

**Subject:** On the Surface: Tips, Trends & News for the Surface Design Community

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# ON THE SURFACE



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## FROM WHERE I STAND



### Taking Stock of 2012... Looking Ahead to a Bright 2013

By Penny Sikalis, VP GLM, SURTEX Manager

Year's end! *Already?*

Like many of us on the East Coast, I'm still picking up the pieces from the big event of Autumn -- SuperStorm Sandy -- and suddenly

here's December and time to lay out the calendar for 2013!

Not so fast! We need time to take stock, to take a deep breath and look back over the past year, to understand where we've been in order to decide where we're going in this bright New Year ahead.

I know where I've been: busy! Ditto for all my colleagues here at GLM. As a company we have had a very good, productive and positive past year. We've grown. We've explored new initiatives. And we've acquired a new business, IRCE (Internet Retailer Conference & Exhibition), the leading e-commerce event in the US.

We're excited because our expansion reflects what's happening out there in the greater world of surface design licensing and sales: it's reviving, thriving, gaining back its momentum after several years on the downturn.

The up-tick is exhilarating. As you'll read in this issue of *ON the SURFACE*, GLM is enlarging SURTEX 2013

to meet the growth of the art and design marketplace. We're shifting the show to the front and center of Javits Hall 3A, adding both a licensing aisle and an extra selling aisle.

We're also launching an entirely new section – **Atelier** – where exhibitors will represent top textile design studios from around the world. And we are expanding both the Trend Theatre – a great success in its debut at SURTEX 2012 – and the ReSource Hub, where exhibitors offer resource materials, software, and other business essentials.

Plus, we're launching two entirely new shows that will run concurrently with SURTEX 2013, **Creative & Lifestyle Arts** and **SPACE™ New York** -- SPACE stands for Strategy, Product, Architecture for Consumer Environments. You can imagine how two new shows will rev up the energy-level and overall traffic in Javits next May!

And that's not all...We're also making news abroad. Just wait till you hear what's happening in Shanghai... But, no, you will have to wait. I'll save that for the next issue. As they say on TV, stay tuned for breaking news!

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## Wisdom from White Plains

### Big Data Comes to SURTEX ...In a Small Way!

By Leonard Roberto, VP  
GLM Audience Data

**Big Data** is a hot term among marketing pros these days. But what exactly is it?

**Big Data** is a popular term used to describe the exponential growth, availability and use of information, both structured and unstructured.

This means you take all the information you have on your customers -- location, business type, job title, and the like, and apply all the other things that they do, not only on your own site and in your stores, but also information from social media like Facebook and LinkedIn, and everything else that applies from government databases and other consumer sources.

The hope is that all of this information will help businesses better target their products and services to their



audiences, whether that involves selling widgets or finding the right people to pitch your services. Or— in the case of GLM - developing as full a picture as we can of the folks who come to SURTEX every year.

Take this *ON the SURFACE* e-newsletter you are reading. We look at which of our stories get the most clicks. What topics are most popular? What types of stories do people interact with? This information helps us decide where to focus coming issues.

Next, we will look at the types of readers: what stories are licensing professionals reading? How about design studios? All of this knowledge will flow into our audience database to help us create a better SURTEX experience for attendees and exhibitors.

We started this process in earnest before our 2012 show. Perhaps you noticed a design change in this newsletter's contents as early as last March? Our research indicated that shorter articles with less copy were a better way to go. Longer articles, where you have to scroll and scroll to get to the bottom, were just not as widely read.

That came as no surprise to me. In past research for other organizations, I'd seen "brief is better" confirmed over and over, no matter the industry or genre. For example, when a prior newsletter I worked on shortened and prioritized its editorial approach, we charted nearly an eight-fold increase in the number of stories readers clicked.

That's what we mean about analyzing your customers' response to your emails or websites or your stores. It can lead to revising your focus to better align with what your clients want. The change agent can be different colors, font size, or anything else you think to test. You don't know what will resonate until you try it.

Our current task is to look at the nearly 8,000 individuals who came into our exhibit hall in May. Because we are co-located with our fellow GLM shows -- the National Stationery Show® ([nationalstationeryshow.com](http://nationalstationeryshow.com)) and the International Contemporary Furniture Fair® ([icff.com](http://icff.com)), a large number of people who come into the SURTEX hall are also registrants of these other shows. We are going to take a look at these people to see who they are -- retailers, manufacturers, or creative people -- and learn why they come to SURTEX?

The more we learn about them and the better we tie this new info back to our other information, the better we can use this **Big Data** to develop new features for SURTEX in the future.

