Art World News

NOVEMBER 2022

THE INDEPENDENT NEWS SOURCE

AGHASSI GAINS MOMENTUM IN INDUSTRY

Armenian painter and sculptor Aghassi hit the ground running as the world began to reopen from the pandemic by participating in, and winning an award during, the Beverly Hills Art Show; exhibiting at the Grand National Exhibition and having one of his paintings sold during the Studio Auction of the American Artists Professional League. Page 10.

EPHRAIM UREVBU'S 'THE NAKED TRUTH'

Mixed media artist Ephraim Urevbu presents a collection of work titled, *The Naked Truth, An American Story in White, Red and Blue.* Go to page 14 to learn more.

PHOTOGRAPHER ERIC HATCH TELLS A STORY

A recent exhibition titled, Glacier in Retreat, held at Mohawk Gallery in Cincinnati, features the large-scale works of photographer Eric K. Hatch of Hatch Photo Artistry in Loveland, OH. Go to page 18 for more details.

WHAT'S GLOVES GOT TO DO WITH IT?

Industry expert, Kelly Bennett of Art Pro Net discusses the best types of gloves to wear while handling artwork and equipment, and the most effective way to handle them without causing unnecessary damage during maintenance and transport. Go to page 24 for more information.



Menlo Park Framing is located in Edison, NJ.

THE ROLE OF CUSTOM FRAMING PROMOTIONS

There are plenty of benefits to running a successful custom framing sales promotion. They can create an opportunity to move existing inventory, introduce new products and services, grow a brand's awareness and gain new clients, as well as motivate existing ones. And while many industries go into overdrive with holiday promotions this time of year, the custom framing industry has been less likely to do so—espe-

cially this year as the home decor boom still seems to be rolling along. But, as inventory flow remains sluggish and prices increase, getting creative with promotions seems to still do the trick and helps increase customer

foot traffic. As many consumers feel frustration over holiday merchandise hitting the shelves earlier and earlier each year, a recent study by the National Retail Federation (NRF) might explain continued on page 12



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Web addresses
throughout the issue.

QUOTE OF THE MONTH:

"The key is to create repeat customers. If I can get them in the store for the first time, they will come back."

Tamar Kratter, page 12

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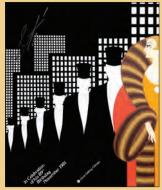
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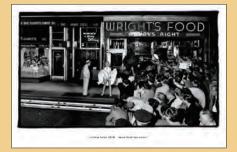
"Untitled, (Figures with Heart)" by Haring



"Europalia 80 Belgique" by Alechinsky



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"Pop Shop Quad I" by Haring



"By Any Means Necessary Memorial" by Mr. Bing



"Girl with Hair Ribbon by Lichtenstein





"July 14th in Paris: Bastille Day" by Gromaire

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WHAT'S HOT IN **OPEN EDITIONS** Page 30

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Shown is Aghassi's bronze sculpture titled, "Remorse" measuring 14 1/2 by 19 by 10 1/2 inches. Go to page 10.

The Role of Custom Framing Promotions

There are plenty of benefits to running a successful framing promotion from moving existing inventory, introducing new products and services, bringing in new clients and motivating repeat sales.

Hatch Tells a Story

A recent exhibition titled,

"Glacier in Retreat." held

at Mohawk Gallery in Cincin-

nati, features the large-scale

works of photographer Eric

K. Hatch of Hatch Photo

Artistry in Loveland, OH.

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Photographer Eric K. **New Framing Products**

In this month's Focus on Framing, new custom framing releases are highlighted from various companies with new moulding collections, line additions and extensions, new acrylic sizes and catalogs.

Aghassi and His Art

Gain Momentum

Armenian

pandemic

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Ephraim Urevbu's "The Naked Truth"

painter Mixed media artist Ephraim sculptor Aghassi hit the Urevbu presents a collection ground running as the world of work titled, "The Naked began to reopen from the Truth, An American Story in White. Red and Blue" that with various events, such as the Beverly aims to spark conversation Hills Art Show and Artexpo. and understanding.

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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, some available as print-on-demand images, and it includes contact information as well.

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IN OUR OPINION

PIVOTING TO **PERFECTION**

here is so much going on while so little has been figured out. Economic. social, political—you name it, it's as perplexing a scene as it has ever been. One day, there is a feeling of moving forward and seemingly stepping backward the next. For many businesses these "inflection points" on the curve are often difficult to get through. Yet these are the times where the new seeds of success are spawned.

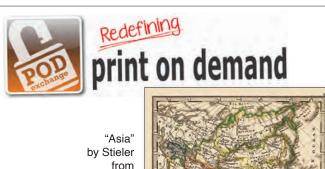
In the art and frame industry, many veterans know the flow of innovation percolates during periods of duress. Perhaps out of necessity, business owners' focus critically shifts to improving methods and re-examining product offerings. In times like these, generally, the rate of innovation briefly pauses until more clear directions can be identified. However, for small business like art galleries and frameshops, this moment allows management to view the field better and digest what new technologies, products

and methods should be brought into the business. Those that learn to pivot will prosper.

All retailers by nature are nimble operators. Art galleries and frameshops are among the most adroit. So, once an idea is latched upon in our marketplace, the velocity at which it is adopted is mercurial. This ability to successfully dance to whatever music is playing in the mind of a customer is what makes us unique. Our industry's speed and ability to synthesize and commercialize evolving aesthetics, trends and emotions into sales is mind-boggling. It's a skill that has carried us in the past and will certainly sustain us in the present.

For many folks, the first response to uncertainty is a wave of paralysis, being seized by inaction until the landscape is clearer. Good retailers regain their wits quickly and act instinctually to initiate change. Such leadership finds success while many of their peers sit and watch.

> John Haffey **Publisher**



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ARTISTS & PUBLISHERS

Wild Apple Signs Kasia Kucwaj-Tybur

Wild Apple Graphics, Woodstock, VT, has signed international artist Kasia Kucwaj-Tybur and makes her modern botanicals to whimsical collections available as print-on-demand. Her first Wild Apple Collection contains 22 new pieces from her studio in Poland, retailing from \$20 to \$75. Each piece is available for wall decor and art licensing. Kucwaj-Tybur earned her degree at the Academy of Fine Arts in Krakow. Poland. discovered illustration



rts in Krakow, "Fleurette IV" retails from \$20 to where she \$70 in various sizes.

and learned intaglio techniques. For more details, call Wild Apple at (802) 457-3003 or visit: www.wildapple.com.

