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**ARTEXPO NEW YORK ANNOUNCES THE SCHEDULE FOR ITS  
TOPICS & TRENDS EDUCATION PROGRAM**

From *Copyright and Trademark Law* to *Artist Fame and Fortune*: the industry’s most authoritative figures lead a four-day series of compelling seminars and panel discussions

**New York, NY – April 9th, 2018:** Redwood Media Group, the nation’s leader in exhibitions and event production, media, and marketing for the global fine art community, announces its highly anticipated four-day **Topics & Trends Education Program** for the 40-Year Anniversary of **Artexpo New York**. The world’s largest fine art marketplace returns to **Pier 94**, located at 71112th Avenue in Manhattan, from **Thursday, April 19th** to **Sunday, April 22nd**. Trade registration and purchasing of show passes or general admission tickets can be completed by visiting [www.artexponeewyork.com](http://www.artexponeewyork.com).

This year’s comprehensive Education Program includes an extensive series of *Topics & Trends* seminars, moderated panel discussions and lectures, presented by a group of handpicked leaders from various genres of the arts industry, taking place on the show’s main **Education Pavilion** on each day of Artexpo New York XL. Subjects and themes for 2018 include “Nuts And Bolts Of Copyright and Trademark Law,” “Getty Images: The Art and The Business,” “Dream To Launch: Making The Internet Work For You,” “Mightier Marketing For Visual Artists,” “Artist Fame and Fortune: Turning What You Love Into A Viable Career,” “Marketing Smarts For Designers and Gallery Owners,” “On The Horizon In The Art World,” “Artist Fame and Fortune: Key Elements of Success,” and “Understanding Art Licensing—Opportunities and Very Common Mistakes,” to name just a few.

“We are delighted to announce our exciting schedule for this year’s *Topics & Trends* Education Program during Artexpo New York,” says Linda Mariano, Managing Director of Marketing for Redwood Media Group. “Each and every year, we bring together some of the most prominent leaders in the arts industry, who are at the forefront of the business and largely responsible for shaping the trends over the years ahead. This year’s subject matter is broad and diverse, ranging from advice on curating your own exhibition booth, to the power of the Internet and social media marketing for today’s talent. Whether you’re an independent artist or an experienced investor, our group of experts will enlighten and engage, giving attendees the opportunity to pose questions and challenge opinion.”

To celebrate 40 years of excellence in art, Artexpo New York presents **[MAGNIFY]** as the curatorial theme for 2018 – examining four decades of artistic expression through a retrospective lens. Following the first day of the Education Program, registered attendees will be able to experience a double celebration for the opening of Artexpo New York at Pier 94. The **Trade First Preview Party** will take place on **Thursday, April 19th**, between 5:00 p.m. and 7:00 p.m., followed by the **Opening Night Party**, at which all registered guests are welcome, taking place on **Friday, April 20th**, between 4:00 p.m. and 8:00 p.m. DJ Keith Butler will entertain guests with the latest grooves while attendees enjoy complimentary Louis Jadot wines.

Cont/d...

The following Artexpo New York XL *Topics & Trends* Education Program schedule will take place at the show's Education Pavilion unless otherwise stated.

## **THURSDAY, APRIL 19**

### **1:45—2:45 p.m. NUTS AND BOLTS OF COPYRIGHT AND TRADEMARK LAW**

Wondering how to protect your creative work? What does a gallery owner need to do to insure an artist's works are authentic? Understand what copyrights and trademarks are, and how to use them to protect creative works. Learn from Jay Landrum, an experienced art and copyright attorney, exactly what you need to know and actions to take. This seminar will cover what copyrights and trademarks are, example of use cases, why these protections are important, what types of uses are fair use and what is not allowed, registration requirements, and more. This seminar is ideal for artists, art publishers, agents, gallery owners and manufacturers.

Speaker: Jay Landrum / Attorney, Womble Carlyle Sandridge & Rice, LLP

### **3:00—4:00 p.m. GETTY IMAGES: THE ART & THE BUSINESS**

Wondering how an artist gets noticed by an art publisher? And then what are the avenues the art publisher takes to monetize the collection? Join Getty Images' experts Lia De Feo, VP and General Manager, and Shawn Waldron, Art Curator, as they share the full art and business scoop. With the life and work of notable fine art photographer Slim Aarons as the backdrop, you'll learn more about this interesting artist and the various ways his collection has been monetized. This seminar is ideal for artists, fine art photographers, art publishers, agents, gallery owners and manufacturers.

