

Art World News

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ARTEXPO LAS VEGAS AT LAS VEGAS MARKET

Artexpo Las Vegas is making its debut, January 28–31, at the World Market Center, Pavilion 2, to run concurrently with the Las Vegas Market giving art suppliers access to the market's well-established audience of home furnishings retailers, hospitality buyers, and interior designers. Show preview, page 16.

ACTIVIST GALLERIES ACHIEVE TAX REDUCTION

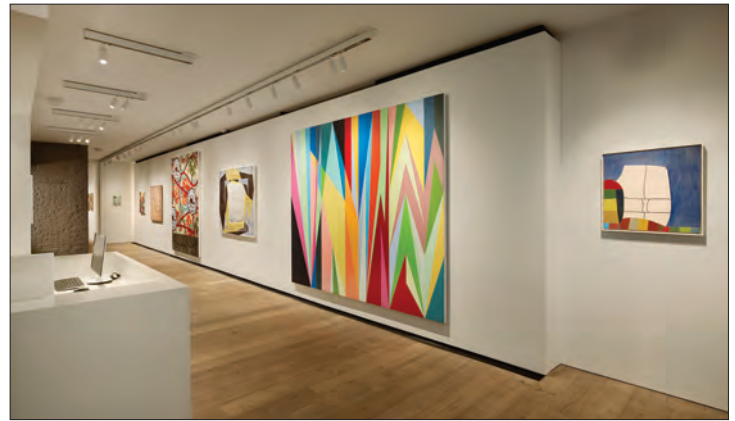
Manhattan galleries and other small businesses that pursued a campaign for tax relief have achieved a major victory—showing that the process of grassroots government can effectively create change. Page 14.

WCAF EXPO: THE PLACE TO LEARN AND SHOP

The West Coast Art & Frame Expo, held in conjunction with the National Conference and PPFA Annual Convention, January 21–24, in Las Vegas is expecting a fully-booked show and an anticipated attendance of more than 4,500 people. Show preview is on page 22.

CREATING ART EVENTS FOR MILLENNIALS

Some 74% of millennials believe that art is relevant to their generation and 40% of them that buying art is a good investment. In her article, page 24, marketing expert Maria Bereket talks about creating events to capture their attention.



Bridgette Mayer Gallery on Walnut Street in Philadelphia.

SOFTWARE BRINGS MOBILITY, VISUALIZATION CENTER STAGE

Part of doing business today in the art and framing industry is the use of software programs to help simplify, not only the basics such as bookkeeping, invoicing, office administration, processing payments, inventory control, and marketing, but also as a way to close a sale using visualization applications anywhere, anytime. For software companies in the industry, customizing the newest technology is part of their job. Paul Thomas, president of LifeSaver Software, Holly Springs, GA, (www.lifesaversoftware.com) says that staying up-to-date is something that their customers demand. "There is certainly a need within the industry for a product that matches the creative atmosphere of a fine art gallery and/or custom frameshop," he says. "As a result, LifeSaver has moved all products into the Cloud so retailers are now able to use

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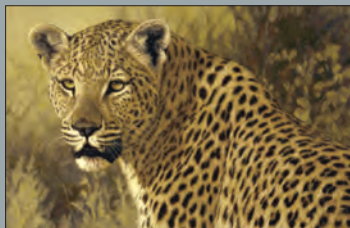


QUOTE OF THE MONTH:

"Frameshops are uniquely positioned for the future because of the custom nature of the framing industry."

Jeannette King, page 12.

BANOVICH WILDSCAPES FOUNDATION AND SEWE SHOW COLLABORATE TO PRESENT CONSERVATION EXCELLENCE AWARD



CHARLESTON, SC—**Banovich Wildscapes Foundation**, a non-profit established by artist **John Banovich**, and the **South-eastern Wildlife Exposition** have teamed up to acknowledge exceptional contributions to wildlife and nature conservation with the inaugural Award for Conservation Excellence (**ACE**). The winner will be announced among five finalists at the ACE ceremony on February 14 in Charleston, just before the SEWE show which runs February 16–18.

