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VOL 4 Issue #23

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## FROM WHERE I STAND



WHAT INSPIRES YOU?  
SURTEX VP Penny Sikalis

By Penny Sikalis, SURTEX Vice President

Artists and designers: here's a question I'll bet you're often asked:

"Where do you get your inspiration?"

Where, indeed? Ask *me*, and I have a ready answer: *from the weather!* Seeing green after so many long months of brown (and white) has shifted my imagination into high gear. Spring has given me a totally fresh outlook. It's inspired me to get out my summer clothes -- and sandals. No more socks and boots! It's time to liberate my feet!

It's also SURTEX time! Talk about inspiration! I can just imagine how it feels for artists and designers, coming out of your studios after a winter of close, hard, focused work into the lights, action, and energy of a multi-faceted trade event! Into the fun and fellowship of other artists, designers, customers and key players in the business of surface design.

The professional networking alone is well-worth the trip to the west side of Manhattan. Face-to-face beats Facebook all hollow, as well as waiting for folks to visit you. Plan to take full advantage of all the creativity under one roof as well as all the networking opportunities we've built into the SURTEX schedule. Join the discussions at the Conference Program. Meet the experts who will be laying out the latest news in the Trend Theatre everyday. Join the merry-makers on board Sunday night's yacht cruise

through the New York harbor. Exhibitors, raise a glass of wine with your fellow exhibitors at Happy Hour on Monday evening.

Then there's the mother lode of inspiration, *New York City itself*. Come early, stay later or just go out (if you're a city slicker like me): see the City and let it fire your imagination, as it's so famously inspired all manner of creatives' down through the years. Mine the museums— there are 2,000 art, history, science and children's museums, historic houses, zoos, and botanical gardens in New York. Be inspired by Broadway, the Opera, the ballet, by restaurants, and the astonishing shopping....

Finally, there's my personal favorite form of entertainment: the City's street scene. It's fun, informative, and yours, free for the watching. The new ideas you'll take home are the best New York souvenirs of all.



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## EXCITEMENT IN THE AISLES

Light the lights! Start the music! It's here! SURTEX unfolds for the 28th time this week, brightening the aisles of the Javits Center with original art and design from around the world. Here's a foretaste of the excitement to come....

**Lisa Blade Designs, Deluth, MN:** In her second year at SURTEX, Lisa will be introducing her Renaissance designs, created with what she describes as "delicate touches, effervescent hues and 'left footed' humorous illustrations."

The mixed-media artist has been telling stories in ink, watercolor, photography, and technology for 27 years. Growing up on an isolated hobby farm created a strong need to share her experiences visually, Lisa recalls.

Her work, which has been used in a wide variety of commercial collections for more than two decades, reflects her own love of life, says Lisa, who designs to show what she calls the “strong synergy between life and simple pleasures... the romanticism of floral architecture and the silliness of everyday life.”



Lisa Blade’s love of life is evidenced in her vibrant art. The romanticism of floral architecture and the silliness of everyday life; Lisa’s designs represent the strong synergy between life and simple pleasures.



**Karma Prints and Artwork, Brooklyn, NY:** After “working the other side of the table for 15 years as designer and director for such well-known companies as Osh Kosh, American Eagle, Anna Sui and Betsey Johnson, Mary Obert launched Karma Prints and Artwork in 2012.

Her objective: to combine her love for print, trend and color. Currently representing more than 15 artists, Karma offers vintage-based florals, along with modern and fresh prints for the kids, women’s, home and paper goods markets. The agency is also capable of handling custom work on a commission basis, Mary points out.

**Cathy Heck Studio, Austin, TX:** The family-run design team with more than 25 years of success in art licensing celebrates 2014 with expanded collections, a new licensing website, *and* a new member of the studio.

Known for their strength in the juvenile market, the team debuted 11 new collections with six companies during the past year. New products included the *Made with Love* keepsake collection with C.R. Gibson; flannel and fleece with David Textiles under their CathyLoo brand; a holiday collection for Design Design; two spring tabletop collections with Pottery Barn; cross-stitch kits with Plaid Enterprises; high-end cotton fabrics with Henry Glass, and a new group of toys and games with Gibby & Libby, C.R. Gibson’s new children’s line.



