

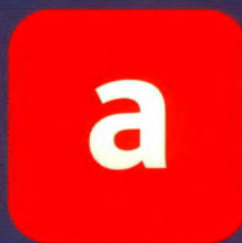
Art Buyer

Spring/Summer 2011

HEADLINE ART



Debuting 20 new illustrators at Surtext and PGLive



www.advocate-art.com

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Art translating into product

Marilyn Robertson's successful brand Catitudes is now licensed on a variety of products within the greeting, gift, textile and most recently, pet, industries.

American client, Westlands, launched a number of Marilyn's cats onto figurines introducing her work as a 3D product for the first time. www.marilynrobertson.com

Artists celebrate a decade at Image Source

The art licensing agency Image Source, which has been supplying designs for commercial products for over 14 years, is celebrating many of its artists 10-year anniversaries with the company this year.

Emma Freeman is one such artist, who loves travel and is deeply enthused by books, magazines and objects she collects. Her success has been built upon her ability to adapt to different styles and the implementation of a wide range of mixed media in her work.

Emma receives positive worldwide recognition for her abilities along with the production of fresh engaging artwork showcased by Image Source at Surtex in New York and various shows in the UK. She has been nominated for various awards including the Louie Award, which she won in 2009.

Other artists featured in the Image Source 10 year artist portfolio, celebrating a decade with the company, are Makiko, Julia Hawkins, Nicola Gregory, Tricia Harrison and Rob Fathers. www.image-source.co.uk

Riley-Blake signs Sheri Berry

Sheri McCulley Seibold of Sheri Berry Designs has signed an agreement to design fabric for Riley-Blake Designs.

Based in Draper, Utah, Riley-Blake manufactures fabric for quilting, home décor, and the manufacturing of fabric-based products.

Sheri's first collection for Riley Blake is based on her ModTod collection, which debuted at Surtex in 2010. Featuring six designs in three colourways, ModTod breaks from Sheri's more nostalgic style with a contemporary look geared to parents who prefer a more modern style for their kids.

In addition to eight fabric collections for Northcott Silk's Lyndhurst Studio, Sheri has created stationery products for C.R. Gibson, holiday-themed scrapbooking products for K & Company, decorative giftware for Macy's, and greeting cards for both American and European publishers.

Since her 2007 debut at Surtex, Sheri has built Kansas City-based Sheri Berry Designs into a brand that encompasses fabric, holiday ornaments, murals, scrapbooking and crafting supplies, cards, stuffed animals, checks and wallets, as well as baby clothing and décor. Her work with a diverse range of manufacturers has delighted both handcrafters, who sell products based on her fabrics at etsy.com, and scrapbookers, who print and cut her designs from cartridges created for Provo Craft's sophisticated Cricut Imagine™ machine. www.sheriberrydesigns.com



Debra Valencia signs seven new licensing deals

Artist Debra Valencia, who will be exhibiting for the third consecutive year at Surtex, has been busy recently signing seven new licensing deals in the markets of stationery, textiles, housewares, gifts and fashion accessories.



The new licenses include Debra Valencia as the first featured licensed artist for Housewares International's line of tableware, kitchen hard goods, decorative ceramics, glassware and wall art as well as an agreement with Plan Ahead for a line of stationery products including jumbo journals, spiral notebooks, composition books and folders.

Debra will create over 36 new fabrics for home sewing and décor at David Textiles, which will be available this spring, and a personalised stationery album for American Stationery, which will debut at the National Stationery Show 2011 in the American Stationery/The Chatsworth Collection booth.

Further licensing deals sees five new cards launched this season for Design Design's eco-friendly greeting card line. Designs included Happy Birthday text message, Valentine's Day text message, Kyoto black multicolour congratulations and Happy Birthday, along with mid-century whimsy thank you.

Debra Valencia is the first featured licensed artist for Joolz Hayworth's boutique line of cameo bracelets and Debra's designs are now also available in the Charm 14 line of tote bag sets, insulated lunch totes, purse plus cell phone bags, mini-bowlers, travelers, wristlets and ID cases, all available in dozens of colours and prints.

www.debravalencia.com

Official 2012 Olympic artist

UK artist, Dylan Izaak, has been selected as one of the 12 official 2012 Olympic artists. BT, a major Olympic sponsor, has also chosen his contemporary cityscape images for an exhibition at the London landmark, the Gherkin.

Dylan's work is attracting a lot of attention and his reputation for contemporary urban images is growing.

www.dylanizaak.co.uk

Pretty as a Princess

Ann Edwards will be launching Princess, "the prettiest cat in the world" at Surtex this year.

This new character is little sister to Thomas who has been a runaway licensing success over the last year. Now selling on products in 42 countries, Thomas has proved consistently popular in Japan and targets a largely adult female market.

Princess is set to charm a younger market of 7-11 year old girls. www.annedwardsart.co.uk

Cathy Heck Studio

Booth 550
www.cathyheckstudio.com
 Licensing Expo 5604

Cathy Heck Studio has been creating inventive and fresh collections for over 25 years. Although, the studio creates collections for a variety of product categories, Cathy is recognised most for her best-selling baby collections.

The studio has been growing in more ways than one over these past few years. After two decades of creating top-selling baby collections, Cathy's daughter, Ellen, has joined the design team, expanding the studio to Northern California. When Ellen first began drawing in the studio, at the age of two, she was sitting at a little table by her mother's side. After attending the Art Institute of Chicago, Ellen now works from her own studio table in Berkeley, California, working seamlessly with the Austin office.

This year, Cathy and Ellen welcome three new baby collections to the cuddly family of illustrations for the nursery, and have expanded the company's licensees from memory products with C.R. Gibson to wall murals with Murals Your Way and fabric with Blue Hill Fabrics. With continued strength in the juvenile market, the duo are also expanding the studio's design categories this year to include patterns for kitchen, home, gift, and seasonal products.

"Cathy and Ellen are a great team," commented Sherrie McCulloch, director of infant products for C.R. Gibson, a leading manufacturer of fine gifts and stationery products, based in Nashville. "And, we are already seeing some exciting trend-setting new collaborations between the two."

Please stop by Cathy Heck Studio's booth at Surtext, number 550, and at the Licensing Expo, booth 5604, to meet all the cute characters from the newest collections, Baby Bots, Alex and Emma, and to peruse new trend-setting designs for next season.

To find out more about Cathy Heck Studio, visit www.cathyheckstudio.com. And to learn about Cathy Heck Nursery Art, Cathy's new online shop for creating personalised nursery décor, visit www.cathyhecknurseryart.com.



Debra Valencia™

Booth 546
www.debravalencia.com

Artist Debra Valencia™ creatively blends colourful floral, geometric and organic designs with a distinctive sense of style. Inspired by world cultures, her vibrant designs often incorporate multi-cultural motifs in a fresh interpretation of surface designs. With a passion for travel, her recent trips include Philippines, India, Ireland and Central America scouring the marketplaces for interesting finds such as handicrafts, textiles and colour schemes. With a love for everything vintage, some design collections draw from other eras such as the 1960s or 70s with updated colours and combinations.

"I love to mix and match patterns particularly free and flowing florals and paisleys influenced by ethnic textiles and decorative arts with more structured elements influenced by architectural tiles and wrought iron," commented Valencia.

Currently working with over 15 manufacturers in stationery, textiles, home décor, tabletop, gift, craft & hobby and fashion accessories, the Debra Valencia™ brand is currently licensed on over 1,000 products in the market or in production for 2011/2012. Products currently on retailer's shelves include Pretty in Paisley school stationery, Kyoto quilt collection fabrics, Joolz Hayworth bracelets and Charm 14 handbags and totes.

Often compared to a cross between Amy Butler and Anthropologie, her aspirations include expanding into more home décor categories including bedding, rugs and kitchen textiles as well as more fabric collections.

Debra Valencia™ will be exhibiting for the third consecutive year as a licensed artist at Surtext, booth 546, in New York, from May 15-17, 2011. For more information or an appointment, visit www.debravalencia.com

Creative Connection, Inc.

Booth 303
www.cciart.com

Creative Connection, Inc.'s artists have been extremely busy creating new designs for Surtext 2011. One new line that the company will be introducing is by artist, Bee Sturgis. With Arte del Collage, Bee Sturgis shows how organic patterns and textural elements can be brought together to form art that is immediately one-of-a-kind and instantly appealing. Her intriguing images and rich colours evoke the sunny side of



life, and each piece in the collection tells its own personal story. Together, they create a beautiful palette of images that combine to form an uplifting, distinctive look.

New to the Creative Connection group this year is Janis Boehm whose paintings radiate joy in gorgeous, bright, happy florals and more. Janis commented: "As a designer/artist, I believe my purpose is to provide my clients with options that help increase their sales and profitability; enhance the perceived value of their company and products; and optimise their customer's satisfaction. In other words, I realise there is a lot more to this art and design business than just making pretty pictures." And, she does all of that incredibly well!

Jerry Sawitz is also new to the company's representation. He offers beautiful wildlife images from egrets to wildcats. Jerry commented: "While I am fascinated by wildlife, my artistic goal is not necessarily limited to just copying the animal. I am also interested in expressing myself with the medium I happen to be working in at the time."

The entire portfolios of these three artists and the other artists that Creative Connection represents will be on hand at Surtext, booth 303. Much can be seen at www.cciart.com as well.

