

Art World News

JANUARY 2019

THE INDEPENDENT NEWS SOURCE

TRU VUE ANNOUNCES ALL-STARS FRAMING CONTEST

Tru Vue has launched its "Raise Your Glass" framing contest by inviting winners from past competitions to submit pieces of work using Tru Vue products. The ethos of the contest is to celebrate the artists who elevate the art. Visit page 24.

HIGH-TOUCH MOBILE ART & FRAMING SERVICE LAUNCHED

C. Parker Gallery and Rockwell Art & Framing are partnering to launch a mobile art and framing service that takes artwork and framing options to customers' residential and commercial location in Connecticut and parts of New York. Page 21.

INDUSTRY MILESTONE: ESTHER COHEN GIVEN ICON AWARD

PI Creative founder, Esther Cohen, has been given the 2018 Network of Executive Women in Hospitality Icon Award for her 40+ years in business during a gala in New York City. Cohen started PI in 1976 when the company was called Posters International. Go to page 26.

THE 2019 WEST COAST ART & FRAME EXPO HIGHLIGHTS

The West Coast Art & Frame Expo held January 28-30 at the Paris Hotel & Casino in Las Vegas is celebrating its 20th anniversary with various events during the show. Page 14.



New River Fine Art's new location on East Las Olas Blvd. Page 14.

WALMART ACQUIRES ART.COM'S ASSETS

Walmart is expanding its reach into the art and home décor market, as well as attempting to attract a younger more affluent consumer, with the acquisition of Art.com's assets including its catalog, IP, trade name, and U.S. operations. The purchase will offer the Big Box retailer's customers access to two million curated images available as posters, as well as limited edition prints. But what does this mean for the art and framing industry and will this acquisition help to spark interest in the art market towards a younger consumer? Ken Warren, co-owner with his wife Pat of Westport River Gallery in Westport, CT, feels that galleries may have to step up their sales approach to keep their customers engaged. "The quest to own everything and to capture eyeballs and wallets is at supersonic speed," he says. "So many stores have

continued on page 14



QUOTE OF THE MONTH:

"We are constantly in a two-way dialogue with customers about art, trends, styles, colors, etc., so they are always affecting the type of artwork we that offer."

Lonnie Lemco, page 14.

HIGH-TOUCH MOBILE ART & FRAMING SERVICE

C. Parker Gallery of Greenwich, CT, and Rockwell Art & Framing with six locations in Connecticut, are partnering on the launch of a mobile art and framing service—taking art selections and framing options to customers’ residential or commercial locations. “This will add an expanded level of customer service,” says Stephen Rockwell Desloge, president, Rockwell Art & Framing, serving customers for over 40 years throughout Fairfield and Westchester Counties, as well as New York City.

Tiffany Benincasa, principal of C. Parker Gallery, adds, “It will be a high-touch experience for clients seeing the art and framing (options) in their own setting.” In business 18 years, the gallery offers artwork ranging from decorative to investment quality to customers that include corporations, collectors, and interior designers. She has taken artwork to clients’ homes for a long time, but one part of this service that has been fragmented is the framing. “Steve and I have collaborated for many years, and we would take the art back and forth.” Now all the framing choices can be made at the same time as the art selection. “To be successful today, you have to focus on your clients’ needs and the service you provide,” she adds.

The mobile art and framing service is housed in a small truck, fitted out with carpeting from floor to ceiling, and large enough to accommodate artwork at least up to 80 by 80 inches. The

interior is spacious enough for a customer to enjoy tea or coffee as they make



Tiffany Benincasa, principal of C. Parker Gallery, and Stephen Rockwell Desloge, president of Rockwell Art & Framing with their art and framing service van.

their art and framing selections, or the art and framing is taken into their home or office where the selections are made. Mr. Desloge ex-



The interior of the art and framing service van, with floor to ceiling carpeting, has artwork and framing corner samples on their way to customers’ homes and businesses.

plains that the process begins with a phone call to the customer to ascertain what artwork they would like to look at so that a curated selection can be presented to them on site. They also bring samples of glazing, matboards, and framing corners to show the customer. The actual framing selection

is made through LifeSaver’s FrameVue Visualization cloud-based software. Through the FrameVue app, a photo is taken of the artwork that needs framing; that photo is sent to the cloud version of LifeSaver’s POS system for the frame to be designed and shown to the customer. Mr. Desloge made the decision to go with LifeSaver Software after meeting with the company’s owner Paul Thomas and his team at the West Coast Art & Frame Expo earlier this year.

“For us to be able to provide the convenience of going to a customer’s home or office we think will be extremely well received in our market and help us increase our geographic reach to people who may not want to travel to a gallery or frameshop,” he says.

At the same time, C. Parker Gallery will now offer an expanded framing service at its Greenwich Avenue location. Framing orders will be fulfilled at Rockwell Art & Framing’s Stamford location where Rockwell also fulfills framing orders placed at its own locations.

For more information, visit Rockwell Art & Framing at: www.rockwellartandframing.com, (203) 326-1988; for C. Parker Gallery, visit: www.cparkergallery.com or phone (203) 661-0205.

FRAMERICA EXPANDS INDUSTRIAL COLLECTION WITH STEEL BAR



YAPHANK, NY—Framerica’s industrial design options now include **Steel Bar**, an oxidized cool metallic finish that is surface-treated to appear elementally eroded. “Our Rusted Steel has been a huge hit,” notes Josh Eichner, executive VP. “We received requests for a more cool-blue option to complement and the result is Steel Bar.” It is available in profiles ranging to 3 inches. Call (800) 372-6422 for further information or visit the website at: www.framerica.com.

DELTA PICTURE FRAME’S DISTRESSED WOOD WITH ANTIQUE GOLD LIP



MIAMI—Delta Picture Frame presents a collection of moulding featuring distressed wood finishes with an antique gold lip available in black, cream, grey, and walnut with two profile widths of 2 7/16 and 1 1/8 inches. Visit: www.deltapictureframe.com or call (800) 327-5482.