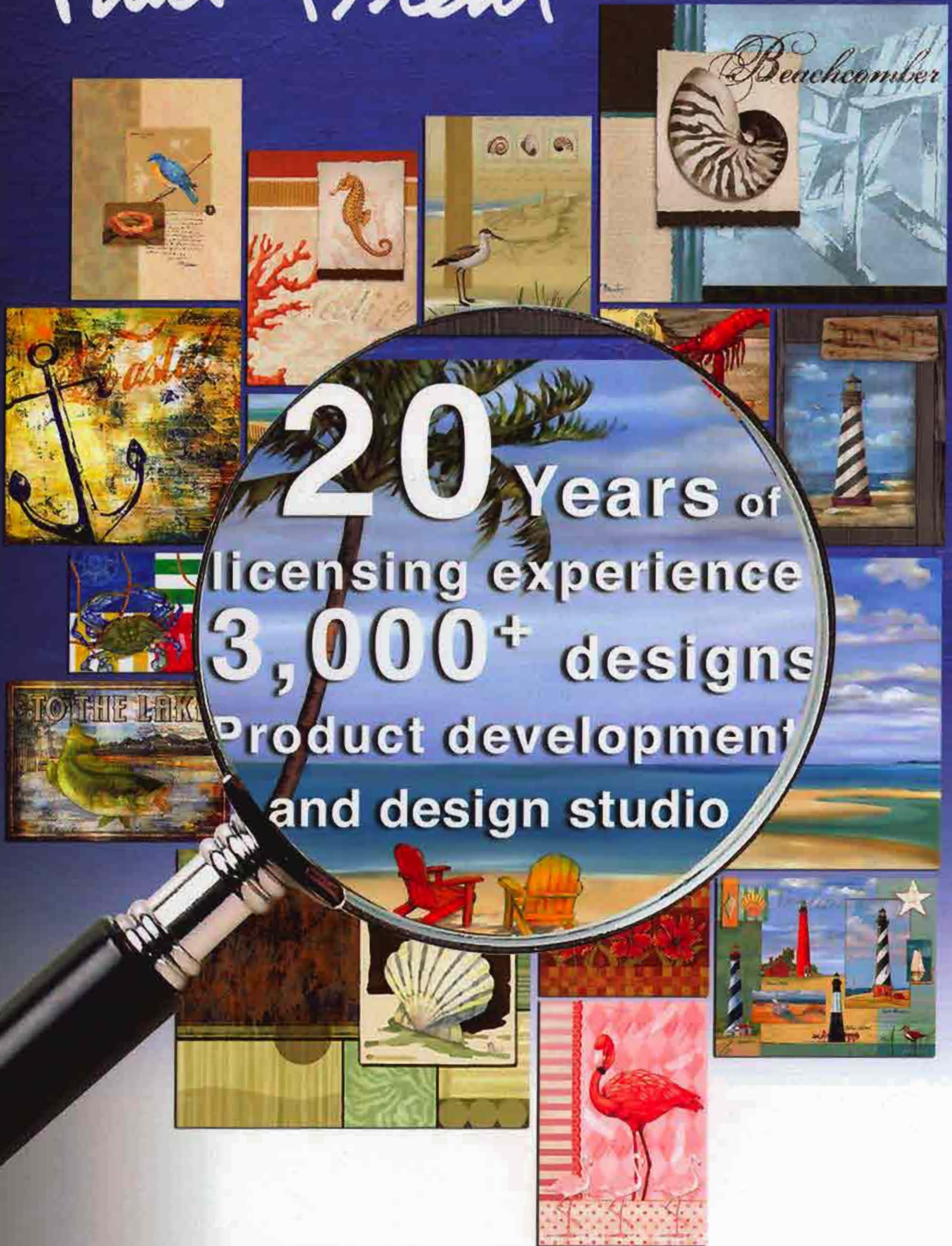


# TOTAL Art Licensing

Summer 2009

A closer look at the licensing world of

# Paul Brent



**20** Years of  
licensing experience  
**3,000+** designs  
Product development  
and design studio

[www.paulbrentlicensing.com](http://www.paulbrentlicensing.com)

Surtex Booth 403, 405 • Licensing Show Booth 1357

## DESIGN DESIGN DEBUT

Debra Valencia will be making her debut with Design Design in their March 2009 catalog.

Valencia's designs for three Thank You cards made the final cut for the spring supplemental catalog. Design themes include floral Abstract Thank You features a feminine font, single magenta flower with flowing paisley-like leaves in shades of green and cyan; circulo With Gratitude in khaki, brown and teal blue scheme with urban chic feel in tailored circles and stripes; and dot grid thx in robin's egg blue with white and espresso with abbreviated txt message instead of formal wording

Cards are full color and will be sold as three separate boxed sets.

"Design Design's creative directors, Tom Vituj and Susan Birnbaum, are my dream team to work with," said Valencia.

## FUSIA INSPIRED BY ASIA

Chris Chun Art & Design – a boutique art licensing agency from Sydney, Australia has created two new card ranges with UK publisher Woodmansterne. Fusia is a contemporary collection of art cards inspired from artist

Chris Chun's travels to Asia. Combining western paper collage with Asian sensibilities, his paintings reflect an inherent joy and harmony.

"We love Chris' combination of fresh

vibrant colours and subtle textures with his own unique twist of eastern promise. The reaction to the launch of the Fusia range has been so enthusiastic here in



the UK - we just can't wait to see Chris' new work," said Julia Woodmansterne, Publishing Director of Woodmansterne Publications.