Corey Helford Gallery's Ceccolini Show

Corey Helford Gallery (CHG), located in Los Angeles, presented a major solo show from the award-winning San Marinian artist and world-renowned children's book illustrator. Nicoletta Ceccoli. Titled Handle With Care. the show features paintings marry-

ing themes of



acrylic on paper "All In My Head" is an acrylic on paper by paintings marry- artist Nicoletta Ceccoli.

love and loss, innocence and maturity, life and death. For further information, telephone the Corey Helford Gallery at (310) 287-2340 or go to the website located at: www.coreyhelfordgallery.com.

Gallery 601 Raises Funds During Event

Gallery 601, Boise, ID, was the setting of a celebration and fundraiser for the 50th Anniversary of the Sawtooth National Recreation Area. The paintings and limited edition prints by Idaho artist John Horejs were featured, includ-



prints by Idaho John Horejs' "Stanley Lake Morning" artist John is a giclée on canvas available in three Horejs were sizes, and retailing from \$315 to \$1,200.

ing "Stanley Lake Morning," whose proceeds from the sale were donated to the Sawtooth Interpretive Center. The artist, along with former Secretary of the Interior Dirk Kempthorne and members of the Sawtooth Association, were in attendance of the event. For further information, call Gallery 601 at (208) 336-5899 or go to the website at: www.gallery601.com.

Fountain Street Gallery Shows Teen Work

Fountain Street Gallery, Boston, celebrates work of teen artists from Artists **Humanity** (AFH), continuing a partnership between the two organizations in a series titled. Now We're Talkina. The Annex exhibition includes paintings mixed media pieces created in



"Desole" is an original by Hannah Cinea.

AFH's art studios in Boston. The featured artists in the series are among the more than 200 teens hired by AFH this summer for paid employment in the visual arts and creative industries. The exhibition promotes these talented young Boston artists, amplifying their voices by showcasing their work in the gallery. For more details, call (857) 302-3067, www.fsfaboston.com.

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HERO ART PROJECT HONORS HEALTHCARE WORKERS WHO LOST THEIR LIVES TO COVID-19



NEW YORK, NY-The **Hero Art Project** presents portraits of healthcare heroes lost in the line of duty during the pandemic with an exhibit on the National Mall and additional exhibits planned for New York, Miami, Texas, Georgia, New England and the West Coast. The tribute is a collaboration between members of ARTHOUSE .NYC's artistic community and family members of doctors, nurses and other healthcare providers whose lives were lost to Covid-19. The project was conceived as a way to give back to the heroic healthcare communities on the frontlines of the pandemic and features emerging and established artists from around the world. Each family was able to select the artist and art style that they feel most represents the spirit of their loved one and to collaborate with the artist to capture their soul. As an ongoing effort, the project encourages people who have lost a loved one to Covid-19 while working in healthcare to request a portrait as part of the project. ARTHOUSE NYC is a digital art gallery and international art collective, devoted to all things artistic, colorful and larger-than-life in New York City. Visit the website to view the portraits and learn more at: www.heroartproject.org.

AGHASSI GAINS MOMENTUM IN INDUSTRY

Armenian painter and sculptor Aghassi hit the ground running as the world began to reopen from the pandemic. He recently participated in the Beverly Hills Art Show for the first time and received the Best New Artist award presented by the Mayor and the Arts and Culture and Recreation and Parks Commissioners. One of the artist's bronze sculptures will be exhibited at the 94th Grand National Exhibition of the American Artists Professional League in New York. His oil on canvas painting, "Precaution" was sold for \$9,250 during the second annual Studio Auction of the American Artists Professional League. And, he also received the Best Sculpture Award at Artexpo New York earlier in the year.

The beginning of the Covid-19 pandemic brought a change of scenery for Aghassi and new opportunities began to emerge. "I came to Glendale, CA, in mid-2020 to visit my brother-inlaw," he says. "It was during the pandemic and my family and I had to stay for a while. Then I started to receive several offers for collaborations from galleries and decided to stay. It was hard at times because galleries were closed and there were no in-person shows, but I am happy to be here. I have my family with me and I am doing what I love."

This has lead to an eventful 2022 for him. "This year has been much better after the lockdown was lifted, and I was able to exhibit in New York, San Diego and Beverly Hills, as well as meet with new artists and people who appreciate seeing artwork in person."

With a new studio and showroom, Aghassi has been working on a new collection of paintings called "Status...



Aghassi working on his painting, "Precaution."

Post" inspired by his issues around immigration and his



"The Vow" is an oil on canvas measuring 16 by 21 inches.

new life in the U.S.

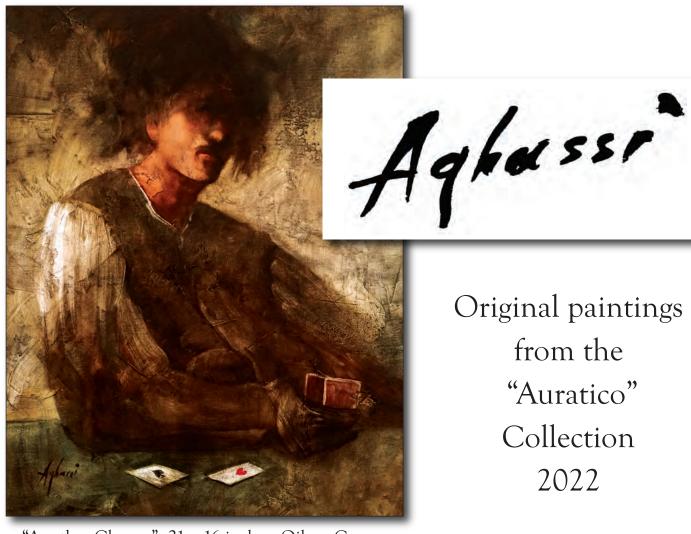
Born in Anjar, a small Armenian village located in Lebanon, Aghassi is best known for his romantic oil on canvas paintings and renaissance-style marble and bronze sculptures of solitary figures.

