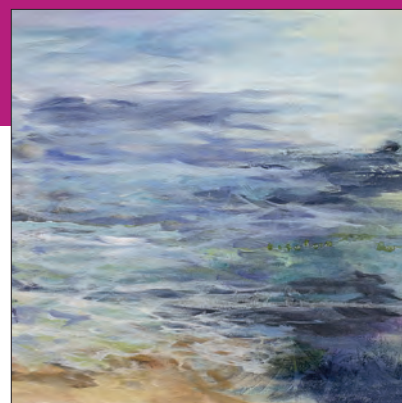
Image Conscious

“Quiet Coastal Light II”
by **Karen Hale**
Image Size: 30” x 30”
on standard paper

Image is available to resize and print on paper, canvas, cotton rag paper, acrylic, metal and wood.

800.532.2333

www.imageconscious.com



Sagebrush Fine Art Inc.

“Trust the Journey”
by
Katie Doucette

Image Size:
16” x 20”
\$22

5165 South 900 East
Murray, UT 84117

800.643.7243

www.sagebrushfineart.com

Haddad's Fine Arts Inc.

“Repose”
by **E. Jarvis**
Image Size: 26” x 26”
Also available as
a custom size giclée.

800.942.3323
Fax: 714.996.4153

www.haddadsfinearts.com

E-MAIL: cfskeen@haddadsfinearts.com
3855 E. Mira Loma Ave., Anaheim, CA 92806



CLASSIFIEDS

Not Technically Inclined or Just Don't Have the Time?

Industry veteran with over 40 years experience will help you build a simple magnetic website, develop an effective marketing strategy, and PRODUCE SALES for art galleries and frame shops

- Low cost and effective website
- Clear instructions to get started
- Get free local promotion with Google
- Simple Facebook page
- Individual consulting and guidance
- Combined brick-and-mortar and digital marketing strategies (brick-and-click)

Call Richard for a free 1-hour consultation at (805) 701-0397.



Farming, Food & Fine Art
New from artist
Karla S. Chambers.
Book Available Now!
at www.Amazon.com

Stahlbush.com • ArnotGallery.com • Gallery444.com • KSCArt.com

MAX ART'S SERVICES

- DIGITAL/METAL/GICLEE PRINTS
- HIGH QUALITY SCANS
- FULL SERIGRAPH STUDIO
- UV PRINTING
- SPECIAL EFFECTS & FINISHES



FINE ART ATELIER
WWW.MAXARTPRO.COM
702.478.3305
SALES@MAXARTPRO.COM

Small Ad **BIG** Results Classified Advertising Works

To learn more about affordable advertising rates in **Art World News** magazine, call John Haffey at 203.854.8566 or e-mail: jwhaffey@aol.com.



This 33x39
GalleryPouch™
only \$24!

Save \$10 off your
first order of \$50

PROMO CODE: **TRYGP**

(Excludes Shipping - Limited Time Offer)

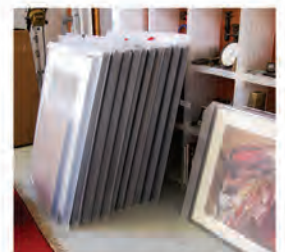
GALLERYPOUCH™ by Frame Destination

**Affordable, Elegant Transportation and
Storage Protection For You & Your Customers**

SAY GOODBYE TO ROLLS OF BUBBLE AND TAPE!

GalleryPouch™ Premium Heavyweight Bubble Bags

- Made to Order (up to 52x156 in.) in the USA by Frame Destination.
- Perfect for framed artwork, face-mounted acrylic & metal prints.
- Most orders ship in 1-3 business days.
- Available w/ Velcro® brand closure.



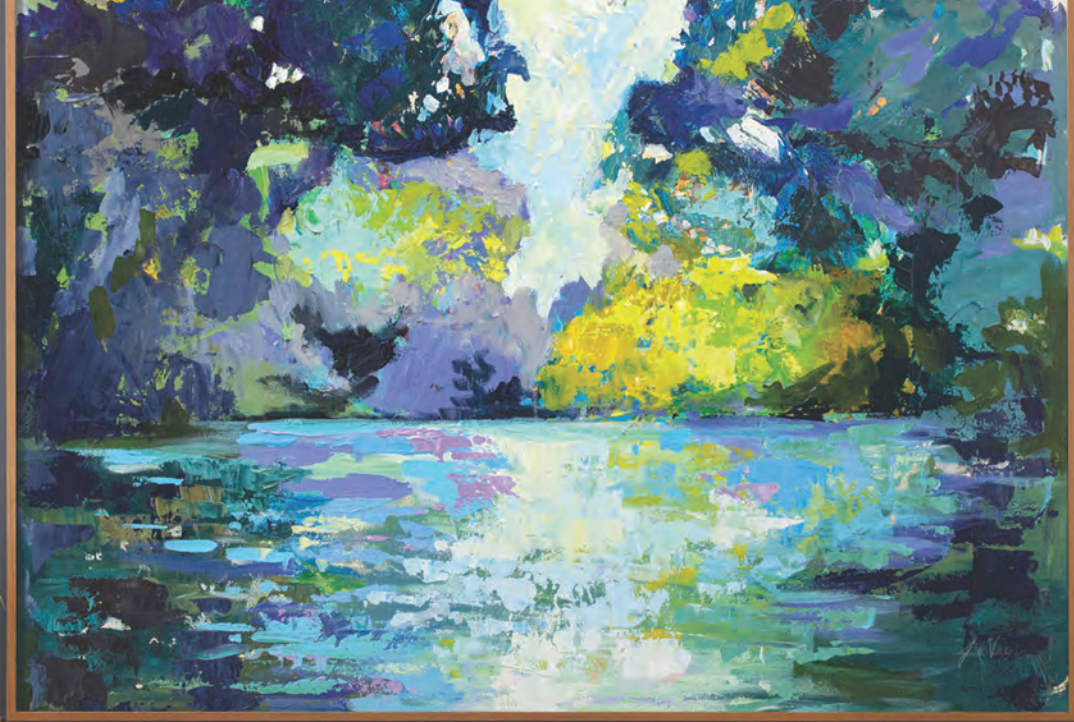
"The GalleryPouch™ bags are perfect protection...I've driven my framed work in your pouches from California to Colorado and back, with no damage."
- Mark Gottlieb Photo/Digital