“Invigorated by the prolific year,” as Cathy puts it, the mother-daughter duo has welcomed a *third* family member to the **Cathy Heck Studio** team: Julianna, a recent graduate of VCUarts, who has joined the studio full-time, bringing fresh ideas and new media expertise. Working from her satellite studio in Virginia, Julianna will lead the development and expansion of the studio’s websites and social media.

All three Hecks will be “manning” their *Made with Love* - themed booth at SURTEX.

**Forest Foundry Art Collective, US, Australia, Belgium, The Netherlands:** A dynamic new Art Collective, **Forest Foundry** started in 2013 after eight highly motivated artists met through Lilla Rogers Studio School online e-courses. The creatives formed a global collective and their first big joint collaboration brings them all to SURTEX 2014.



Although new to the world of surface design, all Collective members have logged many years’ professional experience as commercial artists in a variety of sectors, predominantly in graphic design, illustration, fashion, animation, and the gaming industry. This wealth of knowledge is constantly shared within the collective as members trade tips and teach new ways of working with a wide range of techniques and styles, from traditional mediums to digital, creating work that, they report, is suited to a variety of applications - from house and home to fashion, and “everything in-between, for both kids and adults.”

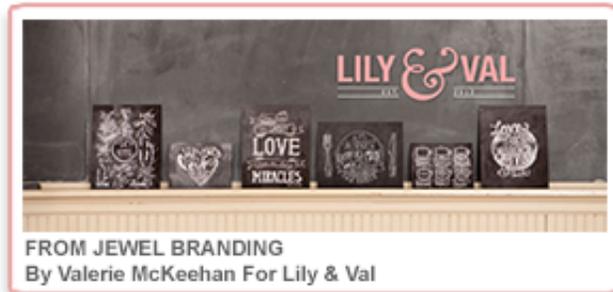
**Nottene, Philadelphia, PA:** Set to debut at SURTEX, Nottene is an illustration studio founded by designer **Kimberly Ellen Hall**, who holds an MA in textiles (from Central St. Martins, London) and has 10 years’ experience as an art director, designer, and illustrator.

Pronounced *nuh-ten-uh*, **Nottene** is a Norwegian word that means nuts (crack!): “My illustration work comes from a practice of drawing the everyday in order to work on being more present in the ‘now,’” explains Kimberly, who has worked from the East Coast to West in the US, in the UK and in Europe, in publishing, fashion, and art.



The studio, which is included in the *UPPERCASE Magazine Surface Pattern Design Guide 2014*, will be presenting current work, plus new collections inspired by the home, and everyday objects in watercolors and colored pencils in seasonal colors. Abstract patterns based on textiles and natural rhythms will be complemented by bold floral motifs and whimsical still lifes, Kimberly points out. She also points out that she “has freckles.”

**Jewel Branding & Licensing, Atlanta, GA:** It's been a busy year so far for Jewel Branding & Licensing, reports a delighted Ilana Wilensky. The agency added new licensing partnerships and new designers and design-based brands to their client roster.



Home categories have been key, including home textiles and rugs for **Clairebella**, **The New York Botanical Garden**, **Shell Rummel**, **Robin Pickens** and **Tracy Porter**. Clairebella has also launched a new retail website, [Clairebella.com](http://Clairebella.com), and expanded into wall art, luggage and tech accessories. The New York

Botanical Garden signed partners for fabrics, outdoor décor and launched a co-branded, limited edition tabletop and giftware collection with Oscar de la Renta. Tracy Porter continues to grow, moving into retailers such as Bed, Bath & Beyond, and expanding into tabletop and housewares.

**Rachael Hale**, **Lezlee Elliott**, **Aunty Acid** and **Dominique Vari** have introduced new greeting card and stationery lines. **Heather Rosas** and **Robbin Rawlings** will be launching baby products and room décor later this year. Fashion illustrator **Izak Zenou** is developing licensing partnerships in Europe, Asia and South America.