Returning to in-person events and exhibitions has also inspired Aghassi. "I have been getting so many positive reviews," he says. "I'm happy that people in different parts of the U.S. appreciate my work and I'm hoping to exhibit it in more cities very soon. I believe that offering galleries paintings and sculpture as an option for their clients is appreciated because not many artists do both. I have also noticed that galleries like the fact that I do not do prints, copies or duplicates of my paintings. They like having one-of-a-kind artwork to offer." Aghassi does do a few limited edition bronze sculptures.

Inspiration is something that the artist finds all around him. "The environment or my surroundings affects my work. I have been inspired by the places I have lived. Throughout the years; I have lived in Italy, the Middle East and now in the United States and have encountered different people of different cultures. I have gotten to know their struggles, thoughts, ideologies and hopes and this has influenced my work and how I express myself through my art throughout the years."

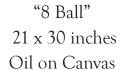
With all of this momentum, the artist is looking to expand his gallery network in the coming year. "To me, it is important to collaborate with galleries who are interested in my artwork, have the market for originals and give me the freedom to do what I do." For further information, telephone (747) 272-4796 or go to the artist's website located at: www.aghassi.art.

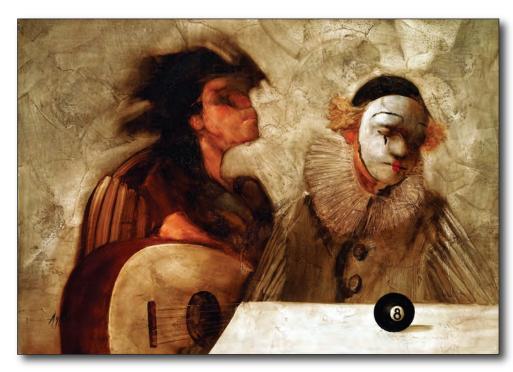
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"Another Chance" 21 x 16 inches Oil on Canvas

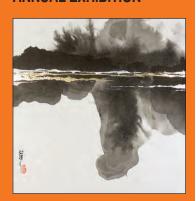
Original paintings from the "Auratico" Collection 2022





(747) 272 4796 www.aghassi.art Email: info@aghassi.art Instagram: aghassiart

ARTIST CHRIS PASCHKE **ACCEPTED INTO SSA'S** ANNUAL EXHIBITION



TEHACHAPI, CA-Wild Apple artist Chris Paschke is one of 248 entries being featured in the current online exhibition Sumi-e Society of America, Inc. (SSA) 59th Annual Juried Exhibition available through June 30, 2023 at: www.sumieshow.org. In early 2022, the SSA sent out a call to sumi-e (a Japanese term meaning black ink painting) artists to submit work for the 59th Annual Juried Exhibition from which 120 paintings and 19 calligraphy originals were selected. Chosen was Paschke's "Mountain Reflection," a 10 by 10-inch traditional ink painting in sumi-e styling on non-sized, lightweight Asian mulberry paper, with gold leaf accent, backed with traditional starch mount and finished with a Chinese signature and seal of the artist. Her painting was not only accepted into the exhibition, but was also praised as having added a Western flavor to it by the top of the mountain being cropped and the addition of gold leaf accents. As a result, she was awarded the SSA National Capital Area Chapter Award of \$300. Paschke celebrates her 24th year with Wild Apple, Woodstock, VT, and is also represented by publishers Grand Image in Seattle, WA, and Studio EL in Emeryville, CA. Prints of "Mountain Reflection" are available at: www.wildapple.com.

THE ROLE OF FRAMING PROMOTIONS

printing services.

continued from page 1

why it happens. The study estimates that the average retail store will take in up to 19% of its annual sales revenue between Thanksgiving (November 24) and New Year's Eve (December 31).

The desire to get the most out of this time period is often bolstered by running various promotions.

While the marketing landscape is vast for retailers. those in the custom framing market that doesn't necessarily campaign to reach

their audience. Utilizing technology, such as social media, e-mail and a business' website are a great start, but also using paid

advertising options from LinkedIn or Google have proven to be invaluable. The key is to keep the promotion realistic for one's business. meaning that the offers are sustainable enough to keeping the books in the black while also catching consumers' interest.

Tamar Kratter. owner of SoHo Art & Custom Framing in Toronto's west end, is currently running a Fall sale promotion meant to encourage gift shopping with an increasing percentage off the more a customer buys—20% off the first custom frame, 25% off the second, and 30% off of three or more.

Menlo Park Framing is located Edison, NJ. that's \$50 a month for my over 10,000 e-mails. I also send 10,000 flyers via Canada Post to houses in mv area. On social media, my Instagram ads are about

> Being able to gauge how successful a piece of the marketing plan is can pro-

\$1.000."

In business since 2004. vide a lot of information. Ms. Kratter says that her "The e-mail to clients is sent most successful promotion with my picture and a personal 'thank you' for suptends be her annual sale porting us all of these years, offering 30% off of custom framing and specials on now 18 and counting. Those ready-made frames and e-mails have an open rate of 70% and have made

take a big, costly SoHo Art & Custom Framing is located in Toronto.

"Our customers respond well to the promotion each year and İ use different ways to advertise," she says. "I have an e-mail toll

Ms. Kratter holds monthly specials that are advertised using Instagram and SoHo's Google business profile. "Besides the monthly specials, our two most successful sales that we

have each vear are

reconnections and brought in many ex-

isting clients to pur-

chase."

our anniversary and the holiday promotions. The key is to create repeat customers. If I can get them in the store for the first time.

they will come back. The best way to do this is to really know your clients and post on social media things that you know they will like."

Running a custom framing promotion is also a great way to introduce a new location. and/or

present expanded

products and serv-

ices. Parthenon Framing & Printing in Medford, NY, recently moved it's brick-and-mortar location several miles away. Owners Joan and George Bubaris saw this an opportunity to also expand on their business strategy.



continued on page 16

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For further information, telephone (800) 438-5031 or to view more than 400 certified mouldings and matboards, visit the website at: www.larsonjuhl.com.

