

On The Surface

surtex 
Official Newsletter

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forward to a friend

FROM WHERE I STAND

By Penny Sikalis, VP/GLM, SURTEX Show Manager

Sum up the season in a six-letter word? *"Thanks"* does it.

Just as "Boo!" means Halloween and "Joy" describes Christmas, the word for November has always been "Thanks." Thanks always for the many good things of life...and this year for something I really hadn't thought of before.



After two months of intensive travel – on business in the East, Europe, and the UK, and to Greece, where I have family ties – I've come home looking at the US from a different angle. I see the amazing number of *choices* we have in this country. And I am thankful for so many options, so many opportunities to choose how we live and make our living, what we buy, where we travel...the options are endless and endlessly exciting...

...Just like SURTEX. Think of the plethora of choices SURTEX offers attendees. Three-hundred exhibitors showing art from more than 1,200 individual artists and designers from all over the world!

On the other hand, artists who want to do business with those 6,000 manufacturers and retailers don't have much choice about where they need to be to reach them: it happens only at SURTEX!

And SURTEX happens only in New York City. For good reason: think of the vast choices that surround the Javits Center. Inspiring museums. Exciting restaurants. Trending shops and stores. All the energizing sights, sounds, and energy that awaits when you choose New York next May 18-20.

It's a lot to be thankful for. And not just on Thanksgiving Day itself, when you have to make a lot of

choices (except maybe the family members you'll share it with). On that day, the choosing can be bewildering: pumpkin pie or apple cobbler? Red velvet cake or pineapple upside-down? Or...best idea: choose them all and be thankful for your elastic waistband!

News From New York: *Do* Look Now!

New Marketing Campaign for SURTEX

What's bright, bold and bound to catch the attention of everyone in the art and design community?

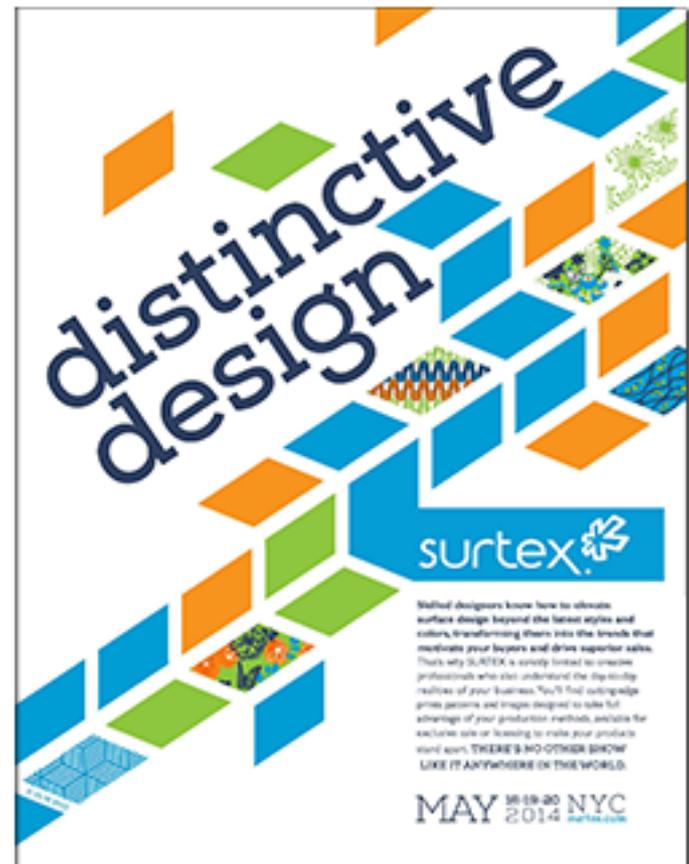
It's the answer to GLM's quest for an exciting new marketing campaign that will sum up at first glance all the excitement, energy, and innovation that is SURTEX.

It's "*distinctive design*," a trend-forward, design-focused approach that will be carried through all SURTEX communications, as well as at the show next May.

The *distinctive design* message reminds manufacturers and retailers that "skilled designers know how to elevate surface design beyond the latest styles and colors, transforming them into the trends that motivate your buyers and drive superior sales.

"That's why SURTEX is strictly limited to creative professionals who also understand the day-to-day realities of your business. You'll find cutting-edge prints, patterns and images designed to take full advantage of your production methods, available for exclusive sale or licensing to make your products stand apart."