Miss Peacock is a new blank and occasions range. These highly pat-

terned, yet timelessly elegant cards reflect Miss Peacock who collect teapots, rummaging through antique fabric books and surrounding herself with beautiful things. Both ranges were launched

at the SpringFair in Birmingham UK this year. Chris Chun will be visiting both the Licensing Expo in Las Vegas and the Brand Licensing Show in London.

## FRESH TWISTS ON RETRO

Caleb Gray creates nostalgic illustration styles for a contemporary market, from kitschy computer graphics to hand-drawn pieces. He produces a wide range of looks, and all Caleb's works are characterized by and festive imagery making them a versatile pairing for the gift, accessory and home décor markets.

Combining his fine art training with years of experience working as a graphic designer, Caleb commented: "Whether it's a funny scene or fresh colors, I love to create art that makes people smile. What enhances the process for me is staying on top of trends and then adapting them to my distinct styles."

Art by Caleb Gray can be seen in the US and abroad on products such as stationery and scrapbooking items, holiday tins and children's wall décor. Two new collections of work that will be showcased this year at Surtex are Hipster Hop and Neo Vintage. The bold, bright scenes of Hipster Hop illustrate retro-styled characters with a whimsical sense of humor. In contrast, the delicately drawn Neo Vintage series offers detailed works in limited colors.

## COMPREHENSIVE CATALOG FROM APPLEJACK ART PARTNERS

Applejack Art Partners has announced the release of its new Portfolio Comprehensive catalog. This catalog is the culmination of ideas, trends, and direction from the company's New Box collection of artwork. This is their first-ever comprehensive catalog from the New Box collection released to showcase the artwork that has been seen in the marketplace. It includes all the images featured in prior supplements, but also displays many new collections just released to the market.

"We've worked hard over the last year creating new concepts and researching trends to come up with what you see on these pages. We're pleased with the result and are excited to continue working to add to the collection", said Alain Pelletier, Applejack's Art Director.

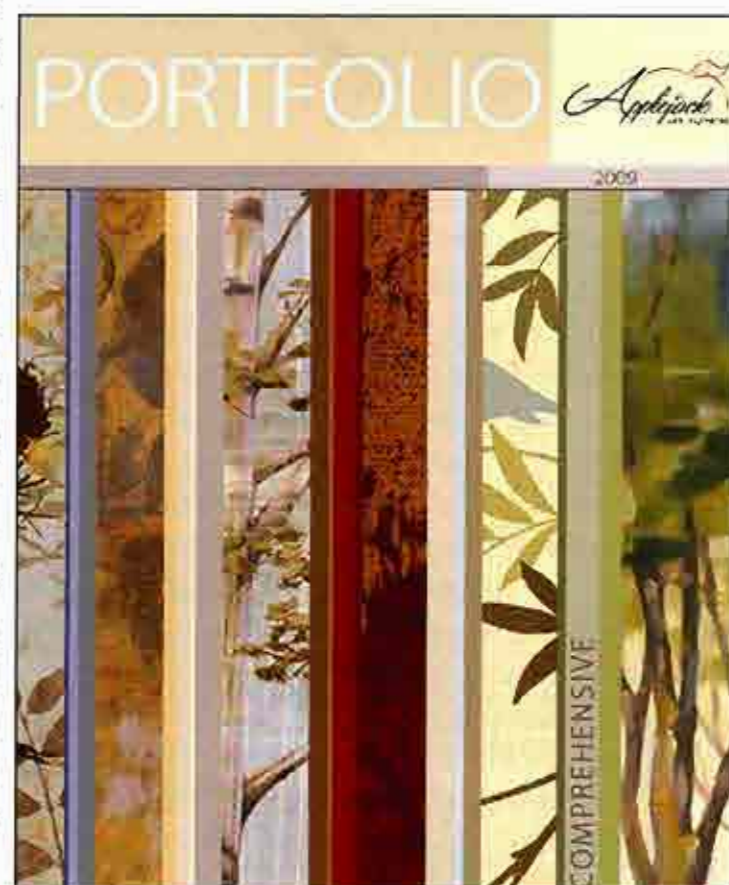
The catalog is categorized by color themes that tell stories in home décor.

The catalog features

artwork from some of Applejack's most prolific artists, such as Lisa Audit, Daphné B., Véronique, and many others.

"We're proud to offer this new tool to our customers. The

comprehensive catalog contains all the various posters we've created since the start of New Box. Based on its unique layout, it will be extremely helpful to our customers", said Jim Giller, President of Applejack.



## NEW ARTISTS TO LAUNCH AT SURTEX

Next Day Art, an art licensing company located in Portland, Maine, plans to introduce about 10 new artists and thousands of new images at the 2009 SURTEX show in New York City.

"Despite an economy that is sputtering along, manufacturers of art-based products recognize that good design is the most important product differentiator and look to this show to help fill their needs," remarked James Meserve, president of Next Day Art.

"Licensed designs from the artists we represent are now found in major retailers and gift stores throughout the country. We find that the better manufacturers compete more on design and less on price and we are happy to be part of that equation," continued Meserve.

Next Day Art works as an artist agent by helping put the right designs in front of manufacturers at the right time. Artists can focus on creating new designs while Next Day Art handles the marketing, presentation, negotiations and business side of things.

Companies that produce greeting cards, home accents, gifts, wall décor, textiles, collectibles, puzzles, calendars and more count on Next Day Art to source and license art. Artist portfolios can be viewed on-line or by requesting custom printed portfolios through Next Day Art. Next Day Art represents more than 80 artists and more than 10,000 works of art.