EPHRAIM UREVBU'S 'THE NAKED TRUTH'

Mixed media artist Ephraim Urevbu of Memphis, TN, presents a collection of work titled. The Naked Truth. An American Story in White, Red and Blue. Featuring more than 75 works of abstract expressionism, the collection presents images meant ignite conversation on topics such as racism, climate change and history. After a multi-year hiatus, Urevbu used the time to deal with his health—an event that lead to the project's inspiration. "I have not exhibited my work in over 15 years," he says. "I was diagnosed with cancer and the experience really opened my eyes. I began to see what it is that I can contribute to the world and how important it is to try to help make changes. I have been re-emerging back into the art world and recently debuted the collection at Artexpo Dallas."

The artist's original work is mixed media of acrylic and found objects on canvas retailing from \$1,000 to \$65,000. Some work is available as hand-pulled serigraphs in editions up to 275, and retailing for \$2,500. His use of found objects—such as newspaper clippings—in his originals help to tell the story behind the work.

Born and raised in Nigeria, he moved to the U.S. for college where he attended the Memphis College of Art in Tennessee. Not having experienced racism in Nigeria, America was hard for him as an immigrant and as a person of color. Many of these experiences helped shape the artist that he is today. "The Naked Truth collection is my calling. We are all so connected. What I have discov-

ered is that there is a need to ignite conversation in this industry, especially with where the world is today. I feel that we are heading to a place of no return. It is time to start



Ephraim Urevbu

having conversations and art can ignite them. The idea of being naked means to be vulnerable and shamed. For us to come together and to re-



"The Ugly Face of Hate" is a mixed media by Ephraim Urevbu.

ally look at the issues that divide us—while it may seem hostile—that is the reason that we are fighting."

Urevbu envisions people walking into a gallery, experiencing the work and when

they leave, they may have a different perspective. "They can let their conscience be the guiding light."

In 1994, the artist opened his own gallery, Urevbu Contemporary in Memphis as a place to feature his work, along with that of underrepresented artists after experiencing racism in the industry. "It was never really my intention to own a gallery," he says, "but when I graduated from college and seeking gallery representation, I had people turn me away after meeting, face-to-face. It was a hard thing to experience. I knew then that I had to create a place for artwork and artists like me. I wanted it to be like a village gallery with artists from underrepresented areas to have an outlet to show their work and grow their careers."

Urevbu is currently working on a book about *The*

Naked Truth, as well as creating an apparel line that features his artwork while also building a 7,000-square-foot space in Memphis for area artists. "The space is located in what is considered the dangerous part of town, but what people don't realize is that the community is full of talented people just looking for an outlet to create and present their work. Just having that option can open a world of possibilities for

these artists, one that may not have been available to them before."

For further information, phone (901) 521-0782 or go to the artist's website at: www.ephraimurevbu.com.

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EPHRAIM UREVBU



Ephraim Urevbu
"Migrants"
Acrylic and paper on board
60"x 48"
\$18,900



Ephraim Urevbu
"All that Jazz"
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Numbered Serigraph
38"x 42"
\$2,500



Ephraim Urevbu
"Midnight Blues"
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Numbered Serigraph
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\$2,500

ZEINU MUDESER



Zeinu Mudeser

"A Time To Remember"

Acrylic on canvas

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\$4,500

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SANTA FE ARTIST KAREN YANK RECEIVES 2022 GOVERNOR'S AWARD



SANTA FE, NM—Turner Carroll Gallery artist Karen Yank is the recipient of 2022 Governor's Award for Excellence in the Arts for her career and commitment to public arts. For nearly 40 years, this honor has been given to New Mexicans who made a significant lifetime contribution to the arts. This prestigious annual award recognizes both individuals and organizations, and acknowledges the considerable role—both economic and cultural—that artists, craftspeople and arts supporters play in the life of New Mexico. Shown is Yank's steel sculpture titled "Tall Silhouette" measuring 31 by 61 by 8 inches. The artist has shown with eight different New Mexico galleries over the past three decades, and completed 23 public commissions throughout the state. Her sculptures can be found in the public collections of the Museum of Fine Arts in Santa Fe, the Albuquerque Museum of Fine Art, State Capital Art Collection and New Mexico State University Fine Art Museum. For more details, phone the gallery at (505) 986-9800 or go to: www. turnercarrollgallery.com.

FRAMING PROMOTIONS continued from page 12

"We had been primarily wholesale in our previous location and would sell to the trade, but after our recent move, we have begun to offer retail custom framing and some art," Mrs. Bubaris says. "We are slowly building up the retail side and as that grows, we will be doing more promotions to help get the word out. So far this year, the only promotions that we have done has been to offer 20% off of holiday orders that are

received before November 30, to help alleviate the last minute rush orders."

Current promotional plans that are in the works now are all aimed at bringing in more retail sales. "Our website/marketing person is working on the website to let consumers know what we have to offer. And I really want

our website and social media to reflect our focus on letting the community know that we are open for more retail business, along with our wholesale work. Because our new location is in somewhat of an industrial area, we tend to get a lot of people coming in asking if they're in the right place. They will see us on Google and see all of our positive reviews from individuals (not iust businesses) and seek us out. That is oftentimes what attracts people the most," she says.

Expanding beyond just offering wholesale framing to interior designers, art dealers and hotels became a priority for Mrs. Bubaris when the new location was found. "When we decided to move, I felt that it was time to expand our reach as well and we changed our zone to allow for a retail space," she says. "We now have a little gallery that people can visit and another little room that offers prints and things for sale."

Towards the end of 2020, Parthenon launched a printing division. This year, sales have been steady and not

PARTHENON FRAMING & PRINTING

have to offer. Parthenon Framing & Printing is located in Medford, NY.

many promotions were needed to keep work flowing in. "It has been consistently busy for us all through the pandemic, and it still is today. Because of this we haven't had to do many promotions. But, going forward, our aim is to use our marketing and promotions to boost the retail side of our business. The commercial side has always thrived through word-of-mouth."

Another aspect of the business that is helpful in getting one's name out is through charitable work, something that is important to the Bubarises. Parthenon

has launched a partnership with One Tree Planted, a 501(c)3 charity with the mission to help global reforestation efforts.

Some custom framers have found that doing promotions linked to specific holidays may not always be effective as the return on investment (ROI) doesn't match the sales that have been brought in. Casting a broader net by offering a promotion during the winter season, for example, will save time and money than singling out each holiday.

This helps to eliminate the need to swap out ads online or replace instore banners the day after Hanukkah or Christmas.