Jewel Branding also added new designers and brands, including **BlisslivingHome**; **Lily & Val** (chalkboard artist and typographer **Valerie McKeehan**); **Bebe Bilingual**, educational tools created by **Kimberly Schwede**; veteran licensor **Elizabeth Silver** (Disney, BabyGap, Westpoint Stevens); **Modern Kat**, by designer **Earnshaw Zlotnik**; artist **Valentina Ramos**; nature artist **Richard Noldin Designs**, and UK-based designer **Susan Claire**.

**Debbie Taylor-Kerman, New York City:** Expanding her licensing program with One Hundred 80 Degrees, Debbie Taylor-Kerman has added “*Cheeky Pumpkins*” Halloween collection to her successful *Mistle Toes* collection of giftware and home décor for the tree and table top.

The Scottish-born artist takes what she calls “a more sophisticated approach to Halloween,” collaging different materials, including newspaper, corrugate and gold.

Also new are two projects from Henry Glass, a long-time licensing partner: “*Cock-a-Doodle-Do*” (panel quilt and table set) and *E-I-E-I-O* (panel quilts).

A graduate of the Liverpool School of Art in England, Debbie worked as a textile designer and art director, then came to New York in 1991 “for two years.” Now a successfully licensed artist for almost 15 years, she has partnered with other leading manufacturers, among them, Caspari, CR Gibson, Certified International, Oneida/Robinson, McStevens, and The Popcorn Factory. Her products are sold by a range of retailers, both on-line and in such stores as Macy's, Kohl's, Target, JC Penney, Dillard's, Bed Bath & Beyond, Harrods, Waitrose and others, across the USA, Canada and Europe.



**SunDance Art Licensing, Orlando, FL:** More than 10 new collections by artist **Andi Metz** will debut at the **SunDance** booth during SURTEX, including a variety of themes, such as coastal, floral, kitchen, Christmas, Halloween, and Valentines.



According to **SunDance Licensing Director Kim Dooley**, Andi Metz “fell in love with drawing when she held her first crayon at age three and illustrated her first book.” She moved on to designing for greeting cards, writing and illustrating children’s books and designing fabric and patterns for the quilting industry.

Andi reports that “Most of my favorite pieces seem to have painted themselves -- I get lost in artful meditation while adding intricate details in my designs.” Working with a variety of methods, paints with either gouache or water color and then manipulates the art digitally. She also has the ability to create art

graphically, Kim points out.

**Terri Puma Design, LLC, Charlotte, NC:** Celebrating her 10th Year of “steadfast success” in art licensing, **Terri Puma** will be exhibiting holiday, cocktail, special occasions, resort and children’s collections, “all inspired by a summer saunter through Europe,” she reports. And all spiced with Terri’s signature biting humor.

Embracing “the global influence that the current market demands,” Terri says her palette has been

energized by the sights and sites of the Old World, including the turquoise-patinaed spires of Prague Castle and the luminous gold leaf of European cathedrals. The glamorous island life of Capri inspired her resort collection and the lively streets of Paris are seen in the children's collection, while the holiday collection shimmers with highlights of gold.

With her mantra of "more is more," Terri says she's inspired by everything from couture fashion to girls' night out, from elaborate interiors to classic architecture, and from chick lit to fine wine – reflecting what she calls "the pulse of a voracious market."

**MADART Studios, Titusville, FL:** Megan Aroon Duncanson – MAD -- is the creative force behind MADART Studios, which features her "unique, colorful and inspirationally uplifting" art, along with collaborative designs by Megan's mother and daughter.



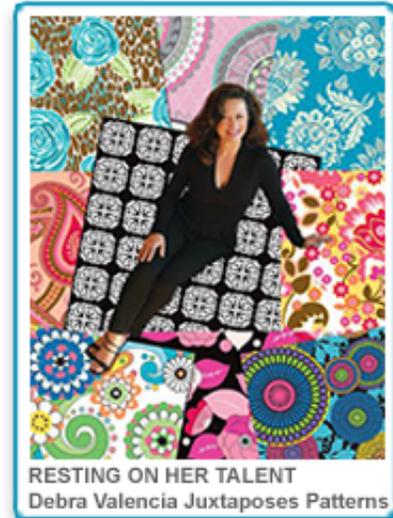
MADART actually had its beginnings in the tiny Alaskan bush/fishing village of Meyers Chuck, 40 miles north of the City of Ketchikan, where Megan was raised and inspired, she says, by the wild beauty of Alaska and her mother's own creativity. The youngest of the three MADART artists, Aroon Duncanson, was born in Alaska and spent several years growing up in the same village as her mother.

