

Art Buyer

Spring 2014

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News in brief

● **ELEVEN** new artists have signed with the An sada Group adding more than 3,000 images to their collection available for artwork. They are Don Maltz, Nancy Dunlop Cawdrey, Heide Presse, Melinda Byers, Deborah Bays, Rock Newcomb, Derek Wicks, John Mullane, Kyle Sims, Laura Mark-Finberg and Mort Solberg.
www.ansadagroup.com

● **A MOVE** to England has seen Australian artist Cindy Wilder's lovely tropical and beach artwork introduced by Porterfield's Fine Art Licensing. Having recently come over with her family, Cindy is creating artwork for home and wall décor, paper products and retail products.
www.porterfieldsfineart.com

● **GROWING** online art company Easyart have secured more funding and appointed seasoned retail and leisure entrepreneur James Bidwell as chief executive. The firm negotiated a six-figure funding package from existing investor Verdane Capital to seek further growth in the UK and Europe.
www.easyart.com

● **AN ECLECTIC** mix of 185 photographic images in elaborate gilt frames have made the newly-opened London Edition Hotel's Bemers Tavern dining room feel like a stately home after full-service image licensing agency Trunk Archive rose to the challenge from the Ian Schragger Company.
www.trunkarchive.com

● **JOHNNIE** Walker have put an artistic spin on the message in a bottle theme with an installation at Heathrow in collaboration with talented and upcoming artists, Kai & Sunny and Shotopop. Until February the immersive Johnnie Walker Blue Label Gallery in the heart of Terminal 5 uses projection techniques on bottles standing almost three metres tall.

● **JOYFUL** Rabbit Design are celebrating a second successful year of operation with third quarter sales up 250 per cent over 12 months ago. Their engaging designs, which live up to their name by expressing an exuberant joie de vivre, have been licensed for various stationery, calendar and greetings products.
www.joyfulrabbitdesign.com

New owners for Surtex in £205m deal

THE organisers of Surtex and the National Stationery Show in New York have been sold for \$335million (£205m).

Emerald Expositions announced on December 20 they have agreed to acquire GLM - George Little Management - from Providence Equity Partners.

CEO David Loechner said: "GLM is a truly outstanding trade show company with an exciting portfolio and an experienced and talented workforce. This acquisition expands upon our position as a leading trade show organiser in the US.

"I am excited about the opportunities for customers and employees of both companies that will result from bringing these two high-quality portfolios together."

Charles McCurdy, GLM CEO, added: "This transaction demonstrates the strength of GLM's shows that have grown successfully thanks to the effectiveness of the team and Providence's support."

"This is a compelling opportunity going forward for GLM and its stakeholders, and I wish David Loechner and his team the best of luck



as they seek to further expand GLM's product offerings and accelerate growth."

Michael Dominguez, a managing director at Providence, said "Charlie's leadership and the dedication of the entire management team were integral to the success of this investment.

"We're fortunate to have had the opportunity to partner with GLM to accelerate growth, launch new products and make acquisitions that increased the breadth of its shows. We believe GLM has a bright future as part of Emerald Expositions."

The transaction is anticipated to close in January 2014, subject to customary regulatory approvals. The acquisition will be funded with approximately \$200m (£122m) of debt and a \$140m (£86m) equity investment from Onex Partners III who acquired Emerald in June 2013.
www.emeraldexpositions.com
www.glmmarkets.com

Boom time in China

PREDICTIONS are that China will become the world's second largest market for licensing goods by 2023 above the UK, Japan and Germany.

Charles Riotta, president of the Licensing Industry Merchandisers' Association (LIMA), made the comment during the 2013 Beijing International Art Licensing Fair, as China is the world's fastest-growing licensing market.

He admitted the world's most populous country - second largest by land area - currently accounts for just \$5.2billion (£3.2bn) of the global licensing market, valued at \$189bn (£117bn) in 2012, with the US having the lion's share at \$112.1 (£69.63bn), Japan \$16.1bn (£10bn), the UK \$13.2bn (£8.2bn) and Germany \$9bn (£5.59bn).

"Nevertheless, China is the world's fastest-growing licensing market," Mr Riotta (pictured)



said, according to www.china.org.cn "its output value grew by 343 per cent over the past eight years, from US\$1.1 billion (£683million) in 2005 to \$5.2bn (£3.2bn) in 2012, compared to the flat

development in well-developed foreign markets across the U.S., Western Europe and Japan."

China is predicted to have 600 million middle-class citizens by 2020, opening up great prospects for the growth of the licensing market.

And Mr Riotta added that the Chinese market will embrace a bright future due to the booming of indigenous brands and the public's awareness of international brands as China's licensing industry has better understood that licensing practices bring about huge profits.

www.licensing.org
www.licensing.org/uk

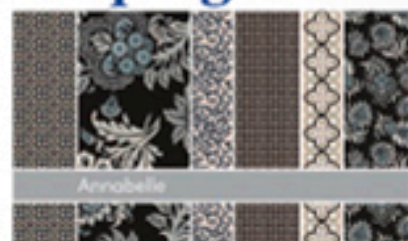
Brand Debra's natural progression

DEBRA Valencia is making the transition from surface artist to complete lifestyle brand just six years after entering the art licensing world.

"This is a natural progression for me," Debra said, "since I've worked in architecture, interior design, furniture design, bedding, ceramics, toy design, packaging, book publishing and primarily graphic design in various periods of my career."

Debra, who was told no one would licence just patterns when she started, is in discussions with potential licensees for products including eyewear, watches, yoga clothing and furniture and working on a line of cosmetics, bath/body products, personal accessories and home décor.

She still leads her agency Art Licensing LA, with six surface artists, illustrators and fine artists and



is teaching the Business Of Art Licensing course at Otis College of Art in Los Angeles, the world's first accredited college course on the subject.

Debra added: "My goal is to educate artists and designers on the business side of creativity so they are well prepared and successful."
www.debravalencia.com