At Menlo Park Framing in Edison, NJ, owner Mustafa Khan says this year, promotions have been sparse, but staying up-to-date with technology is important. "I used to run promotions

that were specific to different holidays, like Mother's Day and Valentine's Day, but I found that they didn't bring in more sales. In fact. they tended to cost more to run them," he says. "The money spent just wasn't worth it. I found that I'd rather offer 15% off of everything all year as a way to attract customers to the business. Once they are here, we work on building relationships and connecting with them. That is what has kept people coming back. And if they come in for framing and then see that

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Curating a community

HELP TRU VUE® CELEBRATE CUSTOM FRAMING CREATIVITY

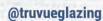
Tru Vue® proudly celebrates custom framers, working hard every day to create and preserve cherished items that their customers can enjoy for a lifetime. Through our new **#TruVueFeaturedFramers** program, we're using social media to shine a well-deserved spotlight on the dedication and craftsmanship of framers that inspire us and elevate the industry. Is there a custom framer you know who goes the extra mile and deserves recognition – maybe even yourself? Let us know!

Send a direct message on Instagram or Facebook to nominate our next Tru Vue Featured Framer.









OMEGA MOULDING INTRODUCES THE EPOQUE COLLECTION



BELLPORT, NY—Omega Moulding debuts the Epoque Collection of moulding, designed to impress with its textural contrast and technical virtuosity. The highly reflective ribbon scoop panel is nestled into a profile that surrounds the fascia with a tasteful wood grain texture marrying the warmth and brightness of the metallic finishes Epoque's lines and finishes are ideal for projects that involve decorative art period genres of the 1900's such as art deco, art nouveau and retro modern. Glamorous and stately, Epoque's finishes include gold (84268), bright silver (84265), champagne (84267) and oxidized gunmetal (84266). The width is 1 3/8 inches, the height is 1 7/16 inches and the rabbet is 9/16 of an inch. As a part of the company's commitment to sustainability, their wood mouldings are made from plantation-grown and legally harvested wood sources and not natural forests. Also, their polystyrene mouldings are made from recycled plastic and Styrofoam material, utilizing an advanced technological process. For more details, telephone (800) 289-6634 or go to the company's website located at: www. omegamoulding.com.

PHOTOGRAPHER ERIC HATCH TELLS A STORY

A recent exhibition titled. Glacier in Retreat, held at Mohawk Gallery in Cincinnati, features the large-scale works of photographer Eric K. Hatch of Hatch Photo Artistry in Loveland, OH. Photographed between 2010 and 2022, the collection depicts glaciers whose lives are being shortened by climate change in locations such as Alaska, Iceland. Canada and New Zealand. The show will hang through December 3, 2022, and will open again in 2023 in Evendale, OH, in an expanded

Hatch has photographed at-risk environments from above the Arctic Circle to New Zealand, as well as the countryside and cities of Europe, Tahiti and much of the United States. "Storytelling is a major component of my photography," Hatch says. "I always try to tell a story, even if it's only the tale of a melting glacier. Some of my pictures invite the viewer to

make up their own narrative, or to read their own lives into the work."

His body of work is not limited to landscape and/or location work though. His Faces of Addiction project is a collection of 50 portraits and accompanying life stories of addicted

persons shot between 2018 through 2020. Ten of these works have been added to the permanent collection of the Hood Museum of Art in Hanover, NH.

As his work garners more attention, Hatch is looking to

expand his gallery network, working closely with them and offering large and small sized work. "Collectors like to see images that they are



Photo by Marcus Reinkensmeyer Eric K. Hatch

familiar with in their own lives. I think my works would sell well on the East Coast, because so many of them have been created there," he says, "but all a gallery owner has to do is inquire about an area, and the odds



accompanying life "Iceland Glacier, South Coast" by Eric K. Hatch. cause about every

are good that I can assemble a collection unique to them."

Hatch's process starts with the inspiration and the story that needs to be told. "Sometimes, I'm intentionally shooting for a collection, and at other times, the con-

cept of the collection emerges from a body of work—as was the case with my collection titled, *Hard Times for These Times*, which uses architecture to represent the state-of-mind in post-industrial America."

Hatch is currently shooting in the southwest of the U.S., with plans to head east in the coming months. "I have a good group of winter works from southeastern Massachusetts planned— South Shore, mainly," he says. "I'd really like to go to both Cape Cod and Nantucket when it's way off-season. And of course, there are always Greenland and Antarctica, but I haven't yet found a way to do that. And I would also like to return to Southern France and the Dordogne."

For Hatch, having a tangible piece of art that hangs on a wall to be enjoyed by people from many different walks of life, is what will

keep the art market going strong.

"I believe in physical prints which will be around long after the power button is switched off, not in nonfungible tokens (NFT)," he says. "Electronic works aren't durable because about every 12 to 18 years the

ability to read the data goes away. Tried to buy a Betamax tape lately? Insert a floppy disk?"

For more information, call Hatch Photo Artistry at (513) 494-2625 or go to: www. hatchphotoartistry.com.

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Romantic Realist











Hatch Photo Artistry, LLC.
6812 Stagge Rd.
Loveland, OH 45140
(513) 494-2625
www.hatchphotoartistry.com

TRU VUE ANNOUNCES ENHANCED COATING CLARITY ON MUSEUM GLASS AND CONSERVATION CLEAR



MCCOOK, IL—Some of Tru Vue's most popular glass choices now feature greater clarity based on recent product formulation improvements. Museum Glass and Conservation Clear now offer a refreshed clarity. Both product families are engineered for color neutrality, which makes them perfect for projects with fine details, vibrant colors or when depth in design is required. Known for preserving and protecting photographs, heritage items, sports memorabilia, irreplaceable items and memories. Tru Vue's Museum Glass is the ultimate in anti-reflective glass with 99% UV protection and offered in a 2.5mm thickness for optimal strength and rigidity. It also features an enhanced surface for durability and easy cleaning. Conservation Clear protective glass is a staple for custom framing —it's tried and true, standing the test of time, safeguarding the personal mementoes and works of art for consumers. It also blocks up to 99% of UV rays, has no ripple effect on glass surfaces, has a proprietary coating engineered for performance and has a premium 2.5mm thickness that provides better strength and rigidity. For further information, telephone Tru Vue at (708) 485-5080 or go to the company's website located at: www.tru-vue.com.