MADART currently has licenses with 25 different manufacturers, from Deny Designs (home decor) to Gango Editions (prints), nine of which have been signed in the first four months of 2014 (many procured by licensing agent, Art Licensing).

The majority of MADART designs features hand-painted elements that are then collaged into a final image using Photoshop, retaining the hand-painted feeling while allowing the designs to be manipulated to fit a variety of products. Debuting at SURTEX 2014: a new line of designs specifically created for greeting cards.

**Debra Valencia, Malibu, CA:** Lifestyle designer Debra Valencia and her U.S. licensing agent, The Brand Liaison, are expanding the Debra Valencia lifestyle brand to include home décor collections, as well as women's apparel and personal accessories. Already her decorative patterns are licensed by more than two dozen manufacturers for products in stationery, fabrics, cosmetics, bath/body products and select home accents and personal accessories.

Known as a fashion-forward woman with a passion for world travel, artisan traditions and popular genres, Debra is celebrated for her inherent understanding of women's lifestyles. She is also authoring two sewing books for the DIY crafter, to be published by Fox Chapel Publishing in 2015. Featuring her patterns, each project is designed to make a fashion statement, combining three or more fabrics, and offering clear, step-by-step instructions and pattern diagrams.



## EXPERTS' OPINIONS

What do you do with a room full of industry Gurus? You ask them what they think...about the business of surface design...about the value of a global show...and their best advice to others in the industry.

Here's what we heard from four Gurus, who will share other expert opinions at the Monday afternoon Conference Sessions.

**LIZ WAIN, Creative Director, Things Remembered**

**Q. Why take part in SURTEX?**

**A:** In our fast-paced changing environment, deals are often crafted based upon relationships between valued colleagues. I find SURTEX to be a great opportunity to meet and greet with the global design and manufacturing community. A time to collaborate, identify solutions, and begin new projects. Besides, May in NYC is fabulous!!

**Q: Any advice for artists, designers, retailers?**

**A:** Take the time to define what you would like to do with your art and understand what it takes to become successful. Ask questions. Learn the business. Proceed with eyes wide open. Create a unique brand voice that guides an aesthetic creative vision, a raison d'être and point of differentiation.

**STEPHANIE DELL'OLIO, President, Marcus Bros. Textiles****Q: Any advice for artists, designers, retailers?**

**A:** Here's my nugget of advice: It is important that the artist learn about the different markets using print design. Prints designed specifically for my market (primarily fabrics for the quilt market) allows for less internal studio expense, which is a very important component in our decisions to license art.

**TONYA BOTT, Art Director, Saturday Knight, Ltd.****Q: How much attention do you pay to current trends?**

**A:** Textile design for my area never completely follows a trend... If /when certain icons appear as a trend in art, licensing and stationery- owls, for example - we immediately develop the character into a print for our retailers.

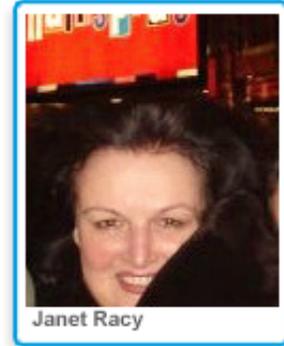
**Q: Any advice to share?**

**A:** Continue to push your styles toward what your successes have been. You have to be aware of the end-product sales to know what works and what doesn't. If you are primarily developing art for product, it's best to be new... don't reinvent what is out there, and don't get caught repeating yourself too much. There always needs to be progress toward a refreshing new perspective.

**JANET RACY, President, Janet Racy and Company, Session Interviewer**

**Q: So what's happening in surface design?**

**A:** The genius of the late Alexander McQueen has ignited the surface design business. His use of natural and innovative materials, combined with the hard edges of technology and digital mechanics, has inspired a new direction in all markets. To see his work up close was truly inspirational, setting a tone which has evoked a major change in design. What was once a simple print pattern, texture or detail has exploded into a kaleidoscope of new materials, combinations, and techniques, making innovative looks that transcend any of the traditional trends.