The mission of ACE is to honor a legacy of conservation through recognition of men and women who have dedicated their lives to conservation and the sustainability of the world's remaining wild places and species. The award will recognize a conservationist's long-term commitment to making our planet a better place, and empower people to advance wildlife conservation.

The winner will be awarded a \$100,000 cash prize sponsored by The Cabela's Outdoor Fund & Cabela Family Foundation; the runners up will receive a \$5,000 cash reward sponsored by Bass Pro Shops and all five will receive a \$5,000 Cabela's gift certificate. To learn more, visit: www.sewe.com/ace or: www.wildscapesfoundation.org/ace-award/about.

TRU VUE TO HONOR FRAMERS AT WCAF EXPO

Tru Vue continues its celebration of custom framers with West Coast Art and Frame Expo events and activities focused on customer appreciation. Attendees at the WCAF Expo in Las Vegas, January 22–24, are invited to visit the Tru Vue booth, #605, to view and vote for their favorite piece to win The Sixth Annual Tru Vue Framing Competition. This year the finalists were challenged to create a one-of-a-kind framing project featuring textile artworks from Chilean artist Andrea Barrios Aguilar commissioned specifically for the competition. Also on display will be pieces from custom framers featured in the current Tru Vue advertising campaign.

At the booth, custom framers will learn how to enter to win the company's third Retail Boot Camp, "Driving Footsteps to Your Door with Meg Glasgow," which will feature a one-on-

one consultation with the custom framing marketing expert on how to engage the local community to generate foot traffic and sales.



Visitors to the booth also will receive a special giveaway with the chance to win prizes, such as limited edition point-of-purchase displays and products.

"Something we hear from customers is how much seeing the framing competition pieces inspires them in their work," says Jen Gramm, director of marketing. "Each year we try to feature other pieces from framers in our booth, and we're excited to turn the spotlight on the framers who are included in our recent ads and blog posts."

On Tuesday, January 23,

at 5 p.m., Tru Vue will host a customer-appreciation reception where attendees can enjoy a free cocktail and hear the Framing Competition results.

"Our 70th anniversary kicked off last year with a focus on our company history, and this year we are focused on the recognition of our customers who have helped us achieve that milestone," says Ms. Gramm. "It is so rewarding to be able to connect with our customers face-to-face at WCAF Expo and strengthen these relationships we value so much."

Tru Vue, located in McCook, IL, and Faribault, MN, is a manufacturer of high-performance glazing products for the custom picture framing and museum markets. Tru Vue is a subsidiary of Apogee Enterprises Inc. (Nasdaq: APOG). Visit: www.tru-vue.com.

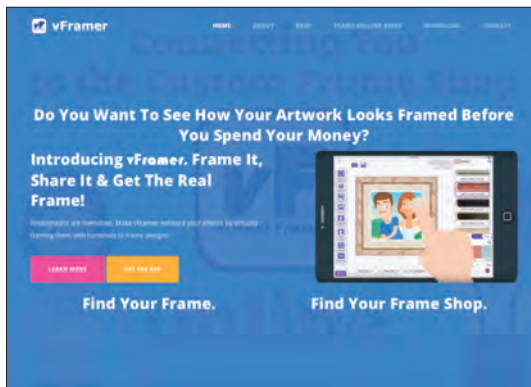
SOFTWARE *continued from page 18*

of having an attractive and accurate visualization tool when presenting framing options. "Our software, vFramer, has a new Museum Frame Builder which enables framers, and consumers online, to create and show closed corner frames using an inventory of hundreds of styles. Once designed, the consumer can bring it into a frameshop in their area that is listed on the website. Visualization tools have become such a big part of the industry today and custom fra-

mers, designers, and consumers have become our main clients," Mr. Freitag says. Those in the art and framing

tools. "I cannot imagine running a frameshop today, without such a tool," Get the Picture Framing's Mr. Labbe says.

"It is probably the most important tool in the shop. The time we would spend to manually process price increases, and money left on the table by not doing so in a timely manner, easily cover the small monthly fee. The software also lets us know when something is discontinued, so we don't disappoint our customers or have them make an alternate choice."



Easy Vision's vFramer software features a frame builder featuring hundreds of frame styles and matboards to choose from.

industry that use software to run their business find it to be one of the most important

Koleen Kaffan is managing editor of Art World News.