FRAMING PROMOTIONS continued from page 16

they can also get printing done, the 15% off helps to close the sale."

This year, Mr. Khan says that using technology has been the key to promoting the business. "We have not been running many promotions this year but we have found that maintaining our presence on Google, along with positive reviews, has helped us a lot," he says. "We do promote a 15% discount, but that is year-round

to attract customers. We have found that doing promotions, other than Google has been a waste of time and money for us. The relationship with our customers is the most important aspect. We focus on reviews first, as I feel that they carry a lot of weight with prospective cus-

tomers. I will e-mail all returning customers and ask them to write a review. You would be surprised how many eyes are on Google and that are looking for businesses like ours. Using it has helped us increase our sales."

Mr. Khan says that it's the strong relationships, alongside the enticing percentage off, that has been his greatest promotion. "Repeat customers and word-of-mouth have been our best promotions. We make sure to go above and beyond for service, collect lots of information (remembering birthdays, anniversaries, etc.) and send out personal gifts, which is something that other busi-

nesses wouldn't do. It's the small gestures that leave a lasting impression."

On big jobs, he does not charge for delivery and for quick framing jobs needed for a funeral, he will provide it for free. "At the end of the day, people just appreciate good service from people that they like," he says. "We know the importance of building a community."

Looking to the future, Mr. Khan says that consumers will be seeking for ways to save money. "As signs of a



Westport River Gallery is located in Westport, CT.

recession loom, we are thinking of new strategies to prepare. In the mind of many people, the recession is already here. The dilemma is how to keep customers during this time. We are already seeing that people are looking for ways to save money. I am thinking of running a marketing promotion with 'recession pricing' listed. It's going to be an adjustment period for a lot of people and we want them to know that we are with them."

At Westport River Gallery in Westport, CT, Ken Warren, co-owner with his wife Pat, says that using framing promotions can help to educate collectors as well.

"There are some new art buyers who just assume that if they buy artwork, the framing is free or included at no extra cost," he says. "Promoting custom framing and its options can help to eliminate that conversation and let people know the importance, cost and artistry that goes into framing a piece of art."

Mr. Warren has also offered framing promotions to help move product and bring in sales as the cost of running a frameshop goes up. "While many

> framing companies increased have prices three to four times in the past 18 months and some consumers have discovered backup plans (discount frame outlets and online-only framers, etc.), getting creative has helped to keep business moving. I have often bought out a bunch of frames and offered

them at great prices to mostly artists who need several realistically priced framing pieces."

"I do think that people are less likely to haggle over what is charged for custom framing today," he says. "In an odd turn of events, custom framers actually benefit from this since clients assume the prices are high at this time because prices have gone up on everything. We find people just assume it will cost more than before the pandemic. No promotion needed."

Koleen Kaffan is Editor in Chief of Art World News.

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Sept. 16 - 18, 2022 | Dallas Market Hall redwoodartgroup.com/artexpo-dallas



March 30 - April 2, 2023 | Pier 36, NYC redwoodartgroup.com/artexpo-new-york

SPECTRUM

Nov. 30 - Dec. 4, 2022 | Mana Wynwood redwoodartgroup.com/spectrum-miami



July 14 - 16, 2023 | Santa Fe Convention Center redwoodartgroup.com/art-santa-fe

FRAMING SALES IDEAS

GETTING CREATIVE WITH HOLIDAY GIFTS

It's no secret that inflation and supply chains are making the headlines this year as we enter the peak holiday shopping season. In fact, it is a top domestic issue facing the U.S. at this moment with the White House even getting involved. On top of that, this year's holiday season feels even more important because we are finally able to gather again after being kept apart. After the events of the past few years, it's safe to say that nobody is taking this time to gather with family and exchange aifts for aranted.

The headlines about empty shelves and hard-to-find gifts are just another example of how we will need to adapt and overcome. One thing is for certain: if there ever was a year to get creative and think outside-the-box with your gift ideas, this is the one.

The Benefits of A Custom Framed Gift

It's true that coming up with a personal and thoughtful gift idea often takes a bit more time and effort than grabbing something from a store and wrapping it up. But that doesn't mean it has to be difficult. It's also the time and effort that makes these types of gifts

all the more special. If you are looking for a thoughtful and creative gift idea this holiday season, look no further than a custom framed memory. Here are some of the top benefits of considering a custom framed gift

tom framing shops are independently owned and operated? Shopping locally helps support the local economy and is known to be better for the environment because the items require less packaging and fuel for transport.



for your loved ones this holiday season:

- Personal and emotional touch. Taking the time to conceptualize and bring an idea to life shows how much you care. Considering a custom framed gift shows that time, thought and effort went into the idea.
- Supporting local businesses. Did you know that 80% of brick and mortar cus-

• Allows gift givers to show creativity. Custom framed gift giving offers you the opportunity to show off your creativity and craft a unique one-of-a-kind style for your loved ones. Don't worry too much if you struggle in the creativity department, that's what local custom framers are here for. They will be able to lend advice and help you hone in on the perfect options!

• Opportunity to preserve memories for a lifetime. Be sure to ask your custom framer about the many options to ensure your gift lasts a lifetime. Examples of this include different types of frames and matting along with upgrading to premium glass options such as Tru Vue's Museum Glass.

Creative and Thoughtful Custom Framed Gift Ideas

- Framed milestone life event documents. Consider finding physical evidence of an achievement that your loved one has completed and get it framed. The best options for this tend to be something that the person is proud of. A few examples of this could include:
- College or High School Diplomas
- Birth announcement of a child
- Awards or recognitions
- Wedding invitations
- Meaningful letters
- Framed photos and memories. Take a look at their social media posts to get an idea of what is important to them. In fact, it is easily possible to print and frame a photo from an Instagram or Facebook post! Here are a

continued on page 23

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FRAMING SALES IDEAS continued from page 22

few other ideas for framed gifts involving a photo:

- Pet photos
- Vacation photos
- Wedding Photos
- Family photos
- Music or live theatre memories. Performing arts may not be the first thing to come to mind when one thinks about custom framing, but there are plenty of opportunities to turn your favorite performances into a tangible and custom framed gift. Start by looking for:

The following sports items would need to be framed using a shadow box:

- Baseball gloves
- Game balls
- Game pucks or hockey sticks
 - Baseball bats
 - Football helmets

At Tru Vue, we are passionate about art and the idea of preserving life's finest moments for generations to come. Our line of premium glass products are intended to bring a new level of protection to your framed items and can help your gift shine with a level of clarity never seen before this holi-

Taking the time to conceptualize and bring an idea to life shows how much you care. Considering a custom framed gift shows that time, thought and effort went into the idea.

