

Summer/Fall 2019

Howard  Robinson

[www.howardrobinson.info](http://www.howardrobinson.info)

# Selfies



Licensing Expo, Las Vegas. Brand Licensing, London.  
China Licensing Expo, Shanghai. Mega Show, Hong Kong.





# PENNY LANE

FINE ART & LICENSING



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**LICENSING**  
**EXPO 2019**  
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# Contents

Welcome to the Summer/Fall edition of Total Art Licensing. Early Summer is, without a doubt, a hugely busy time. As the magazine is going to press, many of our readers will be preparing for one or more of the art licensing trade shows that take place during May and June. Whilst Surtex has moved to February, May sees an expanded Blueprint occupying two venues this year and comprising upwards of 140 stands with exhibitors from as far afield as El Salvador and Australia alongside the US and Europe. Move on to early June and Licensing Expo takes place with its art and design section as always at the Mandalay Bay in Las Vegas. Across the Atlantic, and hot on the heels of Licensing Expo is PG Live, the UK's only trade exhibition dedicated to the greeting cards industry. Of course, we at Total Licensing will attend all of the shows and very much hope to meet many of our readers at one or other event. In the meantime, we hope you enjoy this issue of Total Art Licensing.

**Francesca Ash, Co-Publisher**

**Jerry Wooldridge, Co-Publisher**

## In the Spotlight

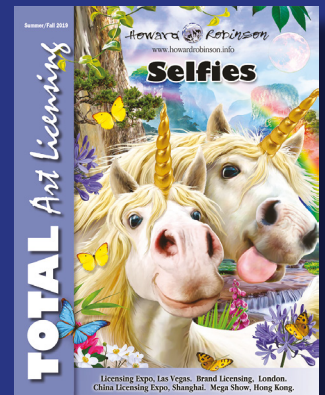
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## ANNE STOKES COLLECTION BOOK LAUNCH AND BOWLING BALLS

Anne Stokes is a phenomenally popular artist in the field of gothic and magical fantasy, with fans all over the world. Her roots in design and illustration have led to well-crafted paintings that have been licensed for use on all manner of merchandise and her followers eagerly await each new piece.

Following on from the success of the 2018 edition of Licensing Expo where some interesting license deals were inked, 2019 is promising to be even more exciting. Leading Edge Promotions (formerly Strike Ten Promotions) specializes in licensed bowling league and frequency promotions from their state of the art facilities in Atlanta and Chicago. The Anne Stokes Collection license was brokered at Licensing Expo 2018 and products were launched late 2018. In addition, Flame Tree Publishing has recently launched The Art of Anne Stokes book.



"This long-overdue book showcases Anne's oeuvre in all its glory, accompanied by illuminating text about Anne and her inspirations, techniques and processes.

It is a real treat for all fans and anyone who loves fantasy and stunning art in general." Josie Mitchell, Flame Tree Publishing.

"With so many established US licensees on board (The Mountain, Bradford Exchange, Zippo,

Trevco Inc, Disruptive Publishers, Silicon Valley Textiles, Pure Country Weavers, Apmex and many more) and a significant consumer base eager to buy Anne Stokes Collection licensed products, this edition of the show is going to be amazing." Maria Strid, Art Ask Agency.

A solid, long standing brand with over 70 licensees and worldwide merchandise sales in mainstream, independent and online retailers as well as a huge following of loyal fans.

## NEW ARTIST FOR JENNIFER NELSON

Jennifer Nelson has recently signed a new artist. Christine De Carvalho is a surface designer and freelance illustrator based in Southern California. A graduate of The Academy of Art in San Francisco, as well as the Studio Bercot in Paris France, Christine has developed textile collections for clients including John Galiano and Christian Lacroix. Much of her work is inspired by her love of folk art, fairy tales, and vintage children's books. Animals and nature are some of her favorite subjects to illustrate.

Commenting, Christine said, "I grew up in the Midwest but always had a burning desire to travel and live all over the world. I moved to New Orleans to study graphic design but soon realised I wanted to major in fashion/textile design so I moved to San Francisco to attend art school. Once I finished my studies in textile design, I moved to Paris to work in the Haute Couture fashion houses, which was a dream come true. After seven years of living in Paris, I returned to the US and relocated to Southern California where I happily reside in Los Angeles."



## LIMA BECOMES LICENSING INTERNATIONAL

The International Licensing Industry Merchandisers' Association is signaling a new era for the industry trade body with a change of name and identity and an expansion of the resources offered to members.

As of mid-May, the association will be known as Licensing International – recognizing that nearly half the membership is now from outside North America. With offices and representatives in twelve countries, the global side of the association has been growing over recent years and the new changes signal a new era for the association.

The new identity is also symbolic both of the changes that have occurred in the licensing business over the past three decades – for example, the rise of experiential and location-based licensing means that they have gone well beyond the word "merchandising" -- and of the future path the association will forge on behalf of their members.

Licensing has grown in so many ways during the 30+ years of the association's existence, passing the \$270B mark in 2017. What was once a business in which the vast majority of products were bought in North America – 70 percent or more – is now a more global enterprise, with North America now generating slightly more than half of the revenue.

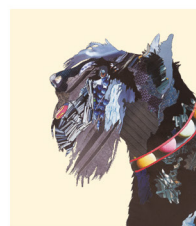
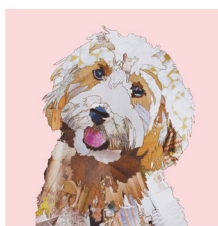
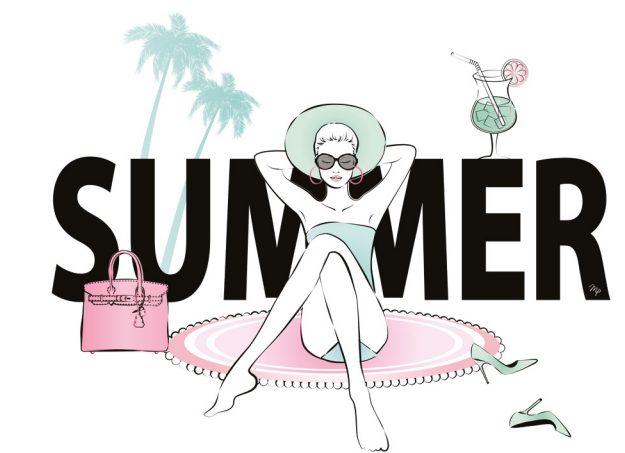
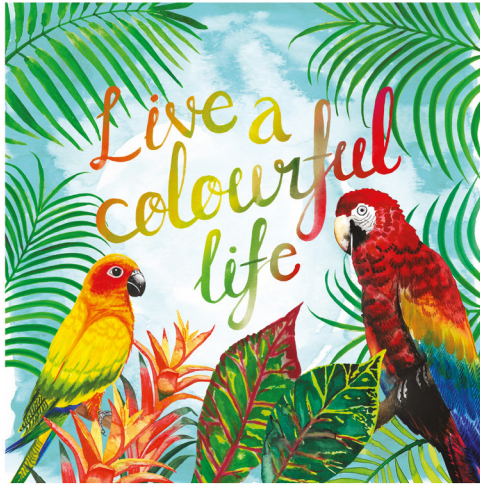
The introduction of Licensing International comes in conjunction with several other changes including a website redesign, an upgrade of the database and a truly global awards program.



**LICENSING  
INTERNATIONAL**

**Pick up your printed copy  
of Total Art Licensing at  
Blueprint, New York and  
Licensing Expo, Las Vegas**









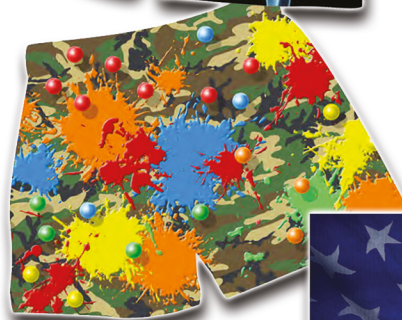
# JQ LICENSING

Adapting Art for product Application for  
over 30 Years

Developing top quality art that fits your target market is only the first step in creating the next breakout product line. Adapting the art to fit a unique shape or structuring around a curve or seam is the key. With over 30 years exceeding customers' expectations, JQ Licensing represents 40 plus unique artists and designers crossing all styles.

Licensees value and reap the benefits of JQL's Brand Recognition and experience, utilizing artists and graphic production to fit a product shape for many demographic market segments. "We built our business on wildlife and outdoor art, but have expanded to many styles and treatments with the growth of our team of artists and designers," said Jon Q. Wright, owner and co-artist of JQ Licensing. "Our products are sold throughout the world with many licensee applications. We have decades of experience in production as well as in design."

JQL specializes in developing individual or full on-going lines for licensees featuring their innovative custom PSD designs, developed to fit unique product shapes and specific demographics in target market segments. Images and designs are developed to fit a manufacturer's unique opportunity. "We keep a



BOXERS



TRUCK WINDOW COVER



HOT ROD COLLAGE - PUZZLE / SIGN / BLANKET



FISHING BABY  
ONESIE



keen eye on hot selling trends, and we are constantly developing our own as well" added Jon Q. "We believe in creating differently and by doing this we can offer innovative and fresh licensed artwork that buyers get excited about."

Customers love the vast artwork and styles with so many talented artists and designers on the JQL team. Experience from start to finish makes it easy for customers in any phase of the process to take advantage of their talents.

For more information contact Jon Q. Wright  
at 1-(218) 766-9288 or  
email to [jq@jqlicensing.com](mailto:jq@jqlicensing.com).

To see all of JQ Licensing's represented artist's  
artwork and thousands of PSD custom designs,  
go to <http://www.jqlicensing.com>.





Licensed art, custom design, and product development studio Overseas manufacturing & sourcing services 11K images and custom designs 40+ artists and designers 107+ licensees

[www.JQLICENSING.com](http://www.JQLICENSING.com), [JQ@JQLICENSING.com](mailto:JQ@JQLICENSING.com), 1-218-766-9288



# INTERLITHO LICENSING

Interlitho Licensing is an art licensing agency well established since 1955 and based in Germany.

Interlitho Licensing sells to customers worldwide and has a library containing over 80.000 images which are constantly added to by their freelance designers and suppliers.

Interlitho's portfolio is easily available to see and select from the categorised website where clients can search by keywords, artists and numbers. They can create a lightbox and save their selection, they can download it and can share it with Interlitho for availability checking or with others.

The painted designs cover all styles and



mediums and are licensed around the world on products ranging from greeting cards, stationery, craft, puzzles, calendars, giftware and tableware.

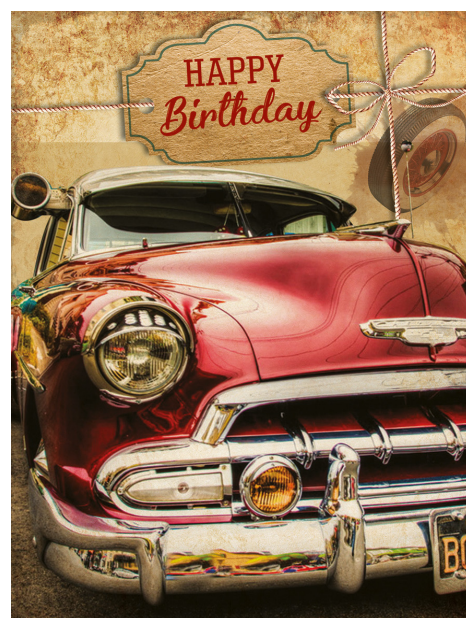
Artwork covers the whole range of traditional, contemporary, cute, whimsical, seasonal and everyday in American and European styles.

Interlitho also holds a large collection of photographic images which is constantly being extended.

The designs from Interlitho Licensing are developed in cooperation with their customers to suit their specific demands and needs. New designs and photographic images are immediately available as high resolution data and, as a result, this allows fast and inexpensive adaptation to clients' particular products, sizes and specific product requirements.

The designs and images are created in close cooperation with designers and artists worldwide. Interlitho Licensing works with them together from the concept to the sketch over the colour composition up to the finished commercial design. As a result, a continuous flow of eye-catching modern and advanced designs as well as traditional designs can be assured.

Interlitho Licensing is present at a number of events throughout the year including Blueprint, Las Vegas Licensing Expo, Atlanta Gift Show and Christmas/Paperworld as well as the Nuremberg Toy Fair.



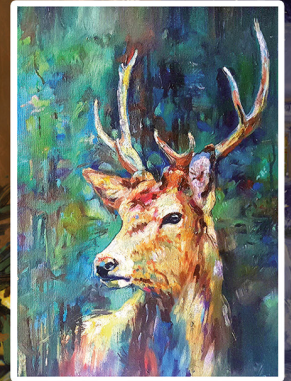
**For more information please visit :**  
**www.interlitho.com or contact:**

**Anke and Andreas Klein at**  
**designs@interlitho.com**  
**www.interlitho.com**  
**Tel: +49-221-9405830**



# INTERLITHO LICENSING GmbH

Licenses - artwork and photos for your products



View our portfolio at [www.interlitho.com](http://www.interlitho.com)  
contact Anke and Andreas Klein at: [designs@interlitho.com](mailto:designs@interlitho.com)



# b bridgeman images

Bridgeman Images has been the leading supplier of rights-managed Art, Culture & History since it opened in 1972. As such they are dedicated to helping their clients license the best images with the greatest of ease.

They know the pressures, budgets and deadlines that their clients work with, and they therefore do their utmost to help them navigate the sometimes tricky world of art licensing.



With brands like Bridgeman Studio and Bridgeman Copyright, they can supply work by new upcoming artists as well as more established artists like Lucian Freud, providing a complete licensing service from image supply to artist copyright clearance, thus saving clients precious time and a few headaches!



Bridgeman Studio is constantly being expanded with fresh new artists joining all the time, giving clients access to the most talented contemporary artists, both established and emerging. Clients can also commission tailor-made exclusive artwork ensuring a product's uniqueness.

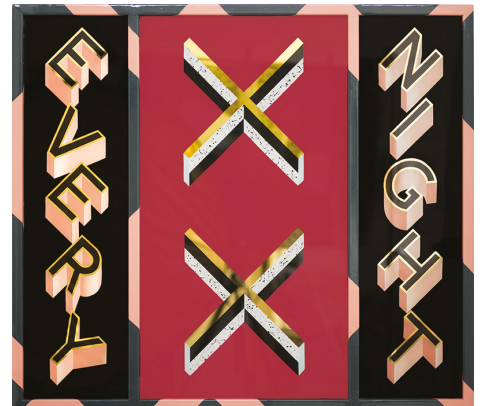
If anyone would like to license more established 20th/21st century artist's work, they can offer their Bridgeman Copyright service. Dealing with artist's estates can be tricky, so their Copyright service takes this obstacle away. Bridgeman Copyright administers the estates for over 200 great luminaries of the art world, such as Lucian Freud, Paul Nash, Dame Elizabeth Blackadder, Stanley Spencer, Sydney Nolan, Aileen Agar, Gavin Turk and Cedric Morris. Their good relationship with these estates means that they can communicate licensing needs directly to them, and ensure that projects come to fruition through a clear license.

