



March 25 – 27, 2011
PIER 94 ON THE HUDSON RIVER

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**Jeff Pulver to Deliver Keynote at International Artexpo New York
Featuring *Effects of Social Media on the New Art Marketplace*
Three Full Days of Free Educational Seminars Offered at Show**

NEW YORK CITY, (January 20, 2011) – Artexpo New York, the world’s largest fine art trade show, announced today that Jeff Pulver, chairman and founder of pulver.com, one of the true pioneers of the VoIP industry and a leading thought-leader on the Real-Time Web will Keynote Friday, March 25th at 9AM. Pulver will discuss “The Birth of the Back Channel: The Real-Time Web and How It’s Changing How We’re Doing Business.” Artexpo will be held at Pier 94, NYC’s renowned “Art & Design Pier” on the Hudson from March 25-27.

Artexpo New York will be hosting three full days of free seminars and conference classes, offering expert perspectives on subjects ranging from art and the economy, small business management and art marketing, to social media for artists and more. The event’s educational series is designed to help artists and dealers succeed in today’s rapidly changing fine art marketplace.

“There’s an evolving backchannel that art professionals need to embrace,” said Pulver. “Today’s web-based ecosystems are all changing. It’s not ‘we the people’ it’s ‘me, the people.’ We are all connected ‘me’s.’ **Now Media** is a fusion of the best of old media and new media. People’s reaction to content is what **creates momentum**. Twitter, YouTube, Facebook and other social media channels allow it to spread. To become a new media mogul, you need to figure out how to create **Now Media moments**. If you do, you’ll own the future and ensure your success. Real-time web is the catalyst.”

Classes during the International Artexpo Education Series will range from selling art to corporations, hospitals, and designers to talking about the global market place and trends in home art decorating, Marketing 101—and what they didn’t teach you in art school! Special guest speakers, include: Rick Barnett, Linda Mariano, Dale Stevens and Robert Reeder, who will offer their expert advice on art sales success, and newest technologies for reproduction, archiving and art licensing.

“We believe education, networking and sharing of experiences are key components of a successful show,” said Eric Smith, CEO of Artexpo New York. “We know that everyone needs help in today’s economy and by offering free education taught by leading thought-leaders such as Jeff Pulver and others, we hope attendees will be able to take away practical strategies they can apply to grow their business and succeed in new ways.”

The popular “SOLO” show will also return, with hundreds of the world’s top emerging, independent artists exhibiting and selling their work in the hopes of being discovered. “Best in Show” awards will be determined by our “SOLO Jury,” composed of influencers and tastemakers from the design, fashion, art and culture sectors.

For additional details and a full schedule of seminars, please visit <http://artexponeewyork.com/attendees/calendar/>.