Visit framedestination.com/gp
or call us at 972.479.1188

ADVERTISERS

COMPANY LISTING	PHONE	PAGE	COMPANY LISTING	PHONE	PAGE
ADC Fine Art		17	Michelangelo Moulding		13
www.adcfineartart	513.723.1222		www.michelangelomoulding.com	877.422.8812	
Blakeway Panoramas		15	Museum Editions Ltd.....		7
www.panoramas.com	800.334.7266		www.fazzino.com	914.654.9370	
Bittan Fine Art Inc.		25	Park West Gallery		27
www.bittanfineart.com	866.219.9161		www.parkwestgallery.com	800.521.9654	
Easy Leaf Products		21	POD Exchange.....		6
www.easyleafproducts.com	800.569.5323		www.podexchange.com	888.406.2858	
Framerica		1, 36	Sagebrush Fine Art		32
www.framerica.com	800.372.6422		www.sagebrushfineart.com	800.643.7243	
Framing Fabrics		11	Studio EL		32
www.framingfabrics.com	800.832.2742		www.studioel.com	800.228.0928	
Haddad's Fine Arts Inc.		32	SunDance Graphics		32
www.haddadsfinearts.com	800.942.3323		www.sundancegraphics.com	800.617.5532	
Image Conscious		32	Westport River Gallery		9
www.imageconscious.com	800.532.2333		www.westportrivergallery.com	203.226.6934	
Lockhart Gallery.....		4	Wild Apple		35
www.lockhartgallery.com	720.219.3460		www.wildapple.com	800.756.8359	
MAC Art		2, 3	Wizard		20
www.macfineart.com	954.990.5420		www.wizardcutters.com	888.855.3335	

Art World News, (ISSN 1525 1772) Volume XXXI, Number 4, is published 12 times a year by Wellspring Communications, Inc., P.O. Box 129, Rowayton, CT 06853. (Phone 203.854.8566) (Fax 203.900.0225). Single copy price \$10.
Send address changes to: Art World News, P.O. Box 129, Rowayton, CT 06853.



NEW ART COLLECTIONS EVERY MONTH

Browse the new lookbooks at
WILDAPPLE.COM

WILD



APPLE

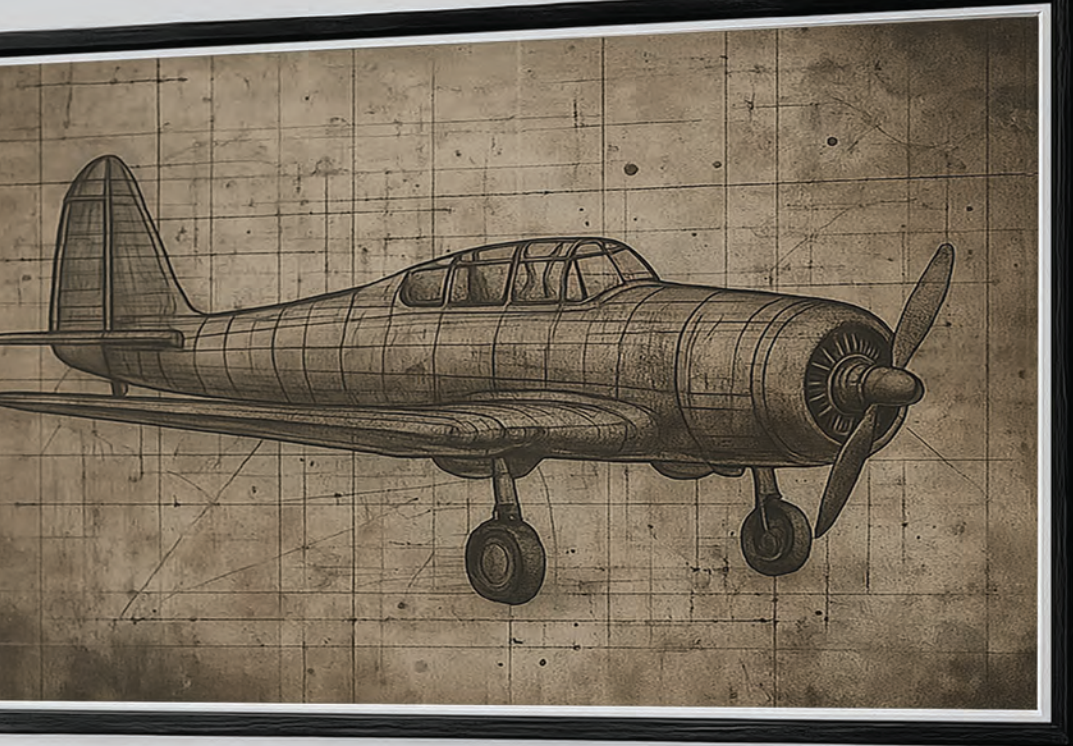
Print on Demand · New Releases



802 457 3003 / sales@wildapple.com / www.wildapple.com

Restoration Black Oak™

by **Framerica**
AMERICA'S FAVORITE



Now Distributed By

IM INTERNATIONAL
MOULDING

SCAN TO
ORDER
SAMPLES



Framerica
AMERICA'S FAVORITE