The *distinctive design* message concludes: "There's no other show like SURTEX anywhere in the world."



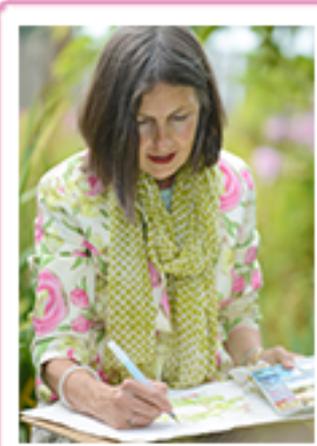
This Just In: Updates From The Design Front

Sharyn Sowell Studio, Mount Vernon, WA: “Do I feel optimistic? Yes! I let my brush dance on the paper every day, my scissors slide through cut paper and my pen inks words of encouragement and affirmation. I get to speak joy into the world and partner with manufacturers who are bringing to market well-made products that sell strong and make the world a little bit happier.



A CUT ABOVE, LITERALLY
Sharyn's Scissors 'Speak Joy'

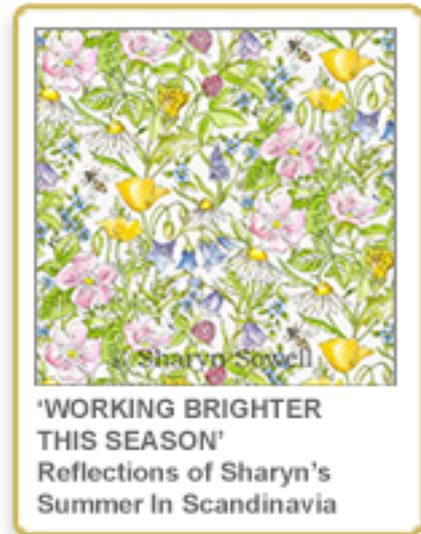
“We've picked up some new licensing partners since the last SURTEX...one of the newest is Ellison Sizzix, a crafting company. Early this month there'll be a rollout of new work, including more than 100 SKUs for their eCutter machine.



LET'S HER 'BRUSH DANCE EVERY DAY'
Artist Sharyn Sowell Working En Plein Air

"I work as artist in residence on cruise ships, which gives me some amazing inspiration for new work. I was able to spend much of my summer in Scandinavia, which means I've got several new collections underway with a distinctly Nordic influence.

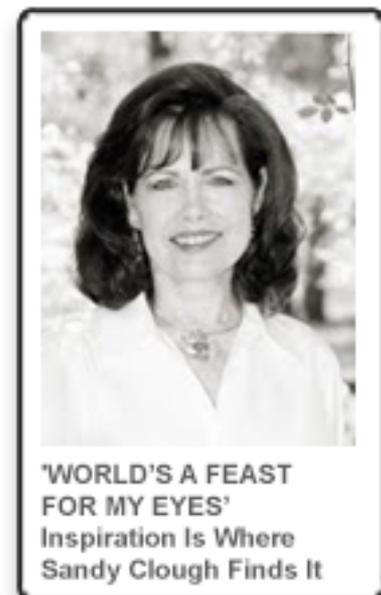
"I am working brighter and bolder this season but always trusting my own creative muse. If there's an underlying trend that's foundational to them all, it's that manufacturers are looking for artists with a unique and highly developed look that is their own -- images that sell strong and carry a recognizable style that speaks to today's consumer."



'WORKING BRIGHTER THIS SEASON'
Reflections of Sharyn's Summer in Scandinavia

Sandy Clough, Sandy Clough, Inc., Marietta, GA: The Sandy Clough Studio, which began licensing Sandy's art in 1988, is now licensing art for products with 45 companies.

Reports Rick Clough: “We've grown with both existing licensees and new licensees that broaden our product line. The challenges in the economy seem to have made many companies more nimble and focused.



'WORLD'S A FEAST FOR MY EYES'
Inspiration Is Where Sandy Clough Finds It



“We have several new licensees who are developing new products, including rugs, framed art, decorative boxes, gift bags, travel mugs, greeting cards, flags, stationery, gifts and wall art.”

What inspires Sandy Clough? “The world is a feast for my eyes,” she says. “Road trips to the Midwest, New England and New York have added a wealth of inspiration for painting and design this year.”