- Concert posters
- Album artwork
- Playbills
- Vinyl
- Sports memorabilia from your loved one's favorite team. It's no secret that sports culture reigns supreme in America! Putting together a thoughtful tribute to your loved one's favorite team is sure to be a favorite this year. Here are a few ideas of sports items that can be custom-framed:
 - Jerseys
 - Team flags
 - Tickets
 - Trading cards
 - Posters

day season. When it comes to custom framing, our glass products are unmatched with amazing clarity and uncompromised protection.

Tru Vue offers line of premium glass products that are intended to bring a new level of protection to custom framed items and a level of clarity never seen before. For further information about True Vue's glass and acrylic options, telephone Tru Vue, located in McCook, IL, at (800) 621-8339 or go to the company's website located at: www.tru-vue.com.





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MAINTENANCE TIPS

WHAT'S GLOVES GOT TO DO WITH IT?

by Kelly Bennett, founder of Art Pro Net

What do many people think of when they consider art handling? White cotton gloves. From staged photos to highend "white glove" services, people everywhere correlate these symbols of careful handling with collections care. The truth though is for 90% of your art handling needs, these gloves are the worst possible option. They fit poorly, snag on delicate edges and make it almost impossible to feel and hold the objects securely as you move them. If there is one tip I can give anyone who works with collections. it would be to throw out all of the cotton gloves they have in their supplies now!

There are so many better options today. These can vary from disposable to reusable. It really depends on what type of objects you are working with. The true workhorse option is to use a disposable powder-free nitrile glove. You can pick these up in lots of places including your local drugstore. It is important to get the powder-free ones so you don't risk powder transferring to your collections. Also, avoid gloves with texture or ribs on them. These sorts of features might seem helpful for maintaining a hold on things, but they can end up leaving indentations on the surface of materials.

If you are working with

framed works or heavier objects, take a look at nitrile-dipped gloves. They are heavier-duty and help when handling rougher textures. They also help when working with gloves on for a long time since they breath better than nitriles.

It is important remember that you should never wear aloves to handle artwork AND equipment. For example, if you are working in a space installing art and need to use a ladder. you should not move an object and then move your ladder while wearing the same gloves. Metal and dirt can easily transfer from

one place to another on your hands. To help with this, you can create two buckets of gloves. The first is for clean new gloves and the second is for dirty gloves that can be reused to handle crates, ladders and other things where you might want protective gloves.

Pro Tip: Be very careful about reusing these gloves. If you are ever unsure about which side is the inside when you go to put nitrile gloves

back on, don't use them. They make your hands sweat and the oils inside reused gloves can do damage to work if put on inside out.

Many people like cotton gloves because they can be washed, and see nitrile gloves



as a less ecological option. There are many ways out there to recycle materials now, and by utilizing a service like Terra Cycle you can responsibly use them.

The last type of gloves that are great for collection care is...surprisingly...not wearing gloves at all. Oftentimes, clean dry hands are the best option for delicate porcelain and ceramic objects. Works on paper are usually handled with clean hands because it is

easy to break and snag the edges of the fragile paper with a rubbery glove surface. Always wash your hands with soap and water, and dry thoroughly. Be careful to avoid touching your hair, face and other places on your body where oils might transfer while you are using this method. It takes a lot of concentration when working without gloves but it can allow you to feel the objects while handling them more gently.

Gloves are just one way in which we care for collections. Whatever you do, make sure that you can feel the object. If it weakens, cracks, shifts or tears it is vital that you can adjust and protect it. Always know where you are headed with an object and have a clear pathway to help avoid damaging the object. Think through all the steps, and when working on a team don't assume people are trained in your process. No matter how long you have been handling objects it is never a bad idea to get a refresher.

Kelly Bennett founded Art Pro Net to help strengthen art professionals' community by broadening awareness and creating a way for clients and contractors to connect. Art Pro Net offers a wide range and scale of services to support all levels of a project. Call (713) 291-4878 for details, or go to: www.artpronet.com.

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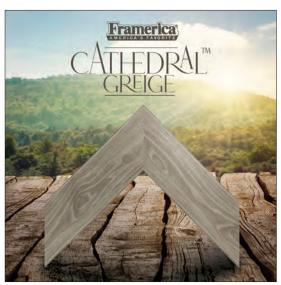
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NEW FRAMING PRODUCTS

Framerica Presents Cathedral



Framerica, Yaphank, NY, presents the Cathedral collection, the first of its kind to highlight and embrace natural and unpredictable graining. Framerica's designers toned down the digital staining to embrace the variance without overpowering subject art. Cathedral is currently available in "greige," in profiles ranging to 3 inches, with additional options on the way. Phone (800) 372-6422, or go to: www.framerica.com.

Michelangelo Moulding's New Series



Michelangelo Moulding, Champlain, NY, launches the 724 series, a new installment to their shadowbox collection. The 724 series is characterized by a tall and narrow dimension of 3/4 of an inch wide by 2 inches tall and is available in 10 finishes. Call (877) 422-8812, or go to: www.michelangelomoulding.com.

New Sizes for Tru Vue's Optium



Tru Vue, McCook, IL, offers smaller, single-sheet sizes of Optium Museum Acrylic, available for purchase in sizes; 16 by 20 inches, 20 by 24 inches, 24 by 32 inches and 32 by 40 inches. These new sizes help make it easier for custom framers to offer them as a premium option to their customers. For further information, telephone Tru Vue at (800) 621-8339, or visit the company's website located at: www.tru-vue.com.

Ten Plus Offers Newest Catalogue

Ten Plus. Inc. Santa Fe Springs, CA, has released newest moulding catalogue highlighting the company's products, such as its collections of poly and wood mouldings. A hard copy of the catalogue is available upon request. Phone (562) 404-0088. or visit the company's website at: www.tenplus frames.com.



