

Licensing Expo 2015 readies Art & Design zone, resource center and on-site activities



By [Billy Langsworthy \(/user/read/117\)](/user/read/117).

MAY 18TH 2015

[\(/user/read/117\)](/user/read/117).



"Licensing Expo is the place for any artist looking to take their brand into new product categories and territories."

Licensing Expo 2015 is all set to showcase imagery available for license from artists and designers from across the world.

Organized by UBM Advanstar and sponsored by the International Licensing Industry Merchandisers' Association, the Expo is held on June 9th to 11th at the Mandalay Bay Convention Center, Las Vegas, NV, and offers artists exposure to showcase their artwork and designs to the largest audience of brand owners, licensees and retailers in the world.

Exhibitors in the Art & Design zone at Licensing Expo include ALMART Fine Art, Debra Valencia, Bentley Licensing Group, Giordano Studios, LLC, JENNY FOSTER, MGL Licensing, Suzanne Cruise Creative Services, Inc., Wild Apple Licensing, Wild Wings Licensing and Zolan Company, LLC.

"Each year artists and designers come from around the world to exhibit at Licensing Expo," said Jessica Blue, vice president, Licensing Expo.

"Retailers and manufacturers attend the show to find top creators, innovators and collaborators in character, contemporary fine art and graphic design. Licensing Expo is the place for any artist looking to take their brand into new product categories and territories."

On-site, the Art & Design Resource Center will give attendees a convenient location on the show floor to meet and receive matchmaking services.

J'Net Smith from All Art Licensing will host the Resource Center and report on deals and events, assist attendees in navigation of the art area and provide valuable connections for licensees, manufacturers and agents seeking to license brands from Art & Design exhibitors.

The New Artists Launchpad, also housed in Art & Design, will highlight a contemporary, cross-over collection of curated exhibitors such as American Posterity, Corpirate, Counter Culture, Crown Thorn Publishing, Emily Elizabeth's Designs and Judith Lynn Art.

Other activations in Art & Design include a live painting demonstration by Robert Holton from drizzle studios! who will create original work on-site; graffiti artists KREASHUN will be producing a vibrant billboard sign during the course of the Expo; Art Moose will be interviewing exhibitors and streaming live video footage of the exhibiting artist's work from their booth, and performance art demonstrations from Stephen Fishwick, represented by Get Down Art.

Fishwick will paint live to music several times daily throughout the three-day event.

Complimentary registration for the Expo can be found at: www.licensingexpo.com/registerhere