When it comes to marketing: “My husband Rick is really ‘the secret weapon’ of our business.”

To which Rick adds, “In this economic climate, we have found that working to serve our current licensees well and personally contacting new and potential licensees has yielded the best results.”

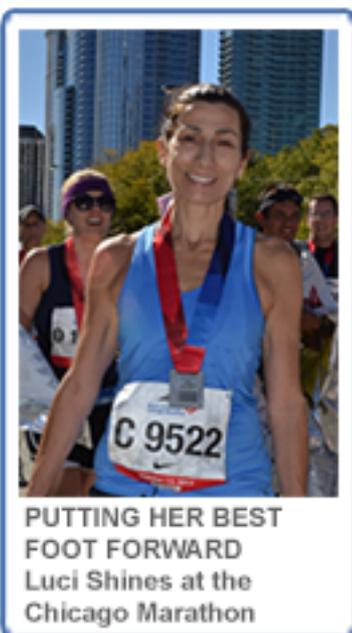
Luci Rawding & Patti Gaeta, Studio 2, Wyckoff, NJ: The partners report that they have been “working successfully in this business for 15+ years, with a list of amazing and varied clients. Our sales have remained strong through the ups and downs.”

Found in stores worldwide, from high-end specialty to mass market, Studio 2’s licensed products include gift wrap and tissue, gift bags, cards and stationery, as well as party goods, balloons and tins.



Now, the partners say, “We’ve been noticing new energy in the craft and hobby markets, so we are in the process of setting up an Etsy Shop and

pursuing licensing opportunities with fabric companies.”



Studio 2 is among the 100 artists featured in the most recent *Print and Pattern Kids* book, and currently, the artists are working on a geometric and typographic collection inspired by such American artists as Stuart Davis and Robert Indiana. “Our inspiration is the ongoing show at the Whitney in New York called American Legends,” they say.

“We've always been successful with our bold, contemporary designs, and, in recent years we've focused in on the whimsical aspects of our baby and holiday collections.

"Studio 2 is well known for its whimsical characters. We love making people smile with our funny and happy characters – and what's better, whether it's a special occasion or an everyday event?"



Art Licensing LA (aka ALLA), Malibu, CA: Surface designer/illustrator **Teresa Woo-Murray** has joined forces with fellow Los Angeles artists in the art licensing group, which specializes in fresh interpretations of the California lifestyle.

Teresa has licensed artwork on numerous products, including fabric, rugs, greeting cards, gift bags and wrap for Target, JoAnn's Fabrics, The Container Store, and online retailers.



Most recently, **Woo-Hoo Design Studio** signed a licensing contract with Oklahoma Embroidery Supply and Design (OESD) for her Cupid and Floral Collection, a grouping of 25 designs for machine embroidery, to be released in January.



More good news from ALLA:

- **Debra Valencia**, founder and principal of ALLA, has introduced a new line of personal checks for **Check Advantage** that includes six collections in multi-color designs, with matching address labels and check covers. Designs include her most popular feminine prints, *Bloom*, *Boho Girl*, *Kyoto*, *Leopard*, *Mia*, and *Prima Flourish*. Debra has also been selected as an *Elite Surface Designer* for **Keka Case**, increasing their offerings from six to 29 designs for phone and tablet cases.

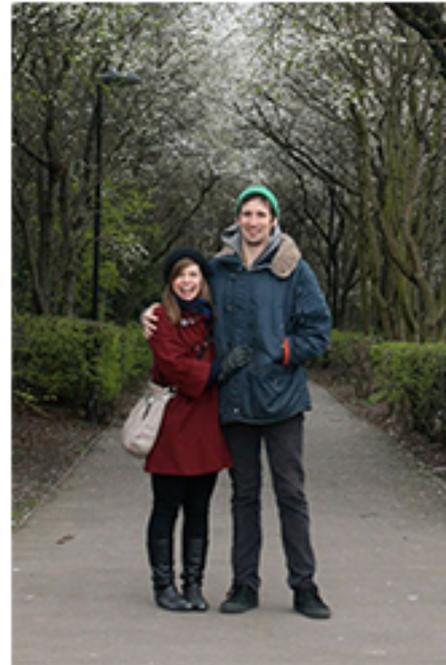


Elizabeth Olwen Design, Toronto

Most people come back from a sabbatical rested and relaxed. Not artist Elizabeth Olwen.