## BIZ TRENDS



## What to Look For – And Look Out For – In Contracts and Royalty Statements

Legal Eagle-Eye Joshua Kaufman  
Sees Loopholes & Shortfalls

Before you read his professional advice, here's all you need to know about Joshua Kaufman to realize that you're listening to the voice of experience:

Joshua put himself through law school by importing European art to the US. Not just any art, but works by M.C. Escher, the Dutch graphic artist whose mathematical-based “impossible realities” had been unseen and unknown in this country until they were introduced here by the young law student (also an artist who subsequently ran a gallery).

Since those salad days, Joshua has become a leading counselor and litigator in the fields of copyright, licensing, art, intellectual property, software, on-line issues, trademark, entertainment, media, and literary law. At the Washington, DC, law firm, Venable, LLC, he heads up the Copyright and Licensing Group, teaches law at American University, and often speaks on legal strategies at venues like the Conference Program at SURTEX 2012.

So you bet we listened–up when Joshua agreed to outline **Six Steps to Successful Licensing Agreements**, tips that work for both licensee and licensor.

1. **Get it in writing!** Make sure the written contract matches the verbal promises made by both sides. “You’ll often hear, ‘Don’t worry about what’s written...we both know the deal.’ But what’s *written* is what counts.”
2. **Read and understand the deal** – *every aspect of it* – before you sign off on it.
3. **Don’t be afraid to negotiate.** Even if you are using a standard contract form, you can make changes. No one’s going to walk away from a valid deal just because you want to negotiate terms.
4. **Read, review and understand the royalty statements.** Audit statistics show that 89 percent of all royalties are *underpaid*. If the report doesn’t make sense or comport with what you are seeing in the marketplace, ask questions. Most contracts say that if there is a discrepancy of over 5 percent (up to 10 percent), then the licensee pays for any audit. So keep in mind before you go to audit that in the vast majority of audits, it’s the licensee who has to pay.
5. **Have an auditor on your licensing team:** You need a lawyer, an agent, and an auditor...and not your family CPA. *Auditing is a forensic science!* An auditor should be present at the contract–drafting stage to write in the proper language that will facilitate an audit, should it ever be necessary.
6. **Artists, retain quality-control.** Make sure it’s written into the contract that *you* will oversee the quality of the product that uses your art. Your reputation depends on it!

## MORE FOR THE SHOW...

### Two New Tradeshows Will Overlap SURTEX '13

'Boosting Excitement at SURTEX'

Revvng up the energy and activities in New York's Javits Center next May, show producer GLM has announced plans to launch two new tradeshows timed to overlap the 27th edition of SURTEX, May 19–21.



**Creative & Lifestyle Arts** will include some 150 manufacturers serving the art, crafting and creative hobby marketplace, an \$18–billion industry on the US East Coast alone.

Offerings will include a wide selection of crafting and paper art supplies and embellishments, art materials, design tools, DIY kits, and supplies for floral arranging, glass-crafting, woodworking, jewelry-making, scrapbooking, and needle crafts.

More than 3,600 attendees are expected, among them owners, buyers, merchandise executives, distributors, sales reps and product developers from throughout the entire East Coast retail market.

Co-located with the National Stationery Show (NSS®) – and positioned directly between NSS and SURTEX - Creative & Lifestyle Arts runs from May 19 – 22. Together with NSS, the new show will present educational programs, demonstrations, themed displays, and networking opportunities.



**SPACE New York** -- *Strategy, Product and Architecture for Consumer Environments* – will also launch May 18–20 in conjunction with GLM's International Contemporary Furniture Fair (ICFF®). Now marking its 25th anniversary, the ICFF will run from May 18–21.

The new trade fair for retail interiors, SPACE New York is presented by GLM and ST Media Group International, publisher of *VMSD*, the magazine of visual merchandising and store design. ST Media Group International also produces the International Retail Design Conference (IRDC).

SPACE New York is expected to draw 150 select exhibitors, who will offer the latest in unique and innovative design–driven products for retail environments. Product categories at SPACE New York will include fixtures, visual merchandising, lighting, flooring, décor and props, architectural materials, wallcoverings, technologies, signage and graphics, furniture, digital media, audio, shopping insights, and research firms.

Some 2,000 attendees are anticipated, among them visual merchandisers and store planners, architects and interior designers from retail and education, service, and corporate industries, plus cross-over traffic from retailers, architects and interior designers covering ICFF.

SPACE New York will be set in its own space in Javits' North Hall, linked to the ICFF on level 1 and featuring

a conference/networking café.

“These two new co-located shows will add to the overall business opportunities in the marketplace for attendees and exhibitors,” believes Penny Sikalis, GLM VP and SURTEX show manager.

