

## AUGUST 2006

### IDENT NEWS SOURCE

#### DECOR EXPO ATLANTA SHOW HIGHLIGHTS

Decor Expo Atlanta, a trade-only show taking place September 8–10 at the Georgia World Congress Center in Atlanta, features a recognition ceremony for winners of the **Top 100 Art & Framing Retailer Awards**, sponsored by **Tru Vue Inc.** The event takes place Friday at 6 p.m. and is followed by Meet the Artists.

The Industry Keynote Address will be given by **Gene Eichner**, co-chairman of **Framerica**, on Saturday at 9 a.m. in the C101 auditorium. He will focus on what it takes for art and framing professionals to be at their best. Framerica's **Boxer Challenge** contest culminates at the show, when attendees vote on finalists in this year's theme, "Take This Job and Frame It."

More than 60 seminars are offered (go to: [www.artandframingschool.com](http://www.artandframingschool.com)). For show details, visit: [www.decor-expo.com](http://www.decor-expo.com).

#### QUOTE OF THE MONTH:

*"Many artists would like to self-publish and now they have a way to ease into the business.*

*Giclées were revolutionary in that upfront investment was no longer required in the full run of an edition.*

*Add-on services by printers will be the second revolution."*

*John Banovich, page 34*



*Rosetta Stone Fine Art Gallery, Juno Beach, FL, owned by J.B. Berkow, artist and publisher.*

## SELF-PUBLISHING ARTISTS FINESSE A CHANGING MARKET

Today, the stakes may be higher than ever for self-publishing artists to realize their vision on both an artistic and business level. The changing retail art market, with galleries working at full stretch to differentiate themselves from the mass market, and customers demanding more in terms of quality and experience, it would seem there is both more potential and more pitfalls for the self-publishing artist. The bar has been raised on the quality of artwork required by galleries and the amount of input by artists in the selling process, such as attendance at shows and personalization of artwork. "This is not a cycle, there has been a shift in the market," observes Bob Pejman who, for 12 years, has been self-publishing through Pejman Editions International, Short Hills, NJ. "Five years ago, a gallery could put a piece on the wall and sell it. Now it is not so easy." Customers are pickier, requiring much more of an experience in the course of buying in order to commit to the purchase.

Csaba Markus, self-publishing for almost a decade through Csaba Markus Atelier, Mission Viejo, CA, goes further, seeing this as a critical juncture in the gallery business. "This is the biggest change galleries have experienced, with people not going to galleries to buy as they used to." He compares the challenges galleries face today with those that movie theaters have undergone. To keep people coming into the theaters, and paying more for admission, theaters have been refurbished, enhanced with better sound systems, larger screens

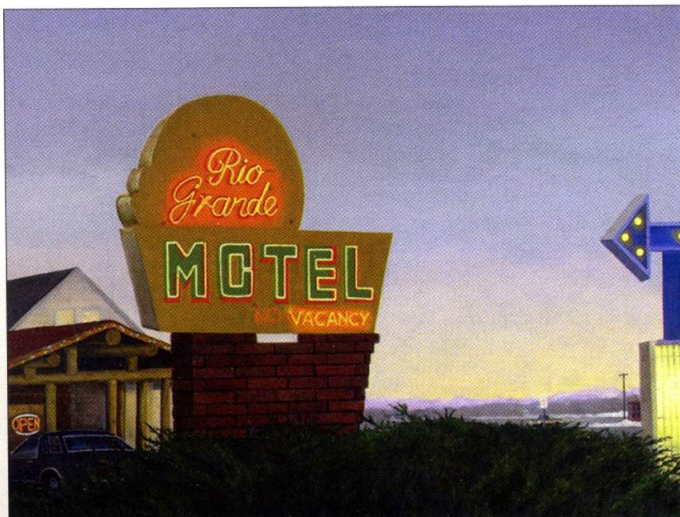


*Industry veteran Jeffrey L. Neumann, who is furthering his career as an artist, enjoys a solo show at Great South Bay Gallery, Hudson, NY, through August 31. For details, turn to page 14.*



## Jeffrey L. Neumann's Fifth Solo Exhibition

Industry veteran Jeffrey L. Neumann who is furthering his career as an artist, enjoys his fifth solo exhibition. Neumann's contemporary realist paintings, reflecting a vision of this country that is rapidly disappearing, are at Great South Bay Gallery at Stageworks/



*"Rio Grande Motel" by Jeffrey L. Neumann, oil on canvas.*

Hudson in Hudson, NY, through August 31. His oils and watercolors retail for \$350 to \$7,000, giclées on canvas and paper for \$400 to \$750. Phone NeumannMedia LLC, Hillsdale, NY, at (518) 325-1800 for more details, or go to the website located at: [www.neumannfineart.com](http://www.neumannfineart.com).

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