She came out “with guns blazing!” from the three-months she took off from her 10-year career in graphic arts to drop out of real-life, as she says, and slip off to Berlin two years ago with musician boyfriend Dave Evans.

“I wanted to see what would happen creatively if I had no pressures, no worries, just time to do what I wanted.” Which was to doodle – literally. “I’ve always been a doodler. I love patterns. My earliest memories are about the orange designs in my Mom’s Formica table – with perfectly matching curtains.”



ARTISTS ABROAD...
Elizabeth & David Seeking
Inspiration Overseas



WALLFLOWERS FLOURISH
Elizabeth's 'Doodles' Come to Life

Elizabeth’s devotion to design led her to a degree in graphic arts from York University Sheridan College in Toronto, then that decade at Toronto ad agencies.

“I was a really artsy kid – my Dad was an artist, a car-painter who painted hot babes and lions on cars and weird murals on vans. I loved to doodle, but I had no idea you could do patterns as a career.”

Rachael Taylor taught her better. Creator of the popular e-course “The Art & Business of Surface Design” (in collaboration with award-winning entrepreneur Beth Nicholls), the UK-based designer

fired Elizabeth’s ambition. So, armed with the big collection of patterns she had “doodled” abroad, Elizabeth says she threw herself into the career she’d never heard of before.

“I set up a website, went on Twitter, started sending my work out to blogs (including “Print and Pattern”), and a few weeks later, I had my first licensee” (with teNeues Publishing Group – she’s still working with the Germany-based company).

Elizabeth had landed several more licensing deals by the time she decided to come to New York and walk SURTEX 2012. “I was so inspired!” she recalls. “I left knowing I’d come back.”

So she did last May and the show “exceeded all my expectations.” One new client landed at the show has been followed by “a steady flow since,” Elizabeth reports. Among them are a fabric line for Cloud 9 that debuts in January; a stationery collection for Madison Park Greeting; Washi decorative tapes, and fabric for girls’ rompers and dresses, coming out for Spring ’14 at Target. Other partnerships involve American Greetings and Landor Associates, the pre-imminent global branding and design agency.



'FASCINATED BY PATTERNS'
'In Bloom' Notes By Elizabeth Olwen

Elizabeth’s 12-year “overnight” success leaves her thankful, she says, for “all the opportunities I’ve had in the past year, and for the progress I’ve made. I’m thankful that people have been so supportive of my work.

“It makes me feel good...*about people.*”

Updates & Upgrades:

Online Learning & LinkingIn

The first in the new series of SURTEX webinars, designed to help exhibitors enhance their show experience and overall results, debuts Wednesday, Nov. 20 at 1 p.m. (EST).

Tune in and learn “8 Things to Do Now to Maximize Your SURTEX Success.”

Scheduled at intervals during the months leading up to the show in May, the SURTEX webinars are open to all confirmed exhibitors. Interactive presentations include discussions and Q & A’s. Topics will include operations/logistics, booth preparation and presentation, marketing efforts and **NEW** this year – “How to Leverage Social Media.”

“We encourage all exhibitors -- **especially first-timers** -- to participate in as many webinars as possible,” said Penny Sikalis, GLM VP/SURTEX manager. “It’s like having an experienced professional put an arm around your shoulder and leading you up to, and successfully through the show.”

The popular webinar series is just one aspect of the overall marketing program GLM has mounted to support exhibitors, Penny pointed out. Other opportunities include the recently launched **LinkedIn** exhibitor group, set up to facilitate interaction between exhibitors and with GLM staffers, who can offer insights, tips, and do’s and don’ts between now and SURTEX in May.

For additional information and to register for upcoming webinars, [click here](#).

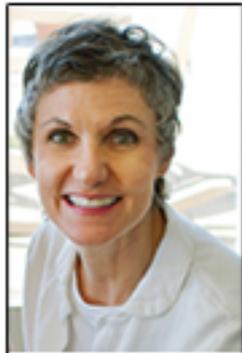
To join the new LinkedIn exhibitor group, [click here](#).



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**Elizabeth
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To submit editorial content for consideration in On the Surface, please contact Editor Rose Gilbert at gilbert.rose@gmail.com.

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