**Q: Why a global surface design show?**

**A:** The convenience of being able to cover the market, edit thoroughly, visit key resources, find new talent and fresh ideas -- all under one roof. Believe me, I don't miss the days of running around to individual appointments!

**Q: What's your advice to others in the industry?**

**A:** Love what you do and do it with passion! Otherwise, don't be in this business! Glamorous? Sometimes. Hard? Yes, but worth it. Exciting? Inspirational? Every day... because there is always something new.

Take every opportunity to learn, see, touch, feel and experience everything. Know history. You never know what is new and modern until you learn the past.

Most of all make it fun.... Believe me, you'll learn a lot more. I love what I do and can't wait to discover the next big thing!

Enjoy the show!

## ONLY IN NEW YORK

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**Need new ideas? No apt for that. How about an apt adage instead: "When the going gets tough, the tough go...shopping." New York City has everything and more in store for idea-shoppers.**

**Some of our favorites:**

Museum Book Stores. Skip the exhibits; go straight to the store!

**Museum of Modern Art, aka MoMA:** 11 W. 53rd, between 5th & 6th. The MoMA-lode of museum shopping. Store offerings are as carefully curated as the art on display. And you can take them home.

**Asia Society & Museum:** 725 Park Ave., at 70th St. Home of the John D. Rockefeller Collection (too good to skip) and site of AsiaStore, one of New York's top museum shops. Known for showcasing new designers, its tilted shoji screen walls hold a wealth of unique items, jewelry, gifts, and clothing, made all over Asia.



**Museum of Arts & Design, aka**

**MAD:** 2 Columbus Circle at Central Park West. The store sells what the museum shows: jewelry, ceramics, glass and wood objects made by top craftspeople all over the world.



**Morgan Library**, 225 Madison Ave at 36th St. Books, of course – this is a library, after all – but also a discretely edited offering of jewelry, neckties, and etceteras, like salt 'n peppers as mini Empire State and Chrysler Buildings. If you hurry, you can also buy one of the street banners from the Library's Little Prince show, 7-ft. long for \$75.

Right around the corner on Park Ave, two little-known, totally cool shopping spots: **The Kitano Hotel** gift shop, 66 Park Ave at 38th: In New York's only Japanese hotel, an elegant, off-beat, and all-Japanese selection. Also at the Kitano: some of the best jazz in the City.

**Scandinavia House**, just up the street at 58 Park Ave. Now you're in Nordic country, where you can scoop up the latest in Scandinavian modern design, from clothing and handbags to jewelry, blankets and home décor.



## UPDATES & UPGRADES

**NUMBERS UP!** -- The BIG PUSH to expand attendance at SURTEX 2014 has paid off, reports a pleased SURTEX VP Penny Sikalis. Just before show time, pre-registration is an impressive 129% ahead of last year. Are folks planning ahead better or more psyched to find new art & design? (We hope the latter!)

“Our strategy included an intensified promotional campaign,” Penny explains. “We redoubled our public relations efforts, upped our advertising and direct-mail programs, focused on social media, and took part in relevant industry events, where we could raise the flag for SURTEX and our exhibitors.”

**On the exhibitor front,** we're thrilled to be hosting the original works of more than 1,200 artists & designers...an unbelievable showing of exhibitors from around the world. The Atelier has topped out at 85 booths, while the Art + Brand Licensing aisles will boast over 200 booths. Add in the ReSource HuB with special digital technology and trend features filling a whopping 25 booths!

If there was ever a reason for creatives to come to SURTEX, this is the year!

**Techies, Take Note:** Now in its fourth exciting year and bigger than ever before, the SURTEX ReSource HuB is THE go-to spot on the show floor to discover new developments that can ratchet up your output and add new dimensions to your art. *Literally.*

Here's your chance to catch up with the wonders of digital printing. Check out the **Design-a-Seat** originals. Take in the HP demos. Marvel at other new tools and resources for artists and designers, including software, web tools, printers, publications, reference materials and trend services. Stimulate your creativity. Rev up your right – and left – brain. ReSource HuB is a no-brainer for the marketplace.



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PS: Remember to wear your badge at all times on the SURTEX show floor.



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