Bridgeman Images exclusive collections include the Ambrosiana collection, the Detroit Institute of Arts, The Cincinnati Art Museum, the Free Library of Philadelphia, and The British Library (exclusive in the UK), amongst others.

Bridgeman Images is as passionate about art and photography as their clients are. With 3 million images online



there is a lot to choose from, but if you do not find what you are looking for you can take advantage of their free research service, and they can help source millions of images from their Museums, artists, and collections from around the world.



They have the pleasure of working with a wide-range of clients include Tracks Publishing, Art Angels, Fred Olsen Cruise Lines, Heni Publishing, Art Angels, Marks and Spencer, Vivian Westwood and UBS, to name but a few. No project is too big, too small, or too crazy! Just get in touch with their dedicated and knowledgeable team to discuss your project today - they are here for you!











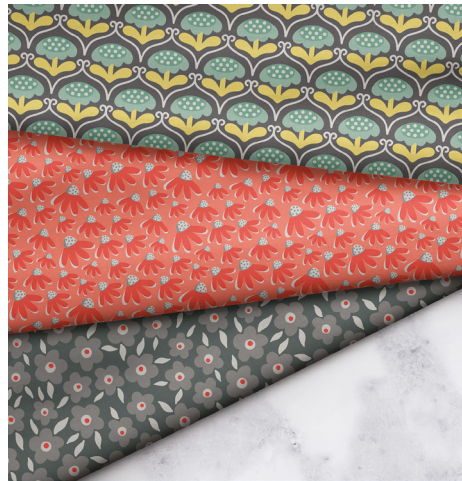
Leading art licensing agency MGL are returning to the Las Vegas Licensing Expo this year after a brief interlude. With a library of over 33,000 images MGL offer a diverse range of artwork suitable for an array of projects and product categories, from greeting cards, calendars and stationery, to jigsaws, apparel, home furnishings and beyond. MGL have established lasting relationships with a significant number of international companies of all sizes and work closely with their clients to ensure their artwork needs are met. This includes providing targeted artwork or creating bespoke illustrations and designs based on client briefs.



After over several decades of working in the art licensing business MGL have developed an expertise for managing artistic direction and portfolio development. Working with many established and successful artists both in the US and worldwide help MGL generate consistent and successful licensing programs revenue across all merchandising categories.

### Scouting for Talent

Representing and supporting artistic talents with commercial potential is key to MGL's approach to art licensing. Recognising the importance of staying up to date with current trends and understanding their client's markets is a constant focus for the company. MGL believe it's important to have a strong presence at key industry trade shows and are always actively on the look-out for emerging artists



and creative talent to work along-side with. Their recent signings, as well as their existing pool of talented artists, will be showcased at the show this year.

Making her MGL tradeshow debut at Las Vegas Licensing Expo is fashion and female lifestyle artist Martina Pavlova. As a former fashion designer and beauty editor Martina has an eye for all things stylish and she transfers this passion into her work with her chic and tasteful artistic style. Martina works with a variety of media, both traditional and digital, blending vector work with old fashioned, skilful hand drawing and watercolours.

MGL will also be showcasing talented illustrator and surface pattern designer Laura Wayne for the first time in Vegas. The



Australian enjoys creating fun, bright and happy vector-based illustrations. Her style consists of bold outlines and flat colours, which comes from her love of cartoons, video games and her passion for cute stationery such as notebooks and greeting cards. With an impressively extensive catalogue of themed collections Laura's work is transferrable in to every product category.



MGL are also excited for the opportunity to showcase the work of US artist Hannah Lynn for the first time at the licensing Expo. Hannah is a self-taught artist who has been selling her artwork online, at events and through licensed products since 2006. Best known for her unique, cute and quirky female character illustrations as well as her successful colouring book art, Hannah has a district style that is instantly recognisable.

For more information visit [www.mglart.com](http://www.mglart.com) or contact [info@mglart.com](mailto:info@mglart.com).





## LATEST FROM THE BRAND LIAISON

The Brand Liaison art licensing division is well-known for a roster of artists whose licensed products consistently perform at retail, including hot newcomers Barbra Ignatiev and Dolan Geiman, California designer Debra Valencia, as well as classics from Mary Engelbreit and Gary Patterson and the trendy European brands The Happy News and Hotchpotch.

Leading The Brand Liaison's roster of artists is newcomer Barbra Ignatiev and designer Debra Valencia. With her wild-at-heart rebel spirit, Barbra Ignatiev's Barbarian brand features colorful, bold patterns that are quickly

catching the attention of many major retailers including Anthropologie, Pier 1, TJ Max, and even Staples, who is not necessarily known for devoting significant shelf space to new art brands. Debra Valencia's blend of florals, paisleys, geometrics and other decorative motifs have been featured at



all channels of retail including Walmart, Michaels, JoAnn, and specialty and Off Price stores. New collections debuting at Licensing Expo include florals, geometrics, coastal and ethnic themes, all for tabletop, home textiles and accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, beauty products and more.

Two other "hot" properties are the trendy European brands The Happy News by Emily Coxhead and Hotchpotch from the leading UK gift and greeting card company Carte Blanche. What started out as an inspiring quarterly newspaper called The Happy News has blossomed into an international licensing program that celebrates all that's good in the world. The Happy News features bright and cheery products which combine uplifting and motivational messages with unique hand-drawn illustrations from illustrator Emily Coxhead in contemporary colors and styling.

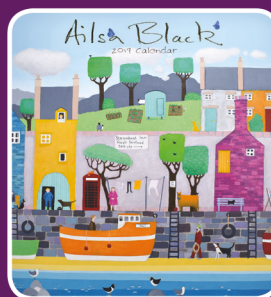
Known for design and innovation, Carte Blanche has grown the famous Me to You brand and its cute signature character, Tatty Teddy, now boasts an award winning humor brand, Violent Veg, and the trend-leading offerings from Hotchpotch.

Finally, Dolan Geiman, the popular artist and sculptor whose original works of art sell for thousands of dollars is entering into licensing for the first time. Specializing in 3-dimensional mixed-media art and the re-use of found materials (reclaimed wood, salvaged metal, vintage papers), Geiman's impressive portfolio includes large-scale wall sculptures, elaborate paper collage portraits of classic American icons landscapes, wilderness and animals.

"Dolan Geiman should be on your radar as one to watch this year," stated Marcy Silverman who has an eye for spotting emerging artists. "His one-of-a-kind original artworks are extremely so popular so licensing was a clear pathway to broaden his reach." Featuring nature, animals and southwestern motifs, Geiman's art translates well into home décor, wall décor and stationery as well as T-shirts and other apparel items.

## This is Iris Licensing

We work alongside a variety of established artists and IP developers to extend their ever growing international licensing programs.



For more information  
say [hello@thisisiris.co.uk](mailto:hello@thisisiris.co.uk)  
or visit [www.thisisiris.co.uk](http://www.thisisiris.co.uk)



# This is Iris Licensing

Art licensing agency, This is Iris have appointed a number of new partners to their portfolio over the past quarter.

They have welcomed partners from across the industry all of which have developed a number of stunning new ranges which celebrate the work of some of the most creative illustrators and designers in the country.

Following the success of the initial lines developed with the **Beryl Cook** archive, several new partners are gearing up to launch a number of new lines this month. Iris initially welcomed Paper Rose who have developed a new range of male and female lead greeting cards using humorous images of people enjoying their everyday tasks and events.

Samuel Lamont & Sons have extended their initial textile line - launched at Spring Fair 19 - with a new line of ceramic mugs and bags.

"We are truly delighted at Samuel Lamont & Sons to be working closely with our licensing partner, This is Iris, on both our fantastic Beryl Cook and **Ailsa Black** ranges of kitchen textiles. Printed and manufactured in the UK, we have been amazed at the response since launching both at Spring Fair in February and we look forward to planning 2020 very shortly," said Eddie Hunter, Samuel Lamont & Sons.

Frances Lincoln then developed a number of art journals and a series of puzzles which use new scenes created by Beryl's family, using her original artwork. Beryl's Grandson has created a number of joyous collages with scenes set around 'Nights Out' and 'Good Times'.

Half Moon Bay soon followed, developing a series of new gift books built around the humour that shines throughout this



beloved artist's work. Following on from '30 Cakes To Eat Naked' by Frances Lincoln, Half Moon Bay have created a number of titles, the first being '30 Ways To Grow Old Disgracefully' which list a number of ideas on how the reader can enjoy their life, disgracefully! Other titles including 'Enjoy the Little Things in Life' are to follow.

**Ailsa Black** has again kicked off the new year with a long list of new partners including Samuel Lamont & Sons for a number of textile lines for the home, including tea towels, aprons, oven gloves and shoppers all using Ailsa's familiar art style. Other partners include Apples To Pears, Smith Taylor and more recently The Art Group.

"The Art Group are thrilled to announce a new partnership with Ailsa Black and This Is Iris to launch a new col-

lection of wall art for SS20. Ailsa's work brings a unique warmth and perspective to our folio of British artists. Product will be available from May including canvas, prints & wooden plaques, all of which are proudly made in the UK." Ian Rivers, Creative Director, The Art Group

**Mokoh's** distinctive landmark collection has grown considerably since launching with Smith Taylor at Autumn Fair last year, with their home decor extending to wall clocks and kitchen chalk boards and their calendar and diary collection now heading out to Australia.

New partners East West will be launching their new collection of Mokoh gifts, eco cups and notebooks at the London Stationery Show at the end of April.

**Dominique Vari** joins Myne Cards growing list of licensed contactless protector cards. Dominique Vari takes everyday words and turns them into relatable art, capturing a theme into a single piece of art.

Myne Cards are already established as one of the leading suppliers of RFID and contactless protection cards. You simply place a Myne Card into your wallet, purse or phone case to stop scammers reading your contactless cards.







## Pabuku

Licence This! finalists Pabuku create vintage inspired imagery with a contemporary twist, timeless and unattached to temporary trends, Pabuku's designs are high end and refreshingly unique. Designers Ulla Klopff and Ute Baurecker design and create their unique collection from their home town in Austria. Already a well known fixture at various UK trade shows the Pabuku team have secured a UK distributor for their greeting cards and look forward to extending their product range across the UK with the help of the Iris team.

[hello@thisisiris.co.uk](mailto:hello@thisisiris.co.uk)  
[www.thisisiris.co.uk](http://www.thisisiris.co.uk)

"Contactless payments now make up over a third of all payments and there is talk of raising the £30 limit. By teaming with select licensors we can keep consumers safe and brighten up their purse." comments Keith Milburn of Myne Cards. "Dom Vari's art is a great fun addition to the collection and is a great gift."

Sarah Lawrence of 'This Is Iris' brokered the partnership between Dom Vari and Myne Cards and said, "Dom Vari's artwork is very relatable and modern art centric. Her artwork makes a perfect gift and will bring a smile to purses everywhere."

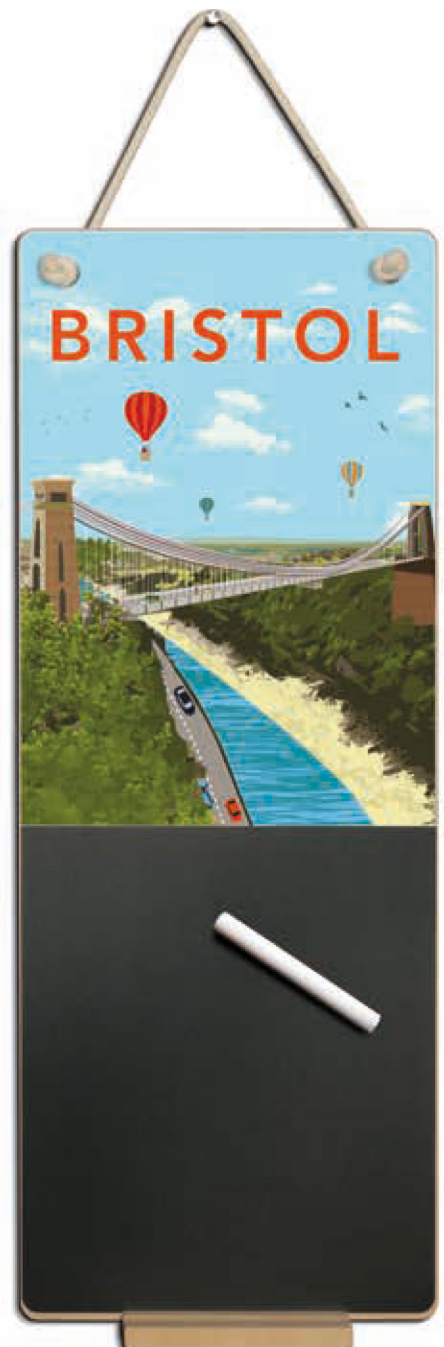
Dominique Vari's first Myne Card will be available from Q2 2019 on Amazon and select retailers

This quarter also sees the Iris portfolio extend with two new artists signings – Rebecca McCulloch and Pabuku.



## Rebecca McCulloch

Working from her studio in the Somerset countryside Rebecca McCulloch is inspired by everything around her and after over 20 years creating bespoke collections for leading stationery and greetings card partners and retailers direct, Rebecca has decided to license her new collections to partners across the industry. Rebecca has already developed a number of ranges for partners across the charity sector which will launch in May with a new collaboration to be announced during the summer.





Howard  Robinson

# Selfies

[www.howardrobinson.info](http://www.howardrobinson.info)

The Selfies continue to grow and so my eldest son Steven will be joining me in May and hopefully will start to handle some of the paper work that constantly shouts for attention. He will also accompany me to Licensing Expo in June where he will get a chance to meet with clients. For 2019 I have decided to exhibit at Licensing Expo Las Vegas, Brand Licensing London and at China Licensing Shanghai which will be a first and then once again onto Mega Show in Hong Kong with our ever-popular 3D lenticular range with Prime 3D.

Selfies currently has 89 licensing partners around the globe producing over 11,500 individual product items ranging from surf boards to wallpapers and phone software to baby onesies. Appealing to all generations and with worldwide appeal has allowed for the Selfies to have a strong presence throughout independent gift stores,



**New line of Selfie plush now in development.**



**Selfies currently has 89 licensing partners worldwide producing over 11,500 individual product items ranging from surf boards to phone themes and wallpaper to baby onesies.**



tourist destinations and gaining mass market placements in Wal-Mart, TRU, Staples, Target, Meijer, Aldi, Office Depot, Beles and Carrefour.

It has been pleasing to explore new categories and territories. Home Furnishings have been a strong sector with a number of new licensees for bedding, curtains, cushions, accent rugs, blankets, Wall coverings and dog beds and further expansion into Gift and Collectables has added hundreds of new items to the catalogue of products available ranging from luggage tags, pill boxes, hip flasks, bottle openers, stoppers, pull chains, key holders, compact





mirrors and much more. A new range of Novelty jewellery featuring items such as cuff links, bobby pins, charms, pendants, earrings, lapel pins and shoe charms are also available. In the Automotive section we have new licensed products such as plate frames, hitch covers, wheel badges, air fresheners and window stickers. In Sports, various new licensees have added golf balls, divot tools, golf hat clips, hockey pucks, ping pong balls, frisbees, bicycle bells and an unusual new licensee, Strike Force Bowling who are producing a unique range of Selfie bowling balls, pins and bags. New additions to the Technology sector have included headphones, earbuds, phone cases, tablet covers, phone stands and credit card blocker sleeves and in Craft, new licensees for cupcake picks, buttons, wrapping paper and Scrap booking stickers.

