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

From panel discussions on *Trends In Today's Art World* to *Art Talks* with today's most successful artists, the preeminent industry leaders converge for a four-day series of compelling seminars and conversations

New York, NY – March 18th, 2019: 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 **Topics & Trends Education Program** for the 41st Annual **Artexpo New York**. The nation's largest fine art marketplace moves to **Pier 90**, located at 711 12th Avenue in Manhattan, from **Thursday, April 4th to Sunday, April 7th**, offering a compelling series of industry-focused conversations with a chance to meet some of today's most successful talent from the art world. Trade registration and purchasing of show passes or general admission tickets can be made by visiting www.artexponeewyork.com.

This year's Education Program includes an extensive series of *Topics & Trends* seminars, moderated panel discussions and **Art Talks**, presented by today's most influential pioneers from the arts industry, taking place on the show's main **Education Pavilion**. Subjects and themes for 2019 include "Trending In Today's Art World," "Success Secrets of Amazing Fine Art Photographers," "Copyright and Trademark Law," "Origins of Inspiration," "Art Law: Certificates of Authenticity and Limited Editions." "Artist Fame and Fortune: Turning What You Love Into A Viable Career," "Choosing A Career In The Arts," "Art Licensing," "Artist Fame and Fortune: Key Elements of Success," and "Media Transactions & Contemporary Photography Influences."

"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 year, we bring together some of the most prominent leaders in the industry, from established and emerging artists to fine art photographers, gallery owners, art dealers, collectors and consultants. This year's subject matter is extremely eclectic and offers something for everyone, whether you're a collector, emerging artist or simply have an interest in the latest trends. Our group of chosen experts will be highly engaging and always invite the audience to present their own personal challenges for discussion and resolution."

To celebrate 41 years of excellence in art, Artexpo New York presents **[TRANSFORM]** as the curatorial theme for 2019 – examining the power of art, how it challenges the status quo, changes our perceptions, and pushes us to see ourselves and others from a new perspective. Through its power, art transforms. The **Trade First Preview Reception** will take place on **Thursday, April 4th**, between 5:00 p.m. and 7:00 p.m., followed by the **Opening Night Reception**, at which all registered guests are welcome, taking place on **Friday, April 5th**, between 4:00 p.m. and 8:00 p.m.

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

THURSDAY, APRIL 4

1:00—2:00 p.m. **ART LAW PRIMER: COPYRIGHT AND TRADEMARK LAW**

Wondering how to protect your creative work? What does a gallery owner need to do to ensure 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.

Speaker: Jay Landrum / Attorney

2:30—3:30 p.m. **ART TALK: 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: Shima Shanti, Alexis Silk, and Jeffrey Bisailon. 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.

Moderator: Linda Mariano / Redwood Media Group

Panel: Shima Shanti / Peace Waters Fine Art; Alexis Silk / Alexis Silk Studio and Mattson's Fine Art; Jeffrey Bisailon / Jbis Art

4:00—5:00 p.m. **ART TALK: ORIGINS OF INSPIRATION**

Enjoy an interactive panel and conversation featuring a dynamic group of emerging, established artists and creative professionals, including Bob Clyatt, Giano Currie, Luca Bornoffi, and more. Moderated by Arte Collective founder and curator Yubal Márquez Fleites, the group will discuss the personal journey that has lead each to the creation of their works. Topics will include following your passion, finding your muse, ideation of concepts, creative process, development and execution, storytelling and content development.

Moderator: Yubal Marquez Fleites / Arte Collective

Speakers: Bob Clyatt / Clyatt Sculpture; Giano Currie / Giano Currie Art; Luca Bornoff / Luca Bornoff Art

FRIDAY, APRIL 5

11:00 a.m.—12:00 p.m. **ART LAW PRIMER: CERTIFICATES OF AUTHENTICITY AND LIMITED EDITIONS**

What exactly is a Certificate of Authenticity (COA), and why are they important? Why do you need it with every piece of art—no matter if you are the artist, a gallery, or a buyer? How can you determine if a COA is legitimate? Do limited editions need COAs? And what makes it a limited edition anyway? Jay Landrum, expert art law attorney with 20+ years of experience, will clarify the lingo, identify what's legally required, and set you on the right course.

Speaker: Jay Landrum

12:30—1:30 p.m. **ARTIST FAME AND FORTUNE: TURNING WHAT YOU LOVE INTO A VIABLE 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.

Speaker: Michael Joseph / Artblend

2:00—3:00 p.m. **TRENDING IN TODAY'S 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; Bruce Adams, *Santa Fean Magazine* publisher; and Eric Smith, Redwood Media Group president, as they discuss today's art scene, top trends, and collectible artists.

Moderator: Linda Mariano / Redwood Media Group

Speakers: Yubal Marquez Fleites / Arte Collective; Michael Joseph / Artblend Gallery; Bruce Adams / *Santa Fean Magazine*; Eric Smith / Redwood Media Group

3:30—4:30 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 an amazing group of fine art photographers: Richard Binhammer, Phil Carriere, Paul Christener, Patricia Gilman, Doug Munch, and Maddi Ring. 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.

Moderator: Linda Mariano

Panel: Richard Binhammer / Binhammer Photographs; Phil Carriere / Phil Carriere Photography; Paul Christener / Paul Christener Photography; Patricia Gilman / New York Center for Photographic Art; Doug Munch / Doug Munch Fine Art Photography; Maddi Ring / New York Center for Photographic Art

SATURDAY, APRIL 6

11:30 a.m.—12:30 p.m. **WORKING FOR THE MUSE: CHOOSING A CAREER IN THE ARTS**

Choosing to create a career in the arts is never an easy decision. Crista Cloutier will explore the journey that all artists must travel when they take that jump. She'll illustrate how you find your unique voice, develop it, and use it to create an authentic brand. She'll talk about practice and the importance of devotion to craft and work. Cloutier will discuss the fears that all creatives battle, why experience should never be a stopping point, the value of being a lifelong learner, and the power that's unleashed when artists honor their own journey. All attendees will be welcome to enter an exclusive drawing for free access to The Working Artist Masterclass along with a 90-minute one-on-one private strategy session with Cloutier (a \$899 value).

Speaker: Crista Cloutier / Principal, The Working Artist

1:00—2:00 p.m. **ART LAW PRIMER: ART LICENSING—OPPORTUNITIES AND CHALLENGES**

Licensing art—is it a viable extension of the artist's work? What's the potential impact of art licensing on

your business as a whole? How do you decide if licensing is right for you? Whether you're an artist, agent, publisher, manufacturer, or gallery owner, you need to understand the opportunities licensing can create 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.

Speaker: Jay Landrum / Attorney

2:30—3:30 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 photographer, an emergency room physician and artist, and an author and playwright. It's your opportunity to hear about their feats—and get ideas for building your own success story!

Moderator: Michael Joseph / Artblend

Speakers: Allan McDonald / Photographer; James McCormick / Photographer / Physician; Meagan J. Meehan / Artist / Author / Playwright

4:00—5:00 p.m. **MEDIA TRANSECTIONS & CONTEMPORARY PHOTOGRAPHY INFLUENCES**

In today's world of advancing technologies, the human experience is unable to avoid the dominance and the influences. Join artist and fine arts professor Joan Pamboukes as she discusses her work exploring projects that transect human interactivity with the "screen" through video games, smartphones, and television. Look inside this award-winning artist and educator's portfolios and learn her fascinating story and process as she explores the impact of the "Images that flash before us, mingling with personal memories and emotions, and influencing our state of mind."

Speakers: Joan Pamboukes / Fine Arts Professor, New York Film Academy; David Mager / Photography Chairman, New York Film Academy

Since its launch in 2016, the **Spotlight Program** has continued to be a highlight of Artexpo New York's programming and events. This year's recipients are each exceptional, bringing their cutting-edge talent to the forefront. Learn more at www.artexponeewyork.com/spotlight-program/ about the five amazing recipients who have been selected for this year's Spotlight Program, including **Anna Voloshko Sculptures** from Kiev, Ukraine (Booth 1027), **Josy Britton Fine Art** from Ontario, Canada (Booth 400), **[KUN:ST] International** from Leonberg, Germany (Booth 155), **New York Center for Photographic Art** from New York (Booth 458) and **Peace Waters Fine Art** from San Diego, California (Booth 285).

Hosting an attendance of more than 35,000 avid art enthusiasts, Artexpo New York begins with Thursday's **Trade Day**, fully devoted to the largest international gathering of more than 5,000+ art industry representatives and qualified trade buyers every year—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers, 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, and other special events. **[SOLO]** offers established and emerging independent artists the opportunity to showcase their work on an international stage. Since its inception, **[SOLO]** has become the ultimate venue for independent artists to be discovered—not only by gallery owners and art publishers, but also by collectors and enthusiasts. **[FOTO SOLO]** includes collections of fine art photography by some of the world's most acclaimed independent photographers.

Friday, April 5th, the doors open to both public and trade, culminating in the annual **Opening Night Reception** for Artexpo New York at Pier 90 in Manhattan from 4 p.m. to 8 p.m. Tickets for the Opening Night Reception are priced at \$25. Daily 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 5, to Sunday, April 7, is priced at \$40. For further information on Artexpo New York or to purchase tickets, please visit www.artexponeewyork.com. For more information on Redwood Media Group, visit redwoodmg.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 90
711 12th Avenue (55th Street and West Side Highway)
New York, NY 10019-5399

TICKETS

Opening Night Reception - \$25
One Day General Admission - \$20
Multi-day pass (Friday, April 5 to Sunday, April 7) - \$40

TRADE DAY HOURS

(Trade Attendees Only)
Thursday, April 4th: 12–7 PM

TRADE DAY – FIRST PREVIEW RECEPTION

(Trade Attendees Only)
Thursday, April 4th: 5–7 PM

OPENING NIGHT RECEPTION

(Trade & Public Welcome)
Friday, April 5th: 4 PM–8 PM

MAIN SHOW HOURS

(Trade & Public Welcome)
Friday, April 5th: 10 AM–8 PM
Saturday, April 6th: 11 AM–7 PM
Sunday, April 7th: 11 AM–6 PM

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AENY on Twitter: www.twitter.com/artexponewyork
AENY on Instagram: www.instagram.com/artexponewyork
www.artexponewyork.com

About Artexpo New York

Now celebrating its 41st Year, Artexpo New York offers *Three Shows in One Venue* and the world's largest fine art marketplace. Located at the renowned Pier 90 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 300 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 80,000 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. For further information, visit 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 five fine art shows: Artexpo New York, 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 35,000 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 ten 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, www.artbusinessnews.com, www.artexponewyork.com, www.art-sandiego.com, www.spectrum-miami.com, www.artsantafe.com, and www.reddotmiami.com.