Speakers: Lia De Feo and Shawn Waldron / Getty Images

## **FRIDAY, APRIL 20**

### **9:00-10:00 a.m. CHAT WITH JAY LANDRUM (sign-up required)**

Have a burning legal question about copyrights, trademarks, and intellectual property? Make an appointment for one of our pre-show group chats with Jay Landrum, art and copyright attorney. Grab a cup of coffee and a muffin in Lounge 94 and sit for an informative discussion about the legal side of your business. This lecture is ideal for any artist or exhibitor. Sign up is required at Thursday's 1:45 p.m. Nuts And Bolts of Copyright and Trademark Law Seminar OR at the Artexpo Sales Office, Lounge 94.

Speaker: Jay Landrum / Attorney, Womble Carlyle Sandridge & Rice, LLP

### **10:30—11:30 a.m. DREAM TO LAUNCH: MAKING THE INTERNET WORK FOR YOU**

It's time to up your game and maximize your presence in today's virtual world. Whether you are an accomplished designer, run a bustling gallery, or have an idea in startup mode, you won't want to miss this seminar. Join internationally renowned master artist, A.D. Cook, and writer, Beti Kristof, as they take you on a journey from napkin sketch to online presence, including a focus on the importance of a functioning monetized website and utilizing social media for traffic and sales. Get it in gear and learn how to make the internet work most effectively for your business. This seminar is ideal for designers, gallery owners, artists, consultants, and anyone who wants to be on top of their internet and social media game.

Speakers: A.D. Cook and Beti Kristof / Dream to Launch

### **12:00—1:00 p.m. FIRST YOU JUMP: USING YOUR CREATIVITY TO FLY**

Choosing to create a career in the arts is never an easy decision. And then there are the fears that all creatives battle—don't let your experiences be a stopping point. Join Crista Cloutier and learn the value of being a lifelong learner and the power that's unleashed when artists honor their own journey. Explore the journey that all artists must travel when they take that jump to find your unique voice, develop it and use it to create an authentic brand. All attendees will be welcome to enter an exclusive drawing for FREE tuition to The Working Artist Masterclass along with a 90-minute one-on-one strategy session with Crista Cloutier. (value \$999). This seminar is ideal for artists interested in making art and the art industry their career.

Speaker: Crista Cloutier / Principal, The Working Artist

### **1:30—2:30 p.m. ART LAB EXPLORATIONS: JON HENRY, STRANGER FRUIT**

Meet Jon Henry, Artexpo New York's Art Lab artist, and hear his journey from Queens, New York, to being one of Smack Mellon's Hot Picks for 2017. He's a visual artist inspired by and focused on exploring current cultural and political issues in the black community. An alumnus of New York Film Academy, this award-winning artist has achieved acclaim through finely honed skills, determination and his quest for knowledge. Don't miss this chance to learn from and be inspired by this impactful, thought provoking contemporary artist. This seminar is ideal for collectors, artists, gallery owners and art dealers.

Speakers: Jon Henry / Art Lab Artist and David Mager / Photography Chairman, New York Film Academy

### **2:45—3:45 p.m. MIGHTIER MARKETING FOR VISUAL ARTISTS**

Looking to increase your audience reach? Want to better understand your audience and create messages that resonate? Making art a business is so much more than being a creative. You'll want to be there when Elizabeth Hulings and Daniel DiGriz share their expertise to give you practical business ideas and marketing channel strategies that just aren't provided in art and business schools. Learn about the self-reliant, entrepreneurial behavior you'll need to create a compelling narrative in today's evolving marketplace. This seminar is ideal for artists, photographers, gallery owners and art dealers.

Speakers: Elizabeth Hulings, Director, and Daniel DiGriz, Marketing and Education Director / The Clark Hulings Fund for Visual Artists

### **4:00—7:00 p.m. ONE-ON-ONE CONSULTATIONS: THE CLARK HULINGS FUND FOR VISUAL ARTISTS**

Want a mini-evaluation of where you are and recommendations for your next steps? Elizabeth Hulings and Daniel DiGriz will stay after their "Mightier Marketing" seminar for five-minute one-on-one micro-consultations— free, first come, first served. Daniel will share marketing tips and advice, Elizabeth will give you her business strategy recommendations. Bring a portfolio, let them see your website, samples of email and marketing campaigns and take advantage of their amazing expertise. This seminar is ideal for artists, photographers, gallery owners, art dealers, and any one looking to improve their art business.