The first phase of our new and exiting Selfie Beach Resort in the Philippines is now complete and fortunately receiving great reviews. We have already hosted weddings, conferences and private parties in the new event room and successfully held our first beach wedding. The huge bar and restaurant which can cater for up to 250 guests now hosts live bands each weekend and and the hotel is now welcoming it's first guests as I write. There is much work I still need to do in the finer detailing and Selfie themed areas and then I shall look forward to designing phase 2 including installing the swimming pools and native Selfie cabana village.



Licensing Expo, Las Vegas.

Brand Licensing, London.



Howard Robinson

# Selfies



China Licensing Expo, Shanghai.

Mega Show, Hong Kong.



## TAKING THE GUESSWORK OUT OF FINDING ART...

Porterfields Fine Art is inviting clients and potential clients to visit their completely revised and updated new art licensing site at <https://www.porterfieldsfineart.com>.

Commenting on the site, Lance Klass, President of Porterfields Fine Art said, "It's a beautiful site, loads quickly, is fast and easy to get around, has a terrific in-site search engine and best of all, contains over 4,000 compelling images from our 30+ artists. All images are available for license internationally, and exclusively by Porterfield's."

Porterfield's has been a leader in providing manufacturers with compelling, beautiful artwork for their products since 1996.



## PRODUCT-FRIENDLY ART FROM BJ LANTZ

BJ Lantz Studio is fronted by life-long artist, BJ Lantz who consistently creates colorful, product-friendly designs for the gift and home decor industries. Staying true to her ever-evolving versatility, BJ has developed a fresh digital painting look that fits perfectly with today's market.

Mixing a solid background in graphic design with masterful digital skills and imagination, BJ brings her designs to life. Working with industry leaders for the past 18 years, BJ's artwork can be found on products such as yard flags, rugs, pillows, greeting cards, tabletop, fabric, gift bags, art prints, coasters, giftware and more. While BJ calls Florida home, she travels often, gathering inspiration for her work.



**Don't forget to send your art and design licensing news in to Total Art Licensing. Email [becky@totallicensing.com](mailto:becky@totallicensing.com).**

## BROAD RANGE OF ARTISTS FROM SUZANNE CRUISE

Suzanne Cruise, founder of Suzanne Cruise Creative Services, Inc. (SCCS), draws from more than 25 years of licensing experience when working collaboratively with her artists and with the creative directors from the many licensees she works with. Suzanne has developed extensive industry knowledge of art and consumer trends, and she has deep insight in areas such as product development, art licensing, and effective creative management. This background enables her to expertly align the artists' creative work with the needs of her licensees.

SCCS represents a diverse array of artists and art styles that are highly suitable for consumer needs and demands: Seasonal, everyday and specialty holiday artwork; seasonal and everyday gift and home decor art and design; and customized seasonal and everyday product development for gift and home decor are among the many benefits of working with SCCS.

Suzanne is a well-known and highly knowledgeable industry authority on art licensing. She has presented countless numbers of talks as a keynote speaker at numerous national and regional licensing events.



## KENNY SCHARF'S DEBUTS PEANUTS MURAL

Fifty years after Charlie Brown and Snoopy circled the moon, the Peanuts characters are now dotting the sky at NASA.

Johnson Space Center, in collaboration with Space Center Houston, its official visitor center, marked the 50th anniversary of NASA's Apollo 10 mission, with the dedication of an outdoor, space-themed Peanuts art installation inspired in part by the historic mission's spacecraft call signs, Charlie Brown and Snoopy.

Artist Kenny Scharf's Peanuts Constellation mural, featuring Charlie Brown, Snoopy, Lucy van Pelt and Woodstock as constellations in the night sky, was used to wrap a retired training mockup of an International Space Station node.



## GIORDANO EXPANDS ROSTER OF LICENSES TO OVER 60 WORLDWIDE

Greg Giordano enjoyed a very successful 2018 and has continued to expand his licensing partners to over 60 licensees worldwide.

Giordano continues to expand his collections of art styles and subjects of well-known adaptations of garden birds, wildlife, and holiday images. Whether expanding existing product lines or launching new ones, Giordano continually succeeds in building licensing programs with manufacturers.

"I try to provoke an emotional response from the viewer," Giordano claims, "that's really one of the most powerful things art can achieve."

As an artist who has been working within the licensing industry for the

past 35 years, Giordano has a keen understanding of manufacturers' requirements that allows him to anticipate the project manager's needs when he is developing art. This means more than just meeting deadlines. It is comprehending production limitations and knowing who the end user is.

"I really enjoy working with

licensees to develop products that reach their target audience. I welcome the opportunity to create new lines, work in new categories and experiment with new subject matter," he says.

He's enjoyed continued success with his licensed properties "Nostalgic America" and "Heartland America".

The "Nostalgic America" collection features vintage automotive subjects in classic American settings. This collection has been licensed onto such products as jigsaw puzzles, greeting cards, mugs, bookmarks, wall décor, blankets, t-shirts and craft products. From the success of this collection, Greg was approached by some of his licensees to create art featuring their automotive licenses including GMC, Chevrolet, Ford, Volkswagen, Jeep and Indian Motorcycles.

His "Heartland America" collection includes vintage pick-up trucks and tractors. Licensed Products include calendars, coasters, garden flags, greeting cards, jigsaw puzzles, wall décor and craft products.



**bright**  
ART LICENSING

🐦 @BrightLicensing  
📷 @brightartlicensing

Bright represents new and leading artists for art licensing within the greetings, stationery, gift, home, design and print industries, serving a worldwide client base.



Clair Bremner



Jo Spicer



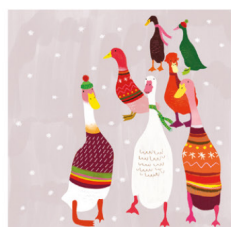
Belinda Drought



Sue Reeves



Veronica Vasylenko



Emma Jayne



Sanja Rescek



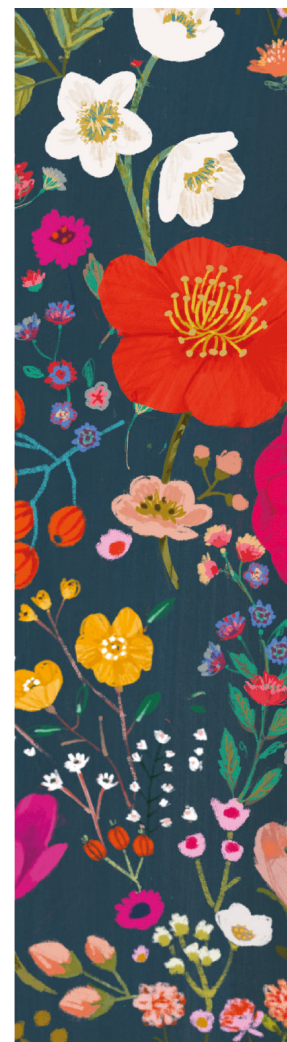
Kate Mainard



Claire Wilson



Jennifer Bartlett





## HALLMARK CHANNEL AND LOVITUDE

Soul Painting Artist and Lovitude creator, Anne Pryor was a guest on the Hallmark Channel's popular Home and Family Show, in early April. Anne shared her inspirational story and her engaging art during her segment, further expanding her impressive fan base.

Lovitude, a wordplay on Love and Gratitude features art that is described as 'visual blessings,' encompassing powerful messages of love and healing. Lovitude paintings primarily feature incredibly bold florals coupled with stunning metallic accents.

Anne utilizes an unusual technique incorporating alcohol inks, essential oils (frankincense and myrrh) on plastic and her breath; no paint brushes are used!



Each work of art is infused and blessed with a touch of gold metallic ink and have been said to enlighten, awaken and activate souls. Anne explains, "Deep within us, positive thought energy burns bright. When we let this energy fill us and spill over into the world with love and gratitude, the ripples are felt throughout the world."

Anne's spirited paintings have already led to early success in the marketplace and her impressive portfolio of artwork is still available for licensing in a wide variety of categories and distribution channels.

Her agent MHS Licensing & Consulting is one of the nation's leading licensing and consulting agencies specializing in representing popular artists and advising manufacturers in the search, evaluation and acquisition of new properties and personalities.



## JEWEL BRANDING DEBUT AIMEE KESTENBERG

Jewel Branding & Licensing (JBL) is excited to announce their representation of sought-after namesake lifestyle brand Aimee Kestenberg for worldwide consumer product licensing.

The Aimee Kestenberg brand embodies the self-loving and wanderlust spirit of the designer's native home, Australia, while drawing inspiration from her current residence in New York City.

Since its launch in 2013, the brand continues its global expansion in North America, Europe, Australia, Asia, and most recently, landed the number 55 ranking on the prestigious Inc. 5000 Fastest Growing Companies in America. In addition to successfully expanding into luggage, baby apparel and most recently jewelry, Aimee Kestenberg remains a staple with its loyal following at Nordstrom, Dillard's and QVC.

"We are thrilled by the recent signing of Aimee Kestenberg," said Samira Henley, Director of Brand & Retail Development, Jewel Branding & Licensing. "This socially conscious lifestyle brand, with its distinctive design and "keep it real" attitude has captured the hearts of women around the world. We are excited to bring Aimee's signature style and empowering message to new categories that align with the brand and its loyal audience."

"My goal has always been to empower women by guiding them to prioritize self-love. I strive to create designs that make women around the world feel confident and beautiful, no matter who or where they are," said Aimee Kestenberg, Founder and Creative Director of the award winning brand. "With the expansive network of licensing partners provided by Jewel Branding & Licensing, my designs will be able to support women around the world on their journey towards self-love in a bigger and more immersive way."

The Aimee Kestenberg brand will be debuting at Licensing Expo. It is available for licensing in multiple product categories including apparel & accessories, home décor & textiles, personal care, and stationery.



**See who's at Blueprint this year.  
Show Preview starts page 33**



## THE UK'S RHS LAUNCH LIMITED EDITION VASE

The UK's Royal Horticultural Society has announced the launch of a brand-new limited-edition vase from valued RHS licensing partner Moorcroft, a renowned producer of heritage art pottery and a leading name in the world of ceramic design.

The new vase, from celebrated Moorcroft designer Nicola Slaney, is called Chelsea's Choice and celebrates the extraordinary snow-white hydrangea that was awarded 'Plant of the Year' at the RHS Chelsea Flower Show in 2018. Chelsea's Choice launches at the 2019 show, which takes place from 21-25 May.

The vase, seven inches high and three inches across at the base, which is available in a highly collectable limited edition of only 35 pieces, comes in a brand-new shape.

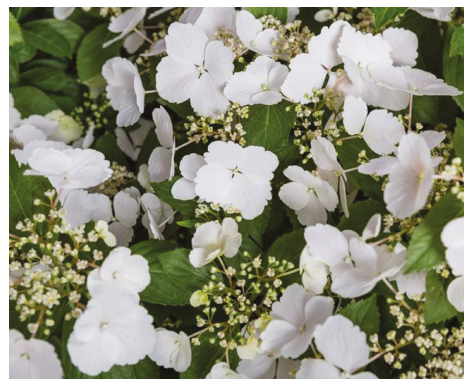
The bulbous vase is inspired by the shape of a bulb itself, complete with wide shoulders and

body to hold the intricate detail of the award-winning hydrangea.

With its graceful weeping foliage, the award-winning snow-white hydrangea that inspired Chelsea's Choice lends itself to placement in more unusual situations such as hanging baskets and raised border edges as well as the more usual garden beds. White flowers, some with a faint pink and green tinge, appear from late spring into autumn.

Nicola Slaney lifted the delicate lace cap white flowers and placed them onto an ink-coloured dark background for a dramatic contrast.

Each of the 35 Chelsea's Choice pieces will include Nicola Slaney's designer monogram and full signature along with all Moorcroft backstamps of authenticity and the Royal Horticultural Society's backstamp to show its official seal of approval.



At the RHS Chelsea Show the vase can be seen at the Moorcroft stand alongside other celebrated Moorcroft collaborations with the RHS, including the recent RHS Beatrix Stanley Collection, also designed by Nicola Slaney.

The vase will also appear on the Moorcroft website from that week and at May Open Weekend at the Moorcroft Heritage Visitor Centre.

The method of creating each piece made by Moorcroft originated with William Moorcroft in 1897 and is almost exactly the same today. Supported by designs from the world-famous Moorcroft Design Studio and the skills of a dedicated workforce of artists, craftsmen and craftswomen, Moorcroft pottery sells all over the world.

Moorcroft and the RHS have collaborated a number of times in recent years, notably through Moorcroft show gardens, the RHS Rose Bouquet Collection – six designs, based on famous roses, appearing on vases, coasters and plaques – and the RHS Beatrix Stanley Collection, with designs based on the floral water-colour studies of the gardener and painter Lady Beatrix Stanley.

Catherine Gage, Director of Legal & Marketing, W Moorcroft Ltd, said, "The gorgeous snow-white hydrangea that was chosen as the 2018 Plant of the Year has inspired one of Nicola Slaney's finest designs. We are delighted that Chelsea's Choice is to be launched at RHS Chelsea 2019."

Cathy Snow, RHS Licensing Manager, added, "With its inaugural use of a brand-new vase shape and the inspiration gained from an RHS award-winning plant, this is a vase design that sets the bar high – and effortlessly meets it. This memorable design from a valued RHS partner will no doubt be a major talking point among all lovers of both art pottery – and beautiful plants – at the RHS Chelsea Flower Show."





## HOUSE OF DISASTER LAUNCHES RANGE OF FRIDA KAHLO ACCESSORIES

Barcelona based Art Ask Agency, are very excited to announce that House of Disaster will launch a range of Frida Kahlo accessories.

Disaster are designers and manufacturers of exclusive collections developed in house and then sold through selected retailers in the UK and overseas. Products are to be found in a variety of stores from small independent fashion stores and gift boutiques to high street department stores in the UK and all around the world. Disaster is a quirky and original brand that supports independent and original boutiques and stores and are passionate about the quirky and characterful stores that they work with.

As well as creating their own collections, House of Disaster also work with some selected licensed collections and now proudly welcomes Frida Kahlo as the most recent addition that already holds brands like: The Beatles, Moomin Characters and Jan Constantine.

"House of Disaster is one of the first UK licensees to launch a Frida Kahlo fashion accessories range! Adorable designs and very desirable products!" Maria Strid - Art Ask Agency, European agents for The Frida Kahlo Corporation.



**See copies of Total Art Licensing at:**

- **Blueprint, New York**
- **Licensing Expo, Las Vegas**
- **Brand Licensing Europe, London**
- **China Licensing Expo, Shanghai**





# bright

## ART LICENSING

Bright Art Licensing specialises in sourcing and presenting illustration to perfectly meet the needs of the greetings, stationery, home & gift and wall art sectors. Clients can choose to license from their extensive portfolio of designs, or to commission exclusive, bespoke artwork from their roster of talented artists for a truly inspiring outcome.