“All reports from designers, licensing agents, manufacturers, and retailers indicate that we have an expanded and energized market,” she added. “We expect that growth and excitement will boost both attendee and exhibitor interest in SURTEX itself.”

## SURTEX SPOTLIGHT ON: INDUSTRY NEWSMAKERS

**SAM ABELL**, President and CEO of **Courtney Davis, Inc.**, Franklin, TN, has taken on a new role, literally, in ABC’s new politically and musically charged Wednesday night series, “Nashville.”

He plays a staffer to mayoral candidate Coleman Carlisle, who is locked in cut-throat competition with the husband of the reigning country music queen, played by Connie Britton. Other stars included Hayden Panettiere, Salm Polladio, and Robert Wisdom.

Our Sam’s debut comes in episode 4 – not a speaking part (yet) – but still an eye-opener, says Sam: “Being part of the production sheds a new light on what all is involved in bringing any show to television...Time, devotion, and VERY LONG HOURS...14–16-hour days are not uncommon.”

“And, yes, I already have more than a full-time job!”



**JOHN CHESTER**, **Wild Apple Graphics, Ltd.**, Woodstock, Vt., and **LONNIE LEMCO**, **World Art Group**, Richmond, VA, were among eight art publisher members of the Art Copyright Coalition who toured the October Canton Fair and the Jinhan Fair in China in search of illegal use of copyrighted images.

The international search party included other members from Canada, Germany, Italy, the UK, and the US. According to a press release issued by the Coalition, they discovered and documented more than 40 copyright violations, and laid plans to return to both the Canton Fair and the Jinhan Fair, at least on an annual basis. The Coalition is also studying the feasibility of expanding its surveillance to additional trade shows in China.

*Editor’s Note:* SURTEX Conference presenter **JOSHUA KAUFMAN** is general counsel to the Art Copyright

Coalition; read his legal advice in "Biz Trends," this issue.

**DEBRA VALENCIA** of Malibu, CA, is about to introduce **Art Licensing LA** (ALLA), a new collaborative agency of independent artists based in Los Angeles. Debuting on-line January 1, the collaborators will show together at SURTEX 2013 in New York.

Herself an established licensed artist with some 25 manufacturers, Debra also leads professional seminars and teaches college courses for artists. She says she "saw a need for an art licensing community in Los Angeles" that also focuses on business education about licensing. The idea for ALLA grew out of a series of small seminars she taught on licensing basics.

The collaborative currently includes five artists who represent the "cultural melting pot of Southern California," as Debra describes them: "Progressive, modern, colorful, confident, bold, non-traditional (with) a sense of style that translates across all markets and regions."

In addition to Debra, the founding ALLA artists are Sara Berrenson, Ginger I7, Jeanetta Gonzales, and LuAnn Roberto,



## SURTEX SPOTLIGHT ON: INDUSTRY NEWSMAKERS

### THE SHOW MUST GROW ON!

SURTEX 2013 will be bigger and better than ever, both literally and figuratively, reports show manager/GLM VP Penny Sikalis.

Marking its 27th anniversary in May will be a new and expanded layout at Javits: front and center in Hall 3A. Floor space will also be enlarged by adding an aisle devoted to licensing exhibitors, and another extra aisle for exhibitors who largely sell their artwork.



In addition, an entirely new section focused on selling designs will be added to the show -- **Atelier** -- dedicated to the "most talented and

sought-after textile design studios from around the world,” Penny said. SURTEX started out as a textile surface design show nearly three decades ago, and Atelier will bring that focus full-circle, she points out. “The launch of fashion-forward Atelier is especially exciting,” Penny said, “because it re-emphasizes the roots SURTEX has in the textiles and wallcoverings sectors as these industries rebound and regain design importance.”

Some 75 select studios from Great Britain, Europe, North America, and Japan will offer what Penny calls “the most trend-forward prints, patterns, repeats and documents for product development needs across a multitude of categories.”



## COLOR US EXCITING:

SURTEX may be 27 years old this May, but it’s never looked younger and more vibrant. The 2013 color scheme -- deep teal and yellow-orange -- is a dazzler, and any color expert can tell you why. The colors are near complements, that is, they lie opposite each other on the traditional color wheel. And as everyone will plainly see, opposites attract!

## GET ON BOARD!

Registration for SURTEX 2013 attendees is now open ([www.SURTEX.com](http://www.SURTEX.com)) The latest stats on attendees at SURTEX 2012 reveal:

- 89 percent have a decision-making role
- 93 percent licensed artwork
- 87 percent purchased artwork



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