Speakers: Elizabeth Hulings, Director, and Daniel DiGriz, Marketing and Education Director / The Clark Hulings Fund for Visual Artists

## **SATURDAY, APRIL 21 – FOCUS ON DESIGN**

**10:00—11:00 a.m. CHAT WITH JAY LANDRUM** (sign-up required)

Have a burning legal question about copyrights, trademarks, and intellectual property? Make an appointment for one of our pre-show group chats with Jay Landrum, art and copyright attorney. Grab a cup of coffee and a muffin in Lounge 94 and sit for an informative discussion about the legal side of your business. This lecture is ideal for any artist or exhibitor. Sign up is required at Thursday's 1:45 p.m. Nuts And Bolts of Copyright and Trademark Law Seminar OR at the Artexpo Sales Office, Lounge 94.

Speaker: Jay Landrum / Attorney, Womble Carlyle Sandridge & Rice, LLP

### **11:30 a.m.—12:30 p.m. ARTIST FAME & FORTUNE: TURNING WHAT YOU LOVE INTO A CAREER**

Join Michael Joseph, an acclaimed award-winning artist, who has amplified his artistic career by creating Artblend, a prosperous gallery business that supports and assists fellow artists in growing their careers. He'll show you a proven marketing and exhibition plan—a strategic business model designed for artists to establish a long and successful career. The strategic plan is designed to help artists build a brand, nurture a long sustaining career, add value, and increase art sales. If you are ready to enjoy more success, then this seminar is a must. This seminar is ideal for artists and anyone interested in making art their career.

Speaker: Michael Joseph / Artblend

### **12:45—1:45 p.m. MARKETING SMARTS FOR DESIGNERS & GALLERY OWNERS**

Generate sales, increase awareness, and brand your business as the premier destination for contemporary fine art. Litsa Spanos, president of Art Design Consultants, will share creative marketing, event, and publicity ideas that can take your business to the next level. This seminar is ideal for designers, gallery owners, artists, architects, consultants, creative directors, and anyone who wants to grow their business.

Speaker: Litsa Spanos / Art Design Consultants

### **2:00—3:00 p.m. ON THE HORIZON IN THE ART WORLD**

Looking for that perfect new piece to add to your collection? Searching for a new category to add revenue to your gallery's bottom line? Need some "wow" to impress your clients? Join Yubal Marquez Fleites, Arte Collective owner; Michael Joseph, Artblend gallery owner, and Bruce Adams, Santa Fean Magazine publisher, as they discuss today's art scene, top trends, and collectible artists. This panel discussion is ideal for anyone who wants to be on top of the latest in art trends and the art business.

Moderator: Linda Mariano / Redwood Media Group

Speakers: Yubal Marquez Fleites / Arte Collective; Michael Joseph / Artblend Gallery; Bruce Adams / Santa Fean Magazine

### **3:15—4:15 p.m. CALLING ALL ARTISTS: YOUR BOOK, YOUR BRAND**

This seminar is about you, the artist. While you're focused on creating your best work, the need to establish yourself as a brand, plus promote and publish your work, is upon you. Whether appealing to galleries, museums or agents, your beautiful work should be in a professional-quality book to represent you well. And it doubles as a stand-alone creative collection of your work that can be sold or given to collectors and clients. This seminar is ideal for artists and anyone interested in creating a unique representation of their business and brand.

Speaker: Daniel Milnor / Creative Evangelist, Blurb, Inc.

### **4:30—5:30 p.m. ART TALKS: SUCCESS SECRETS OF AMAZING FINE ART PHOTOGRAPHERS**

In just five key questions, we'll uncover the strategies and secrets behind the successful careers of three fine art photographers: Tim Tadder, Michael Joseph, and Riya Sharma. From discussing when they

realized photography was going to be their career to recalling their first piece sold and why was it memorable, we'll probe into the pasts of these artists to see what they have done in their careers that made a difference, as well as explore their present-day career strategies and goals for the future. Don't miss this opportunity to incorporate these successful photographers' business approaches and tactics into your own art business. This panel discussion is ideal for artists, fine art photographers, gallery owners, art dealers and collectors.

Panel Leader: Linda Mariano

Panel: Tim Tadder / Arte Collective; Michael Joseph / Artblend; and Riya Sharma / Riya Sharma Fine Art

## **SUNDAY, APRIL 20**

### **10:00-11:00 a.m. CHAT WITH JAY LANDRUM** (sign-up required)

Have a burning legal question about copyrights, trademarks, and intellectual property? Make an appointment for one of our pre-show group chats with Jay Landrum, art and copyright attorney. Grab a cup of coffee and a muffin in Lounge 94 and sit for an informative discussion about the legal side of your business. This lecture is ideal for any artist or exhibitor. Sign up is required at Thursday's 1:45 p.m. Nuts And Bolts of Copyright and Trademark Law Seminar OR at the Artexpo Sales Office, Lounge 94.

Speaker: Jay Landrum / Attorney, Womble Carlyle Sandridge & Rice, LLP

### **11:30 a.m.—12:30 p.m. ARTIST FAME AND FORTUNE: KEY ELEMENTS OF SUCCESS**

How did they do it? What was the turning point that turned their passion for art and creativity into a real business? Listen and learn from a distinguished panel of art industry professionals as they guide you through the ups and downs and the importance of investing in your career and business. Award-winning artist and Artblend gallery owner, Michael Joseph, will moderate a panel including a designer, an art consultant, a mixed media sculptor, and an author and playwright. It's your opportunity to hear about their feats—and get ideas for building your own success story! This seminar is ideal for artists and anyone interested in making art their career.

Moderator: Michael Joseph / Artblend

Speakers: Debbi Schonberger-Pierce / Corporate Art Consultant and Principal, Art Solutions; Anthony Scime / Principal and Designer, Mint Art Haus; Erin Bassett / Mixed Media Sculptor; Meagan J. Meehan / Author and Playwright

### **12:45–1:45 p.m. UNDERSTANDING ART LICENSING— OPPORTUNITIES AND VERY COMMON MISTAKES**

To license or not to license—that is the question. Whether you're an artist, agent, publisher, manufacturer, or gallery owner, what's the potential impact of art licensing on your business as a whole? How do you decide if licensing is right for you? Understand the opportunities to license your creative works and learn the inside scoop on common mistakes artists and agents make when they begin to license work. In this seminar, you'll learn when licensing is appropriate, the upsides and downsides in deciding to license, what protections need to be put in place in every licensing agreement, and common pitfalls an inexperienced licensor may suffer. Sit and learn from attorney Jay Landrum, a seasoned expert with years of delving into the legal aspects of art licensing. This seminar is ideal for artists, art publishers, agents, gallery owners and manufacturers.

Speaker: Jay Landrum / Attorney, Womble Carlyle Sandridge & Rice, LLP

### **2:00–3:00 p.m. MEET THE SUCCESSFUL ARTISTS OF TODAY**

In just five key questions, we'll uncover the strategies and secrets behind the successful careers of three artists: Samir Sammoun, Christina Krusi, and Majie Lavergne. From discussing when they realized art was going to be their career to recalling their first piece sold and why was it memorable, we'll probe into the pasts of these artists to see what they have done in their careers that made a difference as well as explore

their present-day career strategies and goals for the future. Don't miss this opportunity to learn more about these award-winning, in-demand artists. This panel discussion is ideal for artists, gallery owners, art dealers, and designers.

Moderator: Linda Mariano / Redwood Media Group

Panel: Samir Sammoun / Sammoun Fine Art; Christina Krusi / Gallery Steiner; and Majie Lavergne / Majie Lavergne Fine Art

Location: Artexpo Education Area, Pavilion 2

*NOTE: Seminar topics may be subject to change.*

Artexpo New York XL offers *Three Shows Within One Venue* at the heart of Midtown Manhattan, across 135,000 square feet of uninterrupted convention space. This year's expo will host more than 400 innovative exhibiting artists, galleries and publishers from across the globe, showcasing original artwork, prints, paintings, drawings, sculptures, photography, ceramics, giclee, lithographs and glass works among other contemporary and fine art. Hosting more than 35,000 avid art enthusiasts, including 5,000+ trade representatives every year, Artexpo New York is the largest international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers, publishers and art and framing retailers. Attendees will have an opportunity to browse thousands of innovative new works of art and enjoy education seminars, cocktail parties, live entertainment and other special events.

Each year, thousands of art industry insiders flock to Artexpo New York in search of the art and the artists that will shape trends in galleries worldwide. Over the past several years, Pier 94 has quickly become a recognizable event space in New York City, utilized for high end shows and large scale events. Artexpo New York XL will follow The Armory Show, completing the trendy convention center's month-long critically acclaimed offering of exhilarating and prominent art fairs in New York City.

The annual **Opening Night Preview Party** for Artexpo New York will take place from 4 p.m. to 8 p.m. on Friday, April 20. Tickets for the Opening Night Preview Party are priced at \$20. Tickets for Artexpo New York are priced at \$20 for general admission. A multi-day pass that includes access to all three shows from Friday, April 20 to Sunday, April 22 is priced at \$40. For further information on Artexpo New York or to purchase tickets, please visit [www.artexponewyork.com](http://www.artexponewyork.com). For more information on Redwood Media Group, visit [redwoodmq.com](http://redwoodmq.com).

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For further information, to arrange an interview, or to request media credentials, please contact:

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## **GENERAL INFORMATION**

### **SHOW ADDRESS**

Pier 94  
711 12th Avenue (55th Street and West Side Highway)  
New York, NY 10019-5399

### **TICKETS**

Opening Night Preview Party - \$20

General Admission - \$20  
Multi-day pass (Friday, April 20 to Sunday, April 22) - \$40

### **TRADE DAY HOURS**

(Trade Attendees Only)  
Thursday, April 19 | 12 - 7 PM

### **TRADE DAY – FIRST PREVIEW PARTY**

(Trade Attendees Only)  
Thursday, April 19 | 5 - 7 PM

### **OPENING NIGHT PARTY**

(Trade & Public Welcome)  
Friday, April 20 | 4 PM - 8 PM

### **MAIN SHOW HOURS**

(Trade & Public Welcome)  
Friday, April 20 | 10 AM – 8 PM  
Saturday, April 21 | 11 AM - 7 PM  
Sunday, April 22 | 11 AM - 6 PM

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AENY on Twitter: [www.twitter.com/artexponewyork](http://www.twitter.com/artexponewyork)  
AENY on Instagram: [www.instagram.com/artexponewyork](http://www.instagram.com/artexponewyork)  
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### **About Artexpo New York**

Now celebrating its 40 Year Anniversary, Artexpo New York offers *Three Shows in One Venue* and the world's largest fine art marketplace. Located at the renowned Pier 94 event venue in Manhattan, Artexpo New York brings together the largest international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers and art and framing retailers. The annual curated expo introduces more than 400 of the world's leading publishers, galleries and collectors face to face with hundreds of established and emerging artists from across the globe. More than 35,000 avid art enthusiasts attend each year to enjoy exciting and original artwork, prints, paintings, drawings, sculpture, photography, ceramics, giclee, lithographs and glass works – all under one roof and within 135,000 square feet of uninterrupted convention space. Alongside the world's largest fine art trade show is [SOLO] highlighting established and independent emerging artists and [FOTO SOLO] featuring fine art photography from some of the world's finest abstract, contemporary and realist photographers. Artexpo New York also features its annual lineup of interactive and educational programming, including Art Labs, Spotlight Program, and the *Topics & Trends* Education Program. [www.artexponewyork.com](http://www.artexponewyork.com).

### **About Redwood Media Group**

Since 2009, Redwood Media Group (RMG) has been revolutionizing the global fine art community by helping artists and gallery owners grow their businesses through fine art exhibitions and publications, art business education, mentoring, marketing, and social media. Today, RMG owns and operates six fine art shows: Artexpo New York, Artexpo Las Vegas, Spectrum Miami, Art San Diego, Art Santa Fe, and Red Dot Miami. Artexpo New York, the world's largest fine art trade show for 40 years and counting, attracts more than 40,000 art enthusiasts every year, including nearly 5,000 industry buyers. Spectrum Miami and Red Dot Miami take place during Miami Art Week, an annual attraction that draws over 100,000 art collectors to the city. Over the past eight years, RMG has welcomed hundreds of thousands of visitors to their events, sold millions of dollars' worth of art, and helped thousands of unrepresented and established artists launch or grow their careers. Aside from hosting multiple high-end art shows throughout the year, RMG also owns *Art Business News*. For more information, visit [www.redwoodmg.com](http://www.redwoodmg.com), [www.artbusinessnews.com](http://www.artbusinessnews.com), [www.artexponewyork.com](http://www.artexponewyork.com), [www.artexpolasvegas.com](http://www.artexpolasvegas.com), [www.art-sandiego.com](http://www.art-sandiego.com), [www.spectrum-miami.com](http://www.spectrum-miami.com), [www.artsantafe.com](http://www.artsantafe.com), and [www.reddotmiami.com](http://www.reddotmiami.com).