Hannah Curtis is Senior Agent and a director of Bright, and has more than fourteen years of experience in art and design-based industries. She is also on the judging panel for the prestigious New Designers Award and a regular contributor to a number of industry publications.

Bright, with headquarters in London and an office in New York, has an impressive and growing list of talented artists that are enjoying great success with Bright Art Licensing. As Hannah Curtis explained, “As an Art Director at heart, I love working closely with artists to develop new styles and ideas, and there’s no better feeling than having a concept snapped up by a happy client just moments after sending it out, or publishing it on site.

“Drawing on industry tips, and personal observations of emerging market trends, I am in constant dialogue with artists, sending out regular

### Amelia Herbertson



### Clair Bremner

trend boards, colour palettes and briefing notes to help ensure their designs are always current, innovative and, importantly, relevant to the demands we are hearing - and anticipating - from clients. In fact, that they are just ahead of that all-important curve!”

Bright regularly mail out trend boards to their artists, pointing them in the direction of imminent fashion themes, something that the artists find hugely valuable.

The result of all this is an impressive roster of licensees covering product ranges as diverse as novelty children’s bedding, scratch ‘n’ sniff stickers, greetings cards for major greetings and stationery brands, party-ware, interior décor prints and murals and just about everything in between.

As for current trends, Hannah let us hear her thoughts. “Trends include artwork that celebrates the poetic and



Hannah Curtis

decorative nature of traditional Japanese art, particularly featuring rich, inky hues – indigos, and very dark greens, often punctuated with accents of oranges and pinks – that reference handcrafted brush and dip-pen techniques. We are also seeing motifs such as cranes, koi carp, pagodas, bonsai, swans and exotic songbirds remain popular – although we are beginning to sense somewhat of a decline in demand for the flamingo, llama and sloth!

Clearly Hannah joining Bright eight years ago and building their licensing division was a pivotal moment for the agency. Today, they are the go-to agency renowned for their quick and friendly service, extensive industry knowledge and an artist base that really is second to none!

And equally clearly, Hannah Bright loves what she does. “One of the beauties of working across so many different industry sectors—being an agency that comprises literary, children’s illustration, advertising and branding, and, most recently, film and TV divisions—is that we are able to offer both artists and licensees a much broader range of options than a typical art licensing agency might: artists know their portfolio will enjoy greater and more wide-ranging exposure by being accessible across this spec-

trum of sectors, and licensees know that we are able to work with artists from other specialities to find the perfect match for their brief.



Sanja Rescek





## Magazines covering all sectors of the Licensing Industry

For more information visit [www.totallicensing.com](http://www.totallicensing.com)

or email [jerry@totallicensing.com](mailto:jerry@totallicensing.com) or [joanna@totallicensing.com](mailto:joanna@totallicensing.com)





# BRENDAman1

Welcome! Sit back, get comfy and enjoy the adventure that started back in 2014 when Brenda's desire to become an entrepreneur materialized.



Brenda Manley was formerly employed by a paper party goods manufacturer. Over a 16 year period she had various roles such as catalog layout, artist, senior designer, design manager, buyer, and trend development. As a buyer/licensee, she cheerfully attended trade shows like Surtex and Printsource for 12+ years. While employed, she gained knowledge of the challenges manufacturers experience to get final product on shelves. It was also here that Brenda had the fortunate opportunity to reach out and share trend direction with select outside artists/agencies she met as a result of attending shows. Being an artist first (received her BFA in Graphic Design from Ball State University), Brenda was able to communicate and art direct with ease, pitch artwork to internal marketing and sales teams, and upon design selection, she had the pleasure of informing the artist and providing the terms/contracts to proceed.

Upon embarking in her new role as an independent, Brenda's intentions were to simply freelance on her own, however, along the way she met emerging talent who started asking ques-

tions. With all her years experience, she was able to offer assistance, and voila! Just like that the agency Brenda Manley Designs was fluidly formed. Brenda was, and still is, a natural conduit for connecting artists and their artwork with manufacturers. In retrospect, becoming an agent was a natural extension of the work she was doing while employed.

Today, Brenda boasts about how lucky she is to represent a roster of 7 immensely talented artists, as well as a handful of potential BMD artists, and creates a few pieces of her own. Together, this small but mighty group produces a varied range of stunning artwork for commercial use. Serving the editorial, publishing, apparel, home furnishings and gift/stationery markets, our portfolio consists of placement art, repeat patterns, coordinates, collections, custom hand

lettering, and illustrations available for licensing or sale. The artists are happy to take on commissions and would love to partner with you to create work custom-made to suit your project.

Brenda is always eager to showcase the work of her amazing artists and has several ways to accommodate:

- Trade Shows – Brenda would love to schedule an appointment with you.
- Digital Portfolio – Brenda can connect you to the entire BMD portfolio located on Dropbox. Art is available to view in 3 ways: New, by Artist, and by Category.
- Submissions – Brenda can pull and submit accordingly.
- Studio Visit – Brenda is happy to come to your location to present to you and your team members.







# eyDESIGNS.com

## The Artists

### Alyssa Kays

Instagram: @akaysdesigner

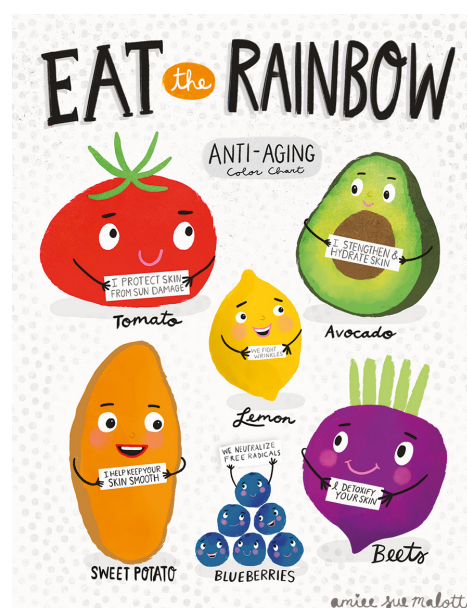
Alyssa Kays is an artist from New Jersey with a degree in graphic design and advertising. However, she found her true passion in the surface pattern design industry! Alyssa has loved patterns since she was a little child being both a quilter and scrapbooker. On top of her college degree, she is also a graduate of recommended courses and online classes within the surface design community resulting in desirable artwork for products. Her style ranges from whimsical to traditional. Her art has appeared on gift wrap, paper tableware, fabric and much more. Alyssa is an avid photographer, especially of nature. She always has a camera with her, ready to capture inspiration for her true passion - making art! Her goal is to have her art printed on wall art as well as ceramic tableware. In her spare time, she likes to play the piano, read, and sing when no one is home. She is a great team player and her determination is contagious!



### Amiee Sue Malott

Instagram: @amieesuedesigns

Amiee Sue Malott is a surface designer and illustrator from Michigan. Amiee has a B.F.A. in Graphic Design with over 15 years of experience in the Children's Toy & Craft Market. She is inspired by all things happy and cute! Amiee recently submitted the following artwork to



They Draw and Cook Eat the Rainbow Challenge cohosted by They Draw and Cook and Spirituality & Health Magazine. Gloriously, her cheerful art was hand picked as one of the top 4 winners. WOW! What a major highlight and career boost. This has inspired a shift in direction towards the editorial market. Since she is already so accomplished in the gift/stationery and fabric markets, expanding only makes sense as the next step! When she is not illustrating Amiee can be found spending time with family, creating fun projects for her spunky little girl, drinking coffee or enjoying the outdoors. She is truly a treat and a major talent!

### Bex Morley

Instagram: @bex.morley

Bex Morley is a British illustrator and surface pattern designer living on Vancouver Island in Canada. Her designs are whimsical in style with fresh color palettes that appeal to both adults and children alike. Bex was beyond thrilled when she was chosen as the winner from over 700+ submissions to the Uppercase Surface Pattern Design Guide by Windham Fabrics. They are in the initial stages of Bex's very own fabric line. What a dream come true! She is honored to join their team of talented designers (as a hopeless sewer herself) and looks forward learning more about the quilting world in general. With her degree in Creative Arts and training in Interior Design, Bex is always keen to explore new



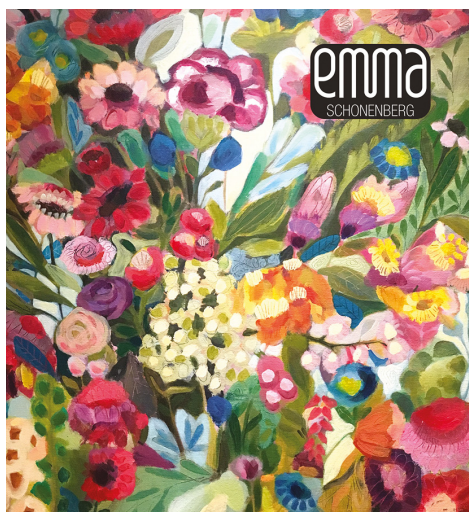
art styles, techniques, and has recently been making a splash in the home decor market! She has the sweetest disposition and her expertise in the industry shines!

### Emma Schonenberg

Instagram: @emma\_schonenberg

After graduating design school in San Salvador, Central America, Emma worked in advertising, apparel and the home decor industries. Along her journey, she discovered her true passion in a subject unknown in her country back then, Surface Pattern Design! Unique to Emma, she possesses a rare talent of being able to produce





a wide range of desirable design styles - very prolific! Her styles span from vector symmetrical designs to loose watercolor florals. Lately, Emma has been painting and is in love with the expressionistic liberties the brushstroke produces on her canvas. After digitizing them, she puts them into seamless repeats which are in high demand in the gift/stationery and home furnishing markets. One special highlight she loves to share is when she had the opportunity to see her signature kaleidoscope design style featured on the runway during Fashion Week NY on men's swimwear. With her abundant optimism, she is truly an amazing woman and an inspiring success story!

### Lori Danelle

Instagram: @loridanelle

Lori Danelle Wilson is a talented and accomplished hand letterer and illustrator. She has been filling sketchbooks since childhood. Recognizing her flair for the visual arts she attended



Watkins College of Art and earned a BFA in Graphic Design. A lifelong creative, she daydreams about what could be and stays up half the night to make it happen. Residing in Tennessee with her husband, two daughters, dog and a hedgehog; Lori is known for her bold, whimsical lettering, attention to detail, and taking the stairs two-at-a-time. What an amazing combo she is with her creative vision and the determination to execute. She's a real go getter!

### Monkey Mind Design

Instagram: @monkeymindesign

Anita Ashfield-Salter of Monkey Mind Design is a freelance illustrator and surface designer from Denver, Colorado. She is originally from Santa Fe, New Mexico and graduated from NMSU with a BFA in Graphic Design. After working in advertising for over twelve years, she finally found her calling in illustration. It's been a game changer to refocus her attention to daily drawing and hav-



ing a bit of fun while doing it at the same time. Anita enjoys illustrating greeting cards, giftware and patterns for home decor. She embraces the challenges of owning her own Art Studio and working with clients to develop original work. Her work brings to life the vibrant colors and unique themes of the Southwest. Whimsical and bright scenes come to life with her playful use of color, dynamic patterns and textures making her digital artwork reflect the positive messages that are innate in her collections. Her point of view is influenced by generations of folk artists and the rich artistic community resonates in her style. She is remarkably gifted and it manifests in her artwork!

### Puck Selders

Instagram: @puckselders

Puck Selders is a surface pattern designer and illustrator based in the Netherlands. As a kid, Puck was always busy drawing, painting and sewing clothes for her dolls. She studied Fashion and Textile Design at The Royal Academy of Art in The Hague. After graduating, she worked for more than a decade as an in-house baby wear designer. But because she really



wanted to focus on surface design and loved to learn, she decided to freelance. It was at this juncture her signature juvenile style emerged. Her designs are adorable, happy and colorful - ideal for the baby/juvenile markets! While she works digitally, she also creates hand painted textures. When these are added to her digital art a whole new level of "awww" is generated! Besides creating art, she loves everything cute, children's books, fabrics, stationery, the beach, going outside and everything food related. Recently her daughter asked, "Mummy, when will you retire?" Puck's response, "Well, never I hope, because creating art is my favorite thing to do. It just makes me really happy!" How cute is that?! Puck is naturally as happy as her happy artwork!

Get in touch to have Brenda put together a portfolio for your next project. We look forward to partnering YOU!

Email: [brenda@brendamanleydesigns.com](mailto:brenda@brendamanleydesigns.com)

Website: [brendamanleydesigns.com](http://brendamanleydesigns.com)

Instagram: @brenda\_manley\_designs

Be sure to follow on Instagram as NEW artwork is posted regularly!

Curious about the surface design industry?

Have questions regarding how to achieve your aspirations? Brenda offers one-on-one consultations to help steer you in the right direction! See the website for more information.

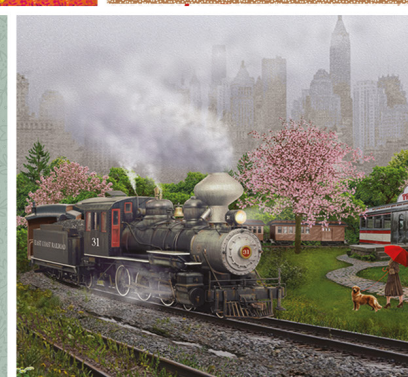
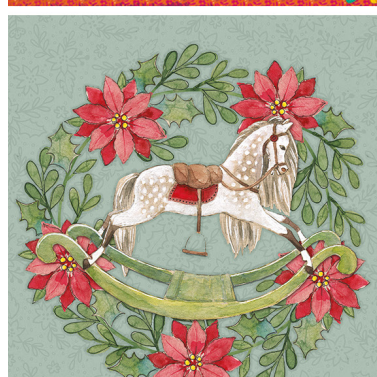


Bringing fun and creative crafting home, Bulu, Inc. has partnered with Crayola, the brand that has supported creativity through color, art and innovation for more than 116 years to build the first Crayola CIY Box, a monthly subscription program designed for the Crayola crafter. Fashioned with tweens, teens and adults in mind, the Crayola CIY Box is pioneering the subscription-based craft industry by providing a convenient and affordable solution to home-based crafting. Crafters no longer need to spend hours planning or shopping - they can simply get to crafting with inspirational, share-worthy projects delivered right to their doorstep.

A festive illustration of a red bicycle decorated with Christmas gifts and a small tree, set against a snowy night background with falling snow and a full moon.

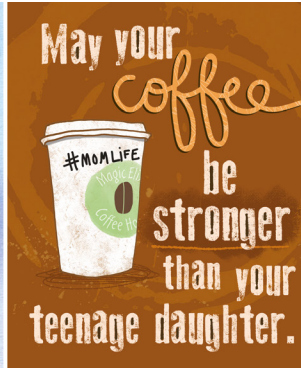
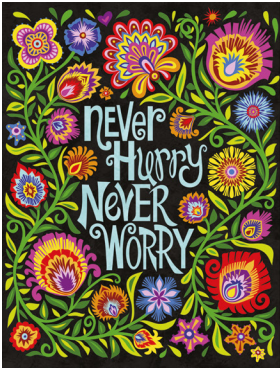


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# Me Too!