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Giò Designs Debuts K044 Frames



Giò Designs, Carrollton, GA, introduces the K044 profile of photo frames featuring a white finish outlined in silver. Available in 4 by 6 inches, 5 by 5 inches, 5 by 7 inches and 8 by 10 inches, the attached easel back is perfect for vertical or horizontal tabletop display. The frame's moulding is made using eco-friendly recycled material and each frame comes with standard 2mm picture framing glass. Frames are sold in sets of six with each frame individually shrunk wrapped and labeled. Call (800) 674-3344, or visit: www.giodesigns.com.

Larson-Juhl's Artique Matboard Line



Larson-Juhl, Norcross, GA, announces Artique Conservation Matboard as the only certified sustainable matboard in the custom framing industry. Artique matboards utilize best-in-class certified sustainable materials that meet the highest conservation standards to provide a long-lasting finished product for consumers. Retailers interested in this line of sustainable matboards can request an Artique Renew Sample Set, including white, light, and dark neutral mats perfect for a variety of designs. For more details, call (800) 438-5031, or visit: www.larsonjuhl.com.

Gemini's Etched Acrylic Cards



Gemini Builds It! & Showcase Acrylics, Elgin, IL, introduces etched acrylic business cards that can be personalized with a business' information and logo, making you stand out from the crowd. For further information, telephone the company at (847) 844-4000, or visit the website located at: www.geminibuildsit.com.

Fotiou Introduces Providence



Fotiou, Woodbridge, Ontario, presents the Providence collection featuring an authentic burl veneer that has been stained in a number of on-trend tones that will work well in all styles of decor. The clean lines of this profile are available in two sizes that allow for use as an accent moulding for stacking or as a standalone moulding. For more information, call (800) 668-8420, or go to: www.fotiou.com.

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NEW FRAMING PRODUCTS

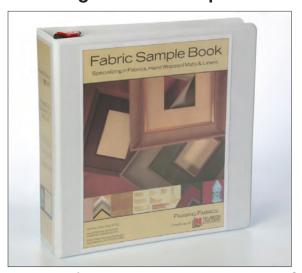
Studio Moulding Debuts Lumière

Studio Moulding, Carson. CA. presents The Lumière Collection of contemporary wood moulding featuring a consistent tone and texture. The collection is a single profile with a 1 1/4-inch rabbet and seven finishes: metal. brass. gold, soft gold, champagne silver. silver and arctic silver. For more details, call



(800) 262-4174, or go to: www.studiomoulding.com.

Framing Fabrics' Sample Book



Framing Fabrics from Neuberg & Neuberg Importers Group Inc., Los Angeles, offers the newest Designer Edition Fabric Sample Book. Containing more than 300 swatches of specially selected fabrics, to include silk, linen, suedes and more, the book costs \$75. Everything is in stock and available with a no minimum order quantity. In addition Fabric Corner Samples can be purchase individually or in sets. For more details, call (800) 832-2742, or go to: www.framingfabrics.com.

York by Omega Moulding Debuts



Omega Moulding, Bellport, NY, presents York, a line of moulding featuring small, traditional profiles and clean lines. The seven finishes are gold, silver, plum, Roman red, Baltic blue, slate and black and have a silver lip that brings life to a wide array of framing designs. For more information, call (800) 289-6634, or go to the website at: www.omegamoulding.com.

Nurre Caxton's Castile Collection



Crescent Brands, Wheeling, IL, presents the Castile Collection from Nurre Caxton, inspired by classical and modern artisans. Featuring an irregularly furrowed finish, Castile replicates the elegance of forged and hammered metals. Genuine gold and silver leafing provide a base metallic luster beneath a gently hand-rubbed painted surface, revealing high and low points of metal sheen. The collection is available in four colors and three profiles. Call (888) 293-3956, www.crescentbrands.com.

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WHAT'S HOT IN OPEN EDITIONS



Partitions II

"Partitions II" by Pela 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 company's website at: www.roaringbrookart.com.

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

April Tulips



"April Tulips" by Danhui Nai measures 28 by 22 inches. Retail prices are from \$29 to \$82 in various formats and materials. Call Wild Apple in Woodstock, VT, for more details at (800) 756-8359, or visit the website at: www.wildapple.com.

Golden Flower Folklore 1

"Golden Flower Folklore 1" by Asia Jensen is available as print-on-demand. An 18- by 24-inch image on canvas retails for \$64.80 and on canvas for \$86.40. Telephone PI Creative Art, Toronto, at (800) 363-2787, or go to the company's website located at: www.picreativeart.com.



Blue Hour Barn IV

"Blue Hour Barn IV" by Annie Warren is available on various substrates and in various sizes. Telephone World Art Group, located in Richmond, VA, at (804) 213-0600, for further information, or go to the website at: www.theworldartgroup.com.

Scamman Farm 1

"Scamman Farm 1" by Kathleen Robbins measures 36 by 18 inches and retails for \$40 on standard paper. Available on multiple substrates and multiple sizes. Call Image Conscious,



San Francisco, at (800) 532-2333, or visit: www.imageconscious.com.

Early Rise



"Early Rise" by Irene Weisz measures 36 by 24 inches and retails for \$35. Phone Galaxy of Graphics, located in East Rutherford, NJ, at (888) 464-7500, or go to: www.galaxyofgraphics.com.

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Mile Ten

"Mile Ten" by Trevor Copenhaver measures 48 by 36 inches and retails for \$77. For more information, call Third & Wall Art Group, located in Seattle, at (877) 326-3925, or visit the company's website at: www.thirdandwall.com.

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

Majestic Turtle



"Majestic Turtle" by Diannart measures 24 by 12 inches and retails for \$20. For further information, telephone SunDance Graphics, located in Orlando, FL, at (800) 617-5532, or go to the company's website at: www.sdgraphics.com.

Not Square 11

"Not Square 11" by Debbie Wolff is available as POD in multiples sizes. Price available upon request. Phone Studio EL, Emeryville, CA, at (800) 228-0928 for further information, or go to the company's website located at: www.studioel.com.



Staircase II

"Staircase II" by Michelle Oppenheimer is available as POD. For more details, phone C Brand Studios, located in San Diego, at (858) 554-0102, or go to the website at: www.cbrandstudios.com.

Austin, Texas

"Austin, Texas" by James Blakeway has an image that measures 40 by 13 1/2 inches (\$35). Telephone Blake-



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