

# Art World News

JUNE – JULY 2011

## THE INDEPENDENT NEWS SOURCE

### ART FAIRS ARE CONVERGING ON LOS ANGELES

**Merchandise Mart Properties Inc.** is expanding its presence in the art world with the launch of **Art Platform – Los Angeles** this fall. The fair, featuring approximately 75 galleries, will focus on “the rich and diverse cultural landscape of Southern California and underscore Los Angeles’ influential position within the contemporary art world” (Page 14). **PULSE Contemporary Art Fairs** also plans to join the lineup of market players staking claims in Los Angeles and will hold **PULSE Los Angeles** concurrently with **Art Platform**, September 30–October 3, (page 16). The **Affordable Art Fair**, too, is launching an LA show. Its inaugural West Coast show is scheduled to take place in January, 2012. “The LA art scene, with its huge community of young artists and pioneering institutions, is easily the most vibrant in America today,” says **PULSE** director Cornell DeWitt.

### EXPOSITION CHICAGO COMING TO NAVY PIER

**Exposition Chicago**, produced by newly formed **Art Expositions LLC**, will debut at Navy Pier in September of next year. The fair will showcase up to 100 international art galleries presenting a curated mix of contemporary and modern art, and design. Says show director Tony Karman, who was director of Art Chicago for four years, “This is an exciting time for Chicago with our foremost cultural institutions, innovative technology sectors, internationally renowned restaurants, music and theater, and a new Mayor, Richard Daley, who is strongly committed to the arts.” See page 21.

### AAF NEW YORK SEES \$2.2 MIL. IN SALES

The **Affordable Art Fair New York** in May, with 70-plus galleries from worldwide and where the majority of art is priced below \$5,000, saw strong sales and attendance. Page 21.



Monarch Gallery on toney Prospect Street in La Jolla, CA.

## TODAY'S PRINT MARKET GAINS MOMENTUM

Consumer confidence has always played a big role in how people spend their money, and the recession has left many battle scars that will not go away overnight. But, there have been signs of a recovery in this confidence as pockets of the industry see movement. One such segment is the print market. Publishers and artists have ramped up their orders of late to meet demands with an influx of new work and renewed energy. This can only mean one thing—the middle class is once again gaining confidence. Media coverage has included several positive stories on big art sales for shows such as Art Basel, in which works by Picasso and Miró were in high demand. Hopefully, this will

*continued on page 14*



A new serigraph release from **Chalk & Vermilion**, “**El Mar II**” by Felix Mas is an edition of 327 on canvas with a 36- by 25-inch image: [www.chalk-vermilion.com](http://www.chalk-vermilion.com).

### QUOTE OF THE MONTH:

*“We have to give our clients something above and beyond what they dream of. You can’t rest on your laurels, thinking they are going to buy.”*

*Mark Moran, page 18*

PARK WEST NAMED BEST MICHIGAN GALLERY BY 'OFFICIAL BEST OF' TRAVEL PROGRAM



SOUTHFIELD, MI—Park West Gallery has been named “The Official Best Art Gallery in Michigan—2011” by the *Official Best of* travel TV program that features the best family attractions, restaurants, spas, hotels, and more, from across the U.S. Park West Gallery CEO and founder Albert Scaglione says, “It is an honor to be recognized in the company of such prestigious past winners—local favorites like the Detroit Zoo, as well as national cultural institutions including the Denver Museum of Nature & Science, the Muhammad Ali Center in Louisville, and the Minneapolis Institute of Arts. We are proud to accept this distinguished title.” *The Official Best of* travel program airs on The Discovery Channel and other major networks including ABC, NBC, CBS, and Fox. Park West Gallery will be spotlighted during a 30-minute television special, *Official Best of Michigan*, scheduled to air in early July.

Founded in 1969 by Mr. Scaglione, Park West Gallery offers work by such Masters as Picasso and Chagall, as well as contemporary artists Yaccov Agam, Romero Britto, Peter Max and others through its galleries in Michigan and Florida, as well as art auctions on cruise ships and in major cities. For more, visit: [www.parkwestgallery.com](http://www.parkwestgallery.com).

## ART PARTNERS' VIP EVENT!

During good and bad economic times alike “you have to strive to capture what ever you can from guests who come into the gallery,” says Mark Moran of Art Partners Collectibles Gallery in Schaumburg, IL. “And if you want to increase business as much as possible, you have to do something special.” On this note, Art Partners is hosting its fourth annual VIP event August 4–7, when it has invited 30 of its best customers to attend a three-day event in California to experience “The Making of Disney Fine Art” where they will be taken “Behind the Mouse, Where Dreams Come True!” The event is being hosted by Collectors Editions, Canoga Park, CA, which holds a number of events every year for galleries and their clients. Says Mr. Moran, “We have to give our clientele something above and beyond what they dream of. You can’t sit back on your laurels thinking they are going to buy it anyway.” He believes his gallery survived the Great Recession because he and his partners went the extra mile.

“Those of us who remain are doing so only because we changed with the times and adapted. You keep doing for your clients no matter what the economic situation

is. We believe the key to our success is that we treat our people well and offer them these events, putting us in a different category.” Art Partners also hosts about nine elaborate events at the gallery each year.

The clients that are invited to attend the expenses-paid event, Mr. Moran explains, are all Disney fine art fans, and are chosen based on the amount they have spent at the gallery and are great company. “A minimum purchase is required, and we stress that we are not taking you on a vacation but an experience of a life time to give you the chance to purchase Disney fine art created especially for you as a one-time opportunity,” says Mr.



**“In the Garden” by Rodel Gonzalez, hand-embellished giclée on canvas, edition of 95 with a 20- by 16-inch image, retail \$795.**

Moran, a partner in the gallery business with his wife Val and Rosa Rotter. Art Partners’ guests will enjoy cocktails on the Thursday evening with select Disney artists, watch a live painting presentation, and then see new original art unveiled, followed by a visit to a Disney artist’s home. The next day they watch the printmaking process during a



**“Treasures Untold (Mermaid)” by James Coleman is a mixed media print on canvas, edition of 40, 15 by 30 inches, retail \$2,300.**

tour of Collectors Editions facility, Eclipse Studio. Collectors Editions’ Tim Dickson observes that when a gallery’s clients watch the printmaking process, discover its complexity, and have the opportunity to interact with the artist, it helps build a long term relationship with the artist and their art. Art Partners’ clients will also tour the Disney Archives at the Frank G. Wells Building in Burbank, and the famous “Hat” Building Animation Studio. Dinner on one of the evenings is at the home of James Coleman whose Disney artwork is represented by Collectors Editions. Together with Eclipse Studio, Coleman is making available a special print for the occasion. To reach Collectors Editions, call (800) 736-0001 or go to: [www.collectorseditions.com](http://www.collectorseditions.com); for Art Partners: [www.animationart.com](http://www.animationart.com) or phone (800) 650-2357.