If you started reading and were expecting a politically charged article, I am sorry to disappoint. Actually, we are going to be exploring the ability to stand out in a saturated market. Whether as an artist trying to be seen in a pool of talented artists, or as a manufacturer trying to capture shelf space and customers amid a plethora of products being presented to that all-important customer (just think of the immense number of products bearing inspirational quotes, or my favorite nickname for the category, “Put a word on it”).

As many folks do these days, I sat down and looked for ideas on the internet. Well, unless your “product” was a website which you were attempting to make stand out by using SEO or other similar tools, the information sources were surprisingly low. When I did find material, it was primarily focused on two areas – price point, and niche marketing. While there is nothing inherently wrong with taking a look at these approaches, I believe there is more to it. But first, let’s look at those two approaches.

Immediately lowering your price point is the tip

of a downhill spiral whether you are an artist, manufacturer or retailer. You may gain some customers in the short term, but there is always someone who can come in at a lower price and you have given your customer no reason to stick with you when that happens.

Niche marketing is fine but remember, niche is by definition a smaller subset of your potential market. Some do well with this approach -- often taking this route in multiple niches at the same time. We did very well with this approach with Michael Shelton’s red truck series. Michael was one of the first, if not the first, to present these designs. We were lucky enough to work with a creative developer that took the extra step to make this line very visible throughout the home and gift markets causing many others to jump on board. These images touched on a down-home, nostalgic chord with a particular customer that caused it to preform extremely well, but then, it too, became saturated.

I believe that the best way to perform in a saturated market is to offer value that no one else does. There is a word in the Cajun culture, *lagniappe*, defined as “a small gift given... at the time of a purchase”. This doesn’t mean that you need to add a second product

each time you expand your line, it just means you need to make sure the product you are offering brings just that little extra. Sharon Lee recently worked with one of our partners on a coastal product. The product pictured here [Inset Sharon’s product pic with this paragraph], not only provided the customer with the initial tray, but also included six additional decorative blocks to be used for home décor.

At the beginning I mentioned inspirational product. How do you apply the concept of adding value in this type of product line or similar ones? Try going the extra mile to use something other than a run of the mill quote. Your customer will appreciate it. Joy, Peace, Believe, Dream, etc. have sold well because they resonate with



customers. However, they are overused at this point. Taking the time to be creative with your sayings is one possibility. Try brainstorming on other ideas such as a products functionality, interactive capabilities of the product and / or crossover in other categories. Unlike lowering your price point, these are ways that you can create loyalty to your brand.

We would love to explore what extra value we can bring to you. Come see us this summer in New York City at Blue Print or in Atlanta at Americasmart.

Just drop a line to [Julie@Artsdsg.com](mailto:Julie@Artsdsg.com) to set up an appointment..

We also encourage you to sign up for our Tuesday Tidbits newsletter at [www.artsdsg.com](http://www.artsdsg.com).









# BLUEPRINT™

## SURFACE DESIGN & PRINT SHOW

THE GO TO SHOW FOR THE SURFACE DESIGN COMMUNITY

### EXHIBITORS - THE STUDIO, HUDSON MERCANTILE

Andrea Turk .....	34	Feena Brooks .....	17	Purplethum .....	15
Art Cottage .....	5	Foliage .....	31	Rogue .....	37
Artelier Brands .....	29	Gather No Moss .....	24	Sandra Jacobs .....	32
Baxter Mill .....	26	Group Four .....	10	Studio Voltaire .....	23
Betsy Beier .....	39	Jennifer Rehm .....	34	Verbeek .....	28
Brooklyn Nest .....	27	Jill McDonald .....	14		
Camp Collective .....	19	Kirsten Katz .....	11		
Charlene Bornard .....	8	L J Woodhouse .....	25		
Cheery Design .....	20	Larisa Hernandez .....	21		
Claire Picard .....	38	Lauren Wan .....	16		
Creative Ink Co .....	1	Lemon Ribbon .....	13		
Creativo .....	18	Lisa Kubenez .....	40		
Dessin & Cie .....	33	Little Cube .....	7		
Diane Cunningham .....	41	Marcie Designs .....	36		
Diane Kappa .....	12	Melissa Hyatt .....	30		
Dot Dash Design .....	9	Never Forget Yvette .....	6		
Elizabeth Stirling .....	22	Pat Nugent .....	2		
Epluche .....	3	Peppyink .....	35		



### EXHIBITORS - THE GALLERY, HUDSON MERCANTILE

9C Art Collective .....	17	Pattern Play .....	34	Revel Designs .....	32
A Fresh Bunch .....	2	Pomelo & Pomelo .....	18	Tana Bana .....	8
Arthouse .....	15	Prints of Orange .....	29	Zoejo .....	28
Artwork .....	25	Rafale Design .....	6		
Banafsche Schipfel .....	21				
Beeline .....	3				
Bright Limelight .....	33				
Colwill & Waud .....	24				
Designworks Intl .....	1				
Dot & Flow .....	9				
Este .....	31				
Ester Bley .....	14				
Grafiq Trafiq .....	30				
Ine Beerten .....	12				
Inspire Art Licensing .....	4				
Jane Mosse .....	20				
Kate Rowley .....	16				
Kimberley Carter .....	19				
Leticia Plate .....	22				
Linda Bruce .....	16				
Lovely Bird .....	23				
Lylove Studio .....	5				
M Design Studio .....	26				
Margaux & Izzy .....	13				
Marian Nixon .....	11				
Melissa Hill .....	27				
Paper & Cloth .....	10				





# BLUEPRINT™

## SURFACE DESIGN & PRINT SHOW

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### EXHIBITORS - SHOP STUDIO FLOOR 3

Aara Inc .....	2	Jennifer Nelson .....	5	Susanne Cruise .....	21
Amanda Brady .....	40	Jerome Thilly .....	6	Tatyana Starikova .....	19
Amy Frazer .....	10	Kate Williams .....	26	Tracey Wirth .....	29
Andie Hanna .....	8	Kenzie Freenzy .....	9	Veronique Petit .....	13
Brenda Menley .....	34	La Rubia .....	24	Whimsy Breezy .....	41
Carly Gledhill .....	17	Larisa Hernandez .....	32		
Cinnamon Joe .....	18	Lisa Larsen .....	30		
Clover Cottage .....	31	London Portfolio .....	27		
Creation Robert Vernet .....	14	Loo McNulty .....	7		
Danko Graphics .....	3	Michele Norris .....	43		
Deborah Curiel .....	11	Nero Diseppia .....	15		
Deborah Payne .....	37	Pink Light Design .....	28		
Diane Tchakrides .....	45	Plum Pudding .....	23		
Equinox .....	20	Rachel Enders .....	42		
G Mrch Design .....	35	Semmy Lee .....	36		
Gerry Murray .....	16	Shannon McNab .....	12		
Holly Graphics .....	38	Simone Gooding .....	25		
Jehane Ltd .....	1	Studio 2 Art .....	22		



### EXHIBITORS - SHOP STUDIO FLOOR 4

AMP NYC .....	9		
Artistic Designs Group .....	27		
Blenda Tyvoll .....	10		
Blue Boa Studio .....	19		
Claudia B Design .....	7		
Crush Illustration .....	5		
Effie Designs .....	26		
Elizabeth Michels .....	8		
Five Points .....	14		
Happy Mrs Dahlia .....	25		
Kasey Free .....	18		
Kate Ruelia .....	18		
Kidsize Studio .....	17		
Lauren Lesley .....	12		
Lisa Clow .....	15		
Mirian Schulman .....	11		
Shiny But Real .....	13		
Studio Sette .....	3		
Trosko Design .....	6		
Victoria Bright .....	15		



Watercolor Devo .....24  
With Love from Argentina .....4



#### THE SHOW

May 20 to 23, 2019

To register to visit go to  
[www.blueprintshows.com/register](http://www.blueprintshows.com/register)

#### Venues

##### Hudson Mercantile

500 West 36th Street, New York 10018

##### Shop Studio

528 West 39th St, New York 10018

#### Show Hours

20 May	9.30am to 6.00pm
21 May	9.30am to 6.00pm
22 May	9.30am to 6.00pm
23 May	9.30am to 4.00pm



# BLUEPRINT™

## SURFACE DESIGN & PRINT SHOW

THE GO TO SHOW FOR THE SURFACE DESIGN COMMUNITY

### SHOW DIRECTORY

**9C Art Collective** comprises Karma Prints and Artwork and Jelly Box Design.

Karma Prints and Artwork represents a eclectic mix of fresh holiday, modern conversationals and geos, vintage based florals graphics, perfect for paper, home and fashion. Karma is showing a mix of Holiday and seasonal appropriate art at Blueprint. Jelly Box Design, is a NYC area studio whose collection is created by a group of unique and talented artists. Floral, geometric, holiday and conversational designs are created in both digital and traditional mediums for fashion, athletic, home decor and paper. In addition to their collection, they also create commissioned designs. They will also be showing Designstration and Dusty Pony Studio's collections.



**A Fresh Bunch** works with hand-picked design talent from around the globe to design artwork for apparel, textiles, home, stationery, office, gift and tableware products.

They welcome commissions on custom projects. Marrying technology and good old-fashioned curation, A Fresh Bunch makes it easy for buyers to choose – instead of search for – the right art for their products.

Jenny is the brains behind A Fresh Bunch. Creative and entrepreneurial from her earliest years, Jenny's been starting businesses since she was a child. She's done everything from selling vegetables to grosgrain ribbon barrettes, always doodling, drawing and designing along the way. Getting to run A Fresh Bunch, drum up more opportunities for fellow designers and design

for AFB whenever she can is Jenny's dream job, a perfect outlet for her design, entrepreneurial and business expertise.

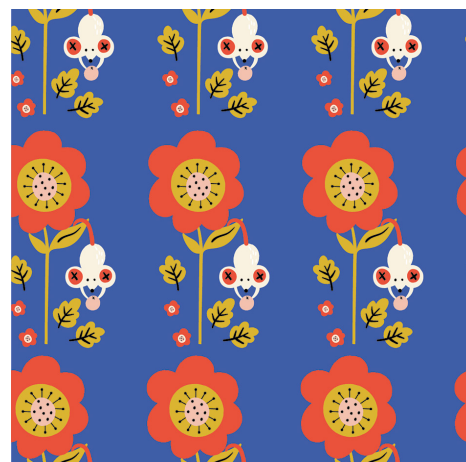
**Aara Inc** is a creative fashion consulting studio based in Mumbai and Dubai. They offer an array of bespoke design services including designing garments, conceptualising collections, creating exclusive prints and much more. The studio ca-



ters to a large clientele ranging from established retailers to smaller fashion brands and startups. They will be exhibiting their exclusive handmade print designs at Blueprint inspired by the latest trends from across the globe. Print categories include floral, abstract, ethnic, quirky, conversational and much more which cover women and kids apparel, interiors and small accessories. Clients also have the opportunity to work with the studio to build bespoke print collections.

**Amanda Brady** is the owner and operator of Green Hound Press. She is a Northern Colorado native, freelance designer, and a work from home mom.

She will be showing this year at Blue Print in Shop Studio. This is her second licensing show and she is more determined than ever after spending the year exploring and navigating the art licensing world. Her designs are for the child in everyone who loves being surrounded by fun, playful patterns. She is constantly striving to find the perfect balance of whimsy and sophistication to appeal to a wide range of ages.



As a vector-based artist, she has been working on evolving my simple designs with more hand-drawn elements so that the two techniques work harmoniously.

**Amy L. Frazer** is an illustration, surface, pattern and product design professional focused on creating fresh artwork for a wide range of surfaces including fabric and textiles, home decor, stationery, toys, giftware and publications.

Amy is a maker, craftsperson and a lover of all things pattern. Her artwork most often starts analog on paper with paint or pencils and finishes digitally. With extensive experience in product creation gained through designing at companies like Nike, Inc. and Old Navy she enjoys designing objects as well as the prints, patterns and colors that adorn them. She loves to travel and always has a bag packed for her next adventure to the mountains, the sea or a fun city to explore and gather inspiration.



Working out of her studio in Portland, Oregon, Amy believes that hard work, integrity and creativity are the building blocks for inventive graphics and organic design. Creating art that leaves the world a little bit happier and inspired is her goal.

Amy is interested in licensing for royalties, flat



fee licensing, selling outright, and taking commissions.

**Andie Hanna** is a multi-faceted design expert with a rich background in apparel, accessory and product design. With a degree in fashion design from Kent State University, Andie spent more than 15 years as a fashion designer for top brands such as Mossimo Girls for Target, Arizona Jean Company for JCPenney, Tween Brands, Disney brands and Thirty-One Gifts.

What started out as a necessity became a passion when Andie learned how to create print and pattern designs. This led Andie on a path from the corporate world to starting her own business.



In just a few years Andie has made her presence known in the Surface Design industry signing contracts with many big brands to license and sell her artwork for their product. She is proud to have partnered with such brands as Robert Kaufman Fabrics, Peter Pauper Press, Legacy Publishing, Notecard Cafe, Design House Greetings, Primitives By Kathy, Pic Collage, Dare 2B Artzy, Matete Objetos, Fisher Price, Proctor and Gamble, JoAnn Fabrics, Hallmark, DSW, Houlihan's and more.

Andie was invited to speak at Surtex 2016 and to teach an online class with Modern Thrive and is planning more speaking and teaching engagements. Andie's keen eye on trends, sense of style and product development expertise paired with her inspiration from world-travel, nature and all things vintage allows her to create designs that are truly unique.

Since 1992 **Art House Design** has been active as a licensing agency with designs for the stationery, gifts, textile and paper products industry.

They sell copyrights and outright arts of a wide range of artwork and photographic images for the use on greeting cards, exercise books, hobby



products, gifts, textile, wrapping paper, back-to-school items etc.

Art House Design works with artist from all over the world, which enables them to react quickly upon any market trend. Their portfolio has over 10,000 images.

**The ARTelier of Brands** is a premier licensing agency representing exceptional art, character and lifestyle brands with visionary images and proven track records.

They are proud to be an energetic workshop of talent, and relish in the excitement of new collections targeted to what's on trend today and what will be popular tomorrow. The artists they work with have studios that inspire and charge their batteries. The ARTelier is an encouraging, interactive umbrella that keeps the imagination cycle churning, nourishing insight and inventiveness.

Their artists provide creative solutions for all



product categories. Bella Pilar's whimsical feminine collections are the image of her motto, 'Live Life Fashionably'. Creativity thrives from Dinara Mirtalipova's charming Mirdinara folk art images and patterns, and Manon de Jong's bright, friendly mixed-media collage, to La Scarlatte's

delicate organic florals and patterns. Eleanor Grosch's minimalist experiments in geometry bring a designer edge and Hennie Haworth's delight with unique and colorful mixed media. Classics Graham Roumieu and Red Nose Studio entertain with wit and humor, distinct characters and built-in fan bases.

Experienced art licensing and consulting agency **Artistic Designs Group** will be exhibiting for the first time at the Blueprint Show. They look forward to showcasing the work of their international team of artists whose work has



proven popular in a number of lines including home décor, giftware, fabric, tableware and paper products to name a few. With over 100 active licenses and more in the works, they hope to share their 30+ years of experience studying consumer buying trends with new partners. Ideally working together to understand each line's specific needs and presenting the right artwork intended to make a great impression on the consumer and meet their demands -- providing a successful outcome to all.

Established in 1986, **Banafshe Schippel** is a UK based textile design studio specialising in





print and embroidery designs for home furnishing and contract markets. The studio produces both CAD and hand painted designs.

They will be presenting new designs for both textile and conversational at the Blueprint show.

The **Baxter Mill Archive** is an inspiration resource for all industries including home décor, apparel, hospitality, interior design, and architecture. Their aim is to inspire all designers and to make the world a more beautiful place to live in. They believe every piece in their collection has a unique story to tell, whether they come from a Parisian art house in the early 1900s or from a remote village in the Guatemalan countryside. Their passion is bringing the archives back to life, giving them fresh purpose for today's market.

**Beeline Collective**, the dynamic collaboration of Jennifer Sabo and Doreen Mulryan are excited to announce their return to Blueprint this May. Doreen has been illustrating and designing for over 16 years. She has worked for companies like Disney, Hasbro, Mattel, CSS Industries, Horizon Group USA and Designer Greetings to name a few. She is both a pattern designer and children's book illustrator with a strong emphasis on character development.



Jennifer's artistic mission is to bring her clients vision to life by creating fresh and playful designs that can be splashed onto their best-selling products worldwide. Her extensive resume draws upon life experience and joy to create trend forward artwork, utilizing a variety of styles, jubilant colors, cute characters and festive lettering. Her designs can be found across the globe in stores like Target, TJMaxx, Michaels, Joann Stores and many more. Jennifer and Doreen will be showcasing their new designs and collections at Blueprint this May.

**Betsy Beier**, is the illustrator, designer and writer behind Wanderlust Designer.

Having traveled to almost 40 countries and all 50 US states, Betsy is on a mission to illustrate experiences around the globe and inspire new adventures. Buying spices in the Souk Attarine in Fes, Morocco; attending an authentic Provençal cooking class the South of France; exploring the hip and trendy streets of Harajuku, Tokyo; and soaking up the culture in the Sacred Valley of Peru, these experiences have given Betsy a unique view on travel that she is eager to illustrate and share.

**Blenda Tyvoll** portfolio collection for Blueprint will feature bright charming birds, animals and butterflies along with a selection of colorful organic florals. In addition, she has put together an all new winter holiday cutesy pets themed collection. Her artwork has the look and feel of hand painted watercolors and textural paint in bold happy colors.



**Esther Bley Designs** is the studio of artist Bley Hack who creates all hand painted watercolors inspired by the fresh florals and vintage charm she spies in everyday life. Her first book,



*Colorways: Watercolor Flowers*, was recently published by The Quarto Group, and she is excited to show hundreds of brand new watercolor designs this year at Blueprint - from pretty floral repeats to retro Christmas and more, Bley has work to reach many different markets.

**Blue Boa Studio, LLC** is a boutique NYC surface design business. Ulla Sedek, the owner and head designer, is a classically trained artist who also embraces the latest design technology and



software. Ulla holds BFA degrees in Fashion Design and Fabric Styling from FIT, and completed additional illustration courses in Paris and CAD and machinery courses in NYC.

It is the combination of traditional renderings and understanding of production processes that give their designs that special edge needed for commercial success. Ulla also partners with and mentors a group of hand-selected artists. Although they are based in NYC, Ulla's favorite source of inspiration are the tropics of the Caribbean and the bohemian rawness of Santa Fe and the surrounding desert. Much of the art is created while traveling and exploring these places. Many of their Tropical, Bohemian Festival and Junior Holiday designs have become best sellers for clients, which is always their goal. They work with many apparel and home companies. In 2018, Ulla proudly accepted a licensing proposal from the Comfortex Window Fashions company. The designs are featured in their Color Lux® Collection.

**Brenda Manley** represents a roster of 7 immensely talented artists, as well as a handful of potential BMD artists, and creates a few pieces of her own. Together, this small but mighty group produces a varied range of stunning artwork for commercial use. Serving the editorial, publishing, apparel, home furnishings and gift/stationery



markets, their portfolio consists of placement art, repeat patterns, coordinates, collections, custom hand lettering, and illustrations available for licensing or sale. The artists are happy to take on commissions and would love to partner with clients to create work custom-made to suit a specific project.



Jen Lindup is a designer based in Toronto, Canada who created **Bright Limelight Studio** to offer clients her unique style of illustration and surface patterns for fashion, interior and paper products. Using a playful approach to design that draws on nature, food, fashion & travel for inspiration, her designs always start with sketching and painting. She enjoys using bold color combinations and always incorporates new trends into her work. She holds a BA in Textile Design and worked in product development for the fashion & home decor industry for over 15 years. Recent clients include Papyrus, Up With Paper, National Geographic Traveler, Home Sense / TJX Canada, Abbott Collection, Studio C and more. Jen's ability to identify trends and transform ideas into relevant and beautiful products is the



energy behind Bright Limelight Studio. For Blueprint, Jen has created a variety of gestural & painterly florals and patterns in trend right color palettes. In addition to these everyday surface designs, she will have a collection of holiday designs featuring her signature watercolor illustrations and patterns.

**The Brooklyn Nest** is a friendly collective of surface designers assembled and launched in January 2016. They channel their creativity into the marketplace and make original art for products. Located on the waterfront of Williamsburg Brooklyn, the studio is just 10 minutes from Union Square in Manhattan.

**Camp Collective's** gloryB (Teresa Barry) is an independent artist, illustrator & surface pattern designer living in the Ozark foothills of Arkansas. gloryB creates illustrations and surface patterns for souls who enjoy adding a touch of whimsy and color to their surroundings. As a lifelong maker and collector, Teresa's bright, bold and colorful designs have a joyful spirit inspired by her love of vintage charm and nature. gloryB's illustrations and surface patterns are available for licensing and buyout, and she also does commissioned work.



**Charlene Bordard** studied fashion design and graduated with a textile designer degree. Since then, she has worked for big companies as well as much smaller structures. Nowadays, she works as a freelance graphic and textile designer, and also as an illustrator. Her universe is playful, sensitive, unique, personal and offbeat. From prints patterns to all-overs, she likes her drawings to tell a beautiful story. She works across several disciplines : surface patterns for home decor and fashion, greeting cards and stationary, gift wrap, illustration and graphic design.

**Cinnamon Joe Studio** is really looking forward to the May Blue Print show !

This year's show is looking to be busier than ever and it's become the main event of the year, for meeting clients both current and new.

May is a great time to be in New York, it's traditionally the time when buyers and licensees come to the city to see all the exciting new artwork for the coming year. Being trend driven Cinnamon Joe will have some exciting new prints for everyone that needs artwork for their products.

What's different about Blue Print is that it's serious in its approach to working with clients, but it's also relaxed and a lot of fun too! It's a show that has a great selection of new artists and studios alongside the regular exhibitors, which makes it much more interesting to the visiting clients, who are coming back to the show each year.

Cinnamon Joe will have a lot of exciting new artwork at booth 18 on the 3rd floor in Shop Studio.

**Claire Picard** is originally from the UK, where she studied fashion and textiles. She recently returned to England after spending 20 years living and working in Paris. After a period as a lingerie designer, and then a print and embroidery designer, she became involved in the handmade Arts and Crafts scene, when her kids were small, designing and manufacturing her own children's home decor line, and founding a multidisciplinary Association for Designers. She now works from her studio at home in Hampshire, in the south of England.

Constantly inspired by all things handmade, the mixing of old and new, and with a love for unusual colour novelty, she has returned to her original first love for drawing and painting, developing ideas for textiles, stationary, wall art and the editorial market areas.

**Claudia Bianchi** of Claudia B Design has worked in the home fashion and gift industry for 20 years. Her design versatility ranges from sophisticated to whimsical and is apparent in the body of work she generates. Creating in her home studio, she divides her time between textile design and painting oil abstracts. Gradually her love for abstract art merged with her design work, creating her distinctive style. Working in watercolor, Claudia embraces its fluid aspect, creating works that are at once both spontaneous and ethereal in nature. What inspires her most is not the literal sense of an image, but the feeling it invokes, and her masterful use of color only heightens that impact. Her designs are per-





fect for textiles, wallpaper, gift wrap, cards, and fashion. Besides her numerous florals, she also creates whimsical and seasonal designs. Her art prints from her Pick n' Paint series of veggies from her garden can be seen in numerous airports around the country, and her work has also been featured on the DIY network series, Restored. Clients include tag, Crate and Barrel, Design Design, Split P, Tarhoung, Prinz and The Container Store.

**Colwill & Waud** are a London based design studio. They will be showing their new collection for Home Furnishings, Wallpaper and Giftwrap featuring Florals, Geometrics, Abstracts, Ethnics and Conversationals, with a particular emphasis on colour.



**Creative Ink** comprises artists Erica Ilene and Shelley Seguinot.

Erica Ilene's artwork has a unique vintage and mid-century style of with a whimsical touch and illustrative typography. Artwork is available

for all market and product categories, including packing design. Urban Daisies by Erica Ilene will be the Creative Ink Co booth.

Shelley Seguinot is a New York Based artist with a passion for whimsical illustrations and surface patterns. She has been illustrating for over 15 years and produces art for various markets. Shelley dedicates her time to drawing daily and travels the globe finding inspiration in the most obscure places. Her goal is to create art that makes people smile. She is returning to Blueprint this year with a variety of new designs in several seasonal categories and everyday. Some of the imagery that will be on display includes designs for the children's market, Christmas, Halloween and a mix of several other occasions.



**Crush Illustration Collective** offers a wide range of styles suitable for home decor, children's market, bolt fabric, stationery and more.

**Judith Mayer** is a Chicago illustrator/lettering artist, crushes on all things mid-century modern, especially lettering. Clients include Lyric Opera of Chicago and Mike's Hard Lemonade. She's



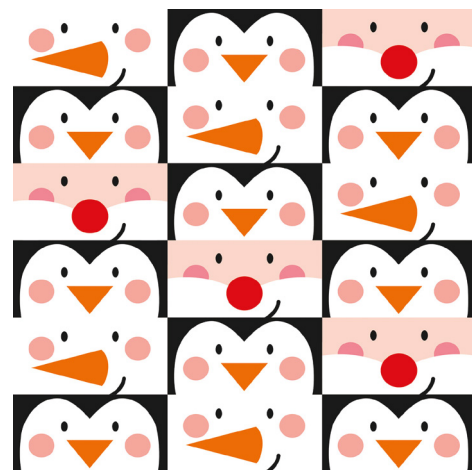
been recognized by Communication Arts, Up- percase Magazine, Graphic Design USA, Logol- ounge and more.

**Laura Fisk** is an Austin illustrator, inspired by food, the 60s and a big dose of Sesame Street. She hopes to make people chuckle through her lighthearted illustrations. She has worked with Uncommongoods, Land's End, and has been fea- tured in Buzzed.

**Melissa Washburn** is an illustrator/graphic de- signer based just outside Chicago in Northwest Indiana. Her mixed media work is most often inspired by the natural world. Clients include National Park Service, Smithsonian Magazine, and Spirituality & Health.

**Julia Green** is a Boise illustrator, inspired by 90s cartoons and 1950s and 1960s illustration. Her work's been described as a mix of soft feel- ings and humor. Clients include Ravishly, Paper House Productions, and she has artwork on the number one selling kids' rain boots on Amazon with Lone Cone.

First time exhibitor **Matt Danko**, is excited to be presenting the original designs of Danko Graphics at BluePrint this year. He will be fea- turing original surface designs with a special focus on friendly characters in the Christmas, Birthday, Baby, and Everyday categories. A selection from his Pattern Gallery of Botanical, Geo- metric, Paisley, Scroll, and Retro designs will also be on view.



Matt has been creating artwork for the greeting card and gift industry for more than 20 years. Danko Graphics gift wrap and gift bag designs have been featured in many of the major mass market retail chains, including Walmart, Target, and Kmart.

**Deborah Curiel** is a newbie at Blue Print but definitely not a newbie at creating art as she has been drawing and creating since she was a



little kid. Now she has the fortune of working in what she loves the most from her studio at Mérida, Yucatan, Mexico taking inspiration from her beautiful country and its culture, bold color, people and handcrafts. She likes merging digital and analog techniques that allow her to create something unique. She is also always evolving and exploring new ways to enrich her work. Through her portfolio potential clients can find florals, cute animals, lettered quotes, and a lot of art available for various markets.



**Deborah Payne** is a graphic designer with a passion for surface pattern design. Her work is influenced by classical modernism, Japanese textile design and contemporary folk art. Deborah's love for illustration took on a new dimension when she brought the iPad Pro + Apple Pencil into her work flow. Her library of hand-drawn motifs and illustrations provide inspiration for a growing catalog of surface designs – from florals to geometrics. Deborah's vibrant signature style is bold yet whimsical, decorative but simple, and always lovely. She is making her debut in surface design at Blue Print with several collections and 100+ designs available for purchase or licensing. Goals for the show include getting feedback



from buyers, agents and fellow exhibitors, and exploring opportunities for licensing and collaborations.

**Design Works International** is a multi-discipline design studio in the heart of New York City specializing in original textile design, trend development, color, and bespoke consulting services. We are a team of artists, designers, writers, experts, researchers, and thinkers who are driven by curiosity, passion, dedication, and above all, creativity.

Co-founded by creative director Nancy Fire, Design Works International has almost three decades of expertise in exploring and developing lifestyle trends, creating original print and pattern designs, and consulting with brands to capitalize on today's ever-changing global market.

Located on the outskirts of Lyon (France) the heartbeat of French creativity, **Dessin & Cie Studio** is a recognized leader in the surface design industry for creating innovative designs.

Since its inception in 2004 with a group of multi-faceted designers world-wide, we produce a wide range of specialized surface designs that reflect the most current trends and various design themes to satisfy the needs of our clients.

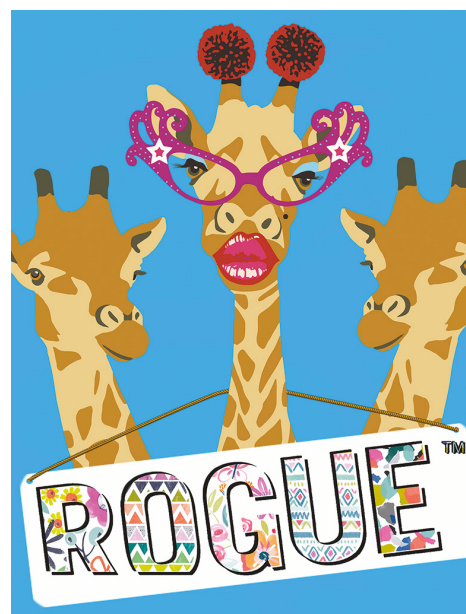
The assortment of designs range from floral, geometric, ethnic, seasonal, kids & babies, and everyday, just to name a few.

Their global clientele includes various industries such as paper & stationery, textile (home and fashion), ceramic & melamine, plastic & storage and wooden items and toys.

**Diane Cunningham** is a french fashion designer, surface designer and illustrator who lives and works in Paris.

She creates exclusive prints that cater as much to the world of women, child and decoration. She presents her collections at various strade shows (Première Vision Paris, Blue Print New York, Playtime Paris).

Rogue is the new studio to be developed by **Diane Harrison**, Diane Harrison Designs is a home textile studio established in the 80s. Diane wanted a funky fresh collection aimed at kids and back to school and created the Rogue Collection to capture this brief. In the past year Rogue has grown into many more industries. Rogue now has groups of girls, boys, animals, Christmas, Halloween, florals, leaves, geometrics and textures. It appeals to everyone who wants a refreshing new approach to design. The collection is designed in-house by the Diane Harrison designers in Manchester, UK and Valencia, Spain



and is marketed from the Diane Harrison office in NYC and has a very strong presence on-line.

**Diane Kappa Designs** is a Seattle based company with more than a decade of partnerships with major manufacturers of home furnishings and apparel. She offers an extensive licensing portfolio consisting of original watercolors, block printing and digital art.

With a deep understanding of printing and manufacturing processes, DKD is here to help you bring your creative visions into reality - whether that's designing entire collections; creating strong color palettes for existing products; or consulting on process frameworks for production/factories.



Print and pattern studio, **Dot & Flow** are excited to return to exhibit their newest portfolio of work. Brimming with bold, playful illustrations and upbeat pattern designs for fit for a myriad of products.

Based around the world, Dot & Flow's designers





**DOT & FLOW**

Happy Surface Design & Illustration



www.dotandflow.com

have sold and licensed art for stationery, greetings, fabrics, apparel and publishing. Always up for a new creative challenge, Dot & Flow Studio is excited to meet new clients and reconnect with current ones at the show.

**Dot Dash Studio** is a successful design consultancy based in the UK who have historically developed style guides and brand bibles for the entertainment industry. This is their third year exhibiting at Blueprint, and they are very excited to be broadening their skills in the world of surface design. Sharing a passion for print and pattern the team will be showcasing their new collections at the show.

With over 20 years collective experience of working within the graphic design and fashion



industries the team specialise in creating both trend driven and seasonal collections with a strong cohesive look. Each designer has a very distinct style ranging from watercolour florals, sophisticated vector art, naive conversationalists to quirky hand drawn characters.

They hope to build on the success of last year's show and look forward to welcoming clients old and new.

Bubbly, sweet and colorful can be used to describe **Effie Designs Art**. Effie Designs brings a vibrant and inviting feel using simplistic things we see everyday like little critters such as ladybugs, bumblebees or delicious foods like spices and candy.

Effie Designs will be showcasing her 15 collections including, Christmas, Easter, Candy Garden, Fruit Garden, Spice Garden, Doggie, Bumblebee, Ladybug, Butterfly, Tropical, Beach Time Fun, Lipstick, Nude Makeup, Spring Time and Firefly.



**Elizabeth Michals** is a Chicago based Surface Designer and Illustrator who will be exhibiting at Blueprint. Her artwork is full of charm, whimsy, and life. She is particularly excited to show her new Santa, Snowmen, and floral collections. Elizabeth loves to include hand lettering in her work, and will also be showing collections for Christmas, juvenile, everyday, occasion, and birthday for young and adult customers. She has placement illustrations with coordinating patterns and regular pattern collections. There will be new collections to show and adorable pins to take away. Elizabeth enjoys creating art for



greeting cards, stationery, party paper, gift bags, giftwrap, giftware, games, home décor, wall art,

and apparel. She is interested in licensing, buyout, and commissions.

**Elizabeth Stirling Designs** is celebrating 25 years this year, evolving from a textile studio to a company specializing in seasonal artwork for license and purchase. Since the beginning



the studio, led by Gillian Stirling, has adapted its styles and techniques to keep up with the ever changing gift market. They have built strong partnerships over the years with many licensees and manufacturers throughout the world and continue to grow through their participation in trade shows both in Europe and America.

Having worked closely with clients for so many years they have developed an understanding of manufacturers requirements such as the importance of deadlines, production limitations and the need to identify the end user to be able to provide artwork that will ultimately bring success to the buyer.

As well as producing a large range of seasonal designs both traditional and whimsical, they are happy to work on commissioned projects and are always keen to try new styles and subjects as briefed by clients. They look forward to seeing everyone at the Hudson Mercantile for the Blueprint show.

**Epluche's Laurie** is a graphic, fashion and textile designer who works and lives in Paris. She has always liked to draw, cut, assemble and has rapidly chosen to study applied arts. Then she has refined her choices, and she naturally focused on fashion and design.

She loves travelling, and the discovery of major towns like Paris, Vienna, London or NY remain her biggest inspiration. She also likes to mix the



contemporary spirit of famous designers like Orla Kiely and Donna Wilson with more classical influences as William Morris.

Working for more than 10 years in the world of fashion, design and graphics, her style and her skills continue to evolve but her signature remains the same: a graphic and subtle universe, accessible to everyone.

**Este Macleod** is a painter and designer. Her paintings are inspired by travel, nature, dreams, seasons, sentiments and thoughts as well as everyday surroundings. Working intuitively, Este allows a painting to develop over time. Observation and drawing are important parts of the creative process. By experimenting with the layering of colours, patterns, textures and mark making, and by using her trademark floral, bird and simplified plant forms, Este's work always retain a fresh look.

Este's images are used on products ranging from greeting cards, puzzles, textiles, cushions and other homeware items such as tableware, ceramics and puzzles. Most recent collaborations include a homeware range with Crate & Barrel and a picnic ware collection for Paper Product Design. Este also teaches online art and creativity courses twice a year.



**Eye Spy Design Studio** is a collective of U.K based illustrators and designers creating colour-



ful artwork for children. With over 10 years experience designing for stationary, greetings cards and apparel specialising in characters, surface pattern and typography.

**Feena Brooks** is Inspired by childhood memories, travels as a young girl, fairies, dreams, and wonderful, quirky England. Her designs cleverly bridge both juvenile and adult genres using a beautiful, contemporary colour palette and a unique, recognisable style. She will be showing a large range of designs at Blueprint covering floral, kids, geometric and holiday. The majority of her work is in technical repeat, ready to make products really stand out and co-ordinating patterns are available to be used across entire ranges.



She is an established designer with 20 years' experience and a degree in Fine Art from Oxford University. Notable clients include Cloud 9 Fabrics, Dashwood Fabrics, UK Greetings and Susan O'Hanlon cards. Her work can be seen on fabrics, greetings cards, clothes, gifts and stationery throughout the world.

**Five Points Graphics** is a Brooklyn-based design studio made up of skilled artists with 40+



years combined experience in the graphic, textile and fine arts world. They provide valuable artwork and design services to a wide range of industries including apparel, textiles, paper and surface design. Their collection houses artwork for Babies, Kids, Juniors, Men, Soft Goods, Toys and Pets.

For over 20 Years, **Foliage Inc.** has been a leading source of print designs for many of the world's best-known brands, manufacturers and retailers. They have a local and international collective of talented and versatile prints designers who are carefully selected for their keen sense of design and ability to understand product development and trend.



From their early start in San Francisco, to their current home in New York City, Foliage continues to flourish both nationwide and globally. They offer designs for a variety of uses including Apparel, Home, Stationary, Accessories and more.

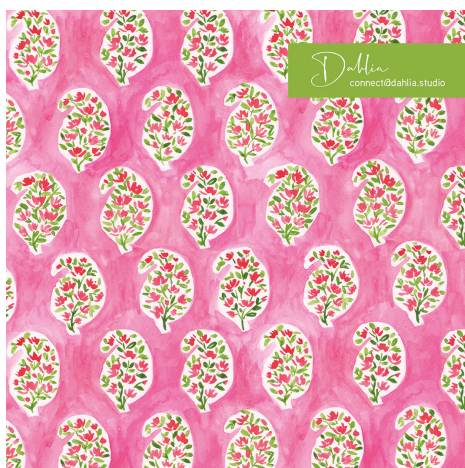
Gennifer March Schimenti is thrilled to intro-





duce her creative brand, **G. March Design**, at Blue Print this May. Her portfolio of designs reflects Gennifer's love of historical reference and classicism, which she translates into detailed "stories" of her own. G. March Design looks forward to making new collaborations, welcoming licensing opportunities and commissions.

**Happy Mrs Dahlia** is the child of watercolorist Taniya Varshney. She is an Indian Artist and Designer based in Atlanta, GA. Taniya is a believer of nature and its beauty never fails to amaze and excite her. Happy Mrs Dahlia is born out of nature and gives life to a tangible form of inspiration to keep near and make spaces warm and inviting like the great outdoors. Taniya's art is spontaneous and usually is a strong depiction of color, movement and expression. She hopes to unfold the beauty of nature and explore water based media to create pieces which are symbolic to memories of nature we create everyday



**Ine Beerten** a.k.a. Zesti is a licensing artist living in the captivating city of Antwerp, Belgium. She loves to create fresh, colourful and fun prints and illustrations.



She calls her creative business Zesti, which means with great enthusiasm and energy, having zest for life and she hopes those qualities are visible in her work and life.

After starting out as a graphic designer, she discovered the wonderful world of surface pattern design and illustration. Nowadays she is mostly focused on greeting card and stationery design and hand lettering. Her style is both colourful and playful filled with lush florals or cute and quirky animals and she loves to add beautifully hand lettered texts and quotes to her work.

She has worked with clients like Design House Greetings, Madison Park Group, Up With Paper, Hallmark, American Greetings, Seller's Publishing, CS.

**Inspire Art Licensing** represents a team of very talented and hard-working designers from both the UK and US. They take great pride in their research and execution of trends, from colors, icons, typography and lifestyles to enable clients to keep their product lines fresh and exciting. They produce commercial designs primarily for the US but they branch out to international markets as well



They specialize in Holiday collections, which include Traditional, Whimsical and On-Trend Christmas designs, as well as Halloween, Easter and Thanksgiving. They will also be showing their All Occasion Designs, which include Birthday, Baby and Wedding and more.

As well as exhibiting, they regularly travel around the US meeting with clients and presenting their most recent collections. To supplement this they share their art with clients through online submissions.

The majority of their work is created speculatively for their portfolio, but they are more than happy to take on commissions, rework designs and supplement selected collections.

**Jehane Ltd** is a new Artists' Agency based in England. It is personally run by the founder Jehane Boden Spiers. She is an artist and business manager with 25 years successful experience in the creative industries. Jehane personally represents fifteen illustrators from the UK, Europe, Canada, and New Zealand. With a proven record of delivering valuable returns, Jehane Ltd collaborates with a diverse and international client base of design-led publishers and licensees. Offering a carefully-curated portfolio ideal for



publishing and licensed product ranges, Jehane Ltd will be showing for the first time at Blueprint NYC this year. Their artist Tracey English has been selected as one of three artists who created promotional posters for this year's event.

**Jennifer Nelson Artists, Inc.** represents twelve terrifically talented artists who produce stunning illustrations for commercial use. Serv-



ing the surface design, publishing and home decor industries, we have a large inventory of existing artwork for licensing or sale. The artists happily take on commission, creating work



custom-made to suit different projects. At Blueprint, they will have hundreds of beautiful prints available for licensing, category buyouts, and full buyouts.

**Jennifer Rehm** is a creative artist, illustrator and designer based in Savannah, GA. She is represented by Cinnamon Joe Studio. Jennifer's artwork is geared towards a variety of ages. Her color palettes are playful. Her brush strokes and textures breathe life to her characters. Each piece of art has its own personality. She will be showing two collections at Blueprint this year. One is a digital collection. The other is a hand painted collection. Both collections feature eve-



ryday and Christmas artwork. Jennifer enjoys experimenting with different mediums. She explores new techniques to continuously grow her collection as an artist. Her artwork has been produced on products such as stationery, gift wrap, fabric, and wallpaper. Her hand painted collection would also be beautiful for home interior.

**Kate Aurelia Holloway** is a Boston-based artist and designer. With a background in fine art/



art history and 15+ years of diverse experience in graphic design, surface pattern and illustration, Kate's work can be described as design seen through an artist's lens. She explores many mediums in her work including painting, block-printing, pen and ink and digital techniques.

Kate's sketchbook is her constant travel buddy. The outdoors, nature, and the sea are her palette of inspiration. Her joy is for her designs to inspire the happiness and peace she feels while exploring. Currently you can find her at her studio by the Atlantic Ocean, collaborating with fellow artists and adventurers. Kate is happy to be offering her art for license and sale and looks forward to the future collaborations that Blueprint can bring!

**Kate Rowley and Linda Bruce** create up market, hand painted designs for furnishing fabrics, wallpapers, bed linens and other home products. They are exhibiting together at this year's Blue Print Show.



**Kenzie Frenzy Studio** creates factory-ready artwork, repeat surface patterns, whimsical illustrations, and hand-lettered compositions. They service the textile, fashion, home goods, seasonal décor, craft, and paper industries. All artwork in their inventory is available for purchase or licensing. They also take commissions - creating custom artwork to suit business' needs.



Kenzie Frenzy Studio was launched in the spring of 2018 by Mackenzie Walls. Mackenzie studied illustration and graduated with honors from the Savannah College of Art and Design. Throughout the first 10 years of her career, she worked as an in-house designer for nationally recognized brands including Michaels Stores and Nestle. She has also developed trend-forward product lines for vendors servicing Walmart, Staples, Amazon, and Jo Ann Fabrics.

Based in New York City, **Kidsize Studio** is a textile and print design studio specialized in kid's graphics for the home, apparel and paper industries. The studio specializes in hand made and digital illustration, ready-to-go layered repeats, color reduced files, mood boards, fashion trends.



**Kimberly K. Carter** is a print and pattern designer from Chicago. Her designs are heavily inspired by her children, the holidays and special occasions. Her portfolio consists of colorful designs suitable for gift wrap, bolt fabric, greeting



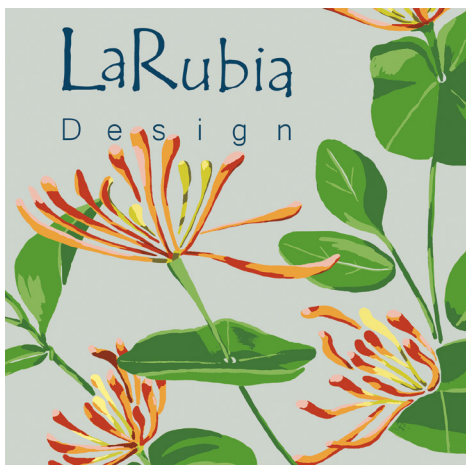
cards, wall art, and so much more. From bubble blowing bunnies and fairies floating in leaf boats to florals and simple geometrics, she has a little something for everybody.



**Kirsten Katz** is the artist and designer behind Kirsten Katz Art & Design. She is a self-represented artist and Surface Pattern Designer based in Sydney Australia. Kirsten will be exhibiting her latest art and new pattern collections from her portfolio in New York at Blueprint. Kirsten uses traditional art methods and digital processes to create surface pattern designs and illustrations. Her designs incorporate modern floral illustrations, hand drawn botanical motifs, unique colour combinations and geometric shapes that are on trend, bold, colourful and stylized.

In addition to signature floral prints, beautiful birds, geometrics and coastal themed work she will be exhibiting her new Christmas and Winter Holiday collections and also a new range of painted flowers and folk inspired designs. Her surface pattern designs and illustrations are available to license on a wide variety of products and markets including fabric, stationery, home décor, wall paper, packaging, gifts and more.

**LaRubia Design** is the surface design studio of Nancy Brittain located in Rhode Island. She will be exhibiting at Blueprint for the first time. Inspiration is drawn from childhood memories of nature walks, Chicago architecture and the faded glamour of her grandmother's home. The result is a mix of floral patterns, geometric repeats and more abstract block prints. LaRubia brings an unpredictable and playful sophistication to classic, timeless designs making them flow in traditional and contemporary settings. They are perfect for wallpaper, interior fabrics, table top and linens; paper goods and fashion.



**Larisa Hernandez** is a professional illustrator and designer specializing in illustration and surface design. Based in El Salvador, in the heart of Central America she works for both local and international clients.

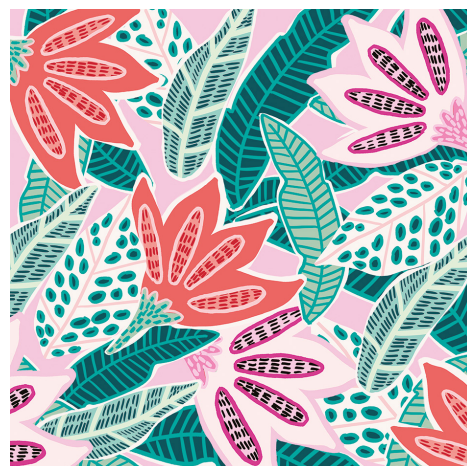
With over 20 years of professional experience she had worked as a graphic designer and illustrator in the areas of brand identity, packaging, and Coffee table book design and illustration.



She believes she is lucky to live in the tropics, surrounded by exuberant nature, and has the opportunity to observe a lot of volcanos, lakes, flowers, trees, seeds, animals, bugs, people, colonial towns, artisans.. etc. She has sold her creations for apparel, paper products, branding industries, among others.

For the last 7 years, **Lauren Lesley Poole** has worked as a Textile Designer on the product development team for a rug manufacturer serving clients such as Target, Pier One, One King's Lane, and more. Her rug designs have sold for a range of retailers from Anthropologie to Lowe's, and her outdoor rug designs are selling at Target this 2019 season.

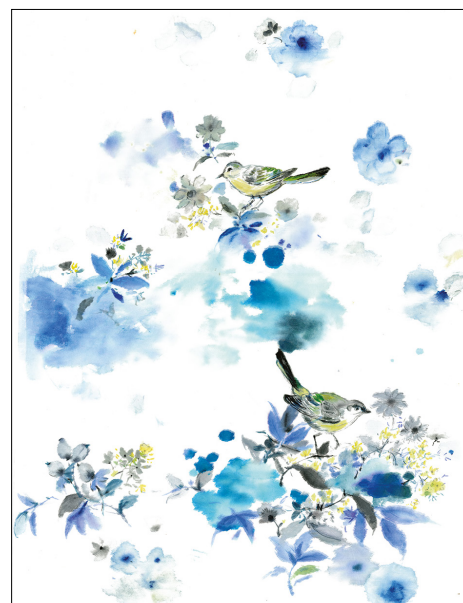
Recently becoming an independent designer, Lauren Lesley Studio is her original interpretation of textile and surface pattern design. Based out of her studio in Birmingham, AL, her designs offer a fresh look for a modern, urban lifestyle. She envisions her designs on soft goods, textiles,



and home décor products especially in an outdoor environment. Her designs also work well for gift and stationery.

Lauren focuses on beautiful patterns and illustrations that give off a fun edge and inspire happiness. She has developed 5 collections for Blueprint that focus on styles and subject matters such as Abstract, Christmas & Holiday, Florals & Botanicals, Outdoor, and Uplifting Women.

Born in Hong Kong, **Lauren Wan** received her Bachelor of Arts in Textile Design from Manchester Metropolitan University in the U.K. Her Masters of Art in Fine Art Printmaking are from the Royal College of Art in London. Lauren's work has been exhibited in the U.K., Hong Kong, Germany, Japan and in the U.S.A. As a British trained designer/artist Lauren creates contemporary and sophisticated original art for to-



day's leading brands that cover fashion, tabletop, home furnishing, stationery and fine art. Lauren's inspiration is mostly from her travels and beautiful things around her. It has been documented in many of her sketchbooks from the English countryside to Normandy landscapes, the labor views of Hong Kong and street corners of New York City. Lauren's sensibility and experience richly reflects on her emotional and poetic approach to her artwork. The sophisticated color palette and unique creativity has attracted many world class brands

**LeezaWorks, LLC** based in central New Jersey is a small art studio operated and owned by designer and illustrator Leeza Hernandez. When she's not illustrating books for children, she can be found noodling around with printmaking, experimenting with gouache or sketching her cat



Jaspuur-purr. She loves to extract simple beauty from the everyday world around her and weave it into her work—whether it's texture, shapes or a color combination that catches her eye. Leeza prides her art on following a minimal, graphic approach with what she describes as a retro-contemporary look in limited color palettes. Despite more than 20 years working as a designer and illustrator, this will be her first time sharing pieces at the Blueprint Show in May. Expect to see Leeza's modern, whimsical



designs, featuring her latest collection of mischievous black cats, quirky botanicals and patterns—suited to books, fabric, wall art, children's apparel and paper goods. Recent clients include Scholastic, Inc., Simon & Schuster, Penguin Books For Young Readers, Charlesbridge Publishing and Capstone/Picture Window books.

**Lemon Ribbon Studio** will be at Blueprint with their latest collection where visitors can find anything from singing pandas to snowboarding llamas. They are also showcasing their freshest holiday collections

Lemon Ribbon Studio create little packages of imagination; unique, on-trend designs that children, parents and retailers love. And they have



great fun doing it! From their studio in London, the team of talented designers produce prints and graphics that sell around the world.

**Leticia Plate** will arrive at Blueprint with a portfolio bursting with animals, patterns and flowers... From chickens in space to zesty citrus, from cascading rainbows to golden bugs, she tries to cover every trend, especially the ones



that have not started yet. This year, she will also bring some books, one cookbook collaboration with They Draw and Cook, a coloring book and other surprises as well as lots of greeting card imagery. As an editorial illustrator exploring surface design, a lot of her patterns and images end up telling a little story.

**Lisa Clow** is an illustrator, surface designer, and poet based in the Smoky Mountains of East Tennessee. Her work and aesthetic is fresh to today's market and is uniquely expressive. She uses whimsical subject matter and dreamy color palettes to create beautiful patterns and collections. Lisa is passionate about children's goods and literature, textiles for long lasting home decor, and sentimental paper goods. Her gift of writing adds a special imprint to her work. Visi-



tors will find lyrical sayings among her creations as well. She is available for licensing, collaborations, and is open to representation.

**Lisa Kubenez** is looking forward to showing her work again this year at Blueprint show. Lisa specializes in colorful, whimsical designs and surface patterns.



**Lisa Larsen Studio Artists** is a new agency representing several artists with a wide range of styles. This year the studio is featuring a large collection of colorful and bright watercolor illustrations and patterns by Stephanie Peterson Jones. Stephanie's collections are filled with intricate details and they include topics such as camping, holiday, farms, oceans, mermaids, fish, flamingos, bears and bunnies!



Roberta Collier-Morales's fabulously intricate steampunk animal alphabet collection is also on display complete with supporting coordinates, Easter, Halloween, and Santa designs. Children's book illustrator Dorothy Donohue's brand new collection of paper cut art is just perfect for dog lovers. Marine biologist and artist Arpita Choudhury puts her unique twist on marine, forest,



and tropical patterns. Cherie Johnson's Bohemian Shakti dancers and mermaids make their debut at this show offering a simple yet powerful message. Lisa's art includes a new colorful set of gouache floral and holiday patterns.

**Little Cube** is an art and illustration studio specializing in designs for the baby and kids market. Based in Paris, its founder Sarah has produced artwork for a large variety of product areas including wallpapers, stationery, home decor, gift wrap, toys, fabric or apparel.



Her clients include Paperless Post, American Greetings, Crane and Co, International Greetings, Cloud9Fabrics or Monoprix and Sergeant Major. At Blueprint Sarah will share her newest collections showing cute animal characters, florals, holiday art, greeting cards and whimsical patterns featuring little stories available for licensing and direct selling.

**London Portfolio** is a New Jersey-based design studio specializing in the sale and licensing of original artwork for the surface-textile industry. Their collection is the effort of 20 international artists who create original work for major holidays as well as for everyday themes and categories.

At this year's Blue Print show in May, they will be exhibiting a collection full of bright and colorful designs for spring and summer as well as more traditional and timeless work for the Christmas holiday season. Many of the designs have hand painted elements which are then converted to a digital medium for faster, easier production use

**Loo McNulty** is an illustrator and surface pattern designer based in Collingwood, Canada. Her work focusses on things that make her smile, namely nature, quirky animals, unusual pairings and found objects. After years spent in the book publishing industry and then working



as a freelance graphic designer, Loo began focusing more of her creative energy on illustrating, producing a line of greeting cards and custom tote bags. Living by the water and hillsides, Loo's natural surroundings often influence her work. This is her first time exhibiting at Blueprint and she is thrilled for the opportunity to meet with new clients and fellow artists.

**With Love from Argentina** is an illustration and pattern design collective from Buenos Aires, Argentina, founded in 2017 and curated by the members: Ana Sanfelippo, Ángela Corti and Laura Varsky. The group is exhibiting at Blue Print Show in May 2019, with four of its twenty-one members: Ana Sanfelippo, Ángela Corti, Laura Varsky and Eugenia Mello. They are all illustrators and designers from the Southern Country, each of them with a strong personality and par-



ticular voice represented in their illustrations. Ana's designs are full of colour, shaping organic settings and including, at times, peculiar characters. Angela's strength is found in her designs of great format, impact and colour in shapes that will be engraved in your memory. Laura redefines classic designs from decorative arts into her own contemporary language and shape.

Eugenia is sheer magic; movement, dancing and colour are embodied and dance over different surfaces.

**Marcie Designs** is a full service design and brand development studio offering 35 years of product development experience and exceptional service. At Blueprint they will be presenting a innovative collection of new trends and established best sellers. Their Christmas designs are sourced globally and offer a range of styles that include traditional to modern, Kraft, char-



acter, novelty, and as always, unexpected and extra special applications. Subjects include Lodge, Harvest, Patriotic, Easter, Coastal, Birthday, Halloween, Valentine's Day, Mother's Day, Wine and Liquor, Juvenile, Floral, Tribal, Summer, Tropical, plus everyday trends and patterns.

**Marian Nixon** is bringing 150+ brand-new watercolors, collages, digital and photo-art collages to Blueprint this year. Her playfully-sophisticated style has adorned a wide variety of products: canvas-wrapped wall décor, greeting cards, stationery, ceramic frames, book covers, planners, organizers and calendars (Day Runner created the Boutique line of products from her whimsi-





cal illustrations), cookie tins (WalMart), rubber stamps to photo albums/boxes (Target), gift bags and more. In addition to licensing/selling her art, she has several product lines, including Door-naments, a line of wall decals, Dog Art T-Shirts, handmade wood necklaces, signs, art prints and more which can be found on Etsy, Amazon and at [www.mariannixon.com](http://www.mariannixon.com).

Liz O'Brien is an experienced product designer and watercolor artist working under the studio name of **Margaux & Izzy**. Her stunning collections are created for multiple markets and carry a unique signature style that combines fresh color palettes with a proven salable watercolor hand. Her art styles can range from whimsical to sophisticated and traditional to modern and sometimes a nice balance in between. Her motifs have been licensed in home decor, housewares, baby products, textiles, gift and stationery. Commissions are welcome.

**Marsha Rollinger**, aka Equinox Art & Design, a Renton, Washington based studio founded by designer and illustrator Marsha Rollinger, is excited to be exhibiting at Blue Print again in 2019!



Finding inspiration everywhere, Marsha's designs range from sophisticated and textural to playful and whimsical. Many new designs will be debuted at Blue Print this year, with artwork available for licensing or purchase.

**Melissa Hill** works as an exhibiting artist and graphic designer in her studio nestled in the rural heart of England. After over a decade in product and fashion accessory design working with French and Italian companies, she has concentrated since 2017 on producing commercial illustration, hand lettering, and pattern design for license. Her work draws inspiration from the seasonal change in the foliage and flowers as well as the abundance of birds she sees in the



orchards, open fields and woodlands surrounding her home. She is excited to bring a fresh portfolio of designs to Blueprint New York this year, suitable for Holiday products, stationery, home decor and textiles.

**Melissa Hyatt** is a Long Island NY based watercolor artist and surface pattern designer with over 25 years' experience in textiles and design. She loves to create and paint in her sunlit and her art can be found on products including greeting cards, wall art, apparel and textiles. She will debut her Down East Buoy Collection this year at Blueprint. The design features primary colored buoys, hand painted in watercolor. A mini blue anchor design creates a crisp nautical coordinate.



This year Melissa has included some of her hand painted original designs in her portfolio. There will be Holiday and Christmas designs inspired by her love of nature featuring Cardinals, and a Winter Woodland theme.

**Michele Norris** is a professional artist and designer working from her studio in Northern Virginia. Michele's 20 years of experience as a fine artist complements her graphic design and art



direction background. She uses both hand-painted and digital techniques to create her colorful holiday, floral and everyday patterns and illustrations. Her portfolio showcases a wide range of fresh imagery suitable for greeting cards, stationery, textiles, paper goods and home decor.

Founded in 2016 by Marta Cortese and Anna D'Andrea, **nerodiseppia** is a creative studio based in Turin, Italy. Specialised in surface design, the studio creates and develops a great variety of art projects. Nerodiseppia's designs are characterised by a unique style inspired by Italian art,



history and craftsman culture and embody the personal expression of the artists. All the designs originate from a handmade drawing, involving the exploration of different techniques and conferring to each design an individual character. Creative imagination and aesthetic awareness merge into each other, giving rise to unique, inspirational artworks.

**Never Forget Yvette** is based in the UK and represents 30 designers each with a unique hand and the work is separated into folders that are easy to view for the customer. The studio is run by Yvette Tinworth who has been in the





industry for over 30 years (hence 'never forget')! Because of this they know a lot of designers and pride themselves on being able to find what the customer wants even if its not obvious with the collection at any given time.

**Patricia Nugent Design** offers antique and vintage art on paper and textiles. The archive dates from 1790 to 1970 with themes that are modern and appealing. Seasonal designs include Winter Holiday, Easter, Fourth of July and Americana. Conversationals include birds and butterflies, critters, fruit, coastal and nautical, and wildlife. Patricia Nugent Design also represents



original designs created by four talented artists. Their designs include modern pen and ink toile, hand painted silk florals, whimsical conversationals and hand painted seasonal art such as sunflowers, birds, fruit, vegetables and ceramic designs. Art from this studio sells to name brand stores in all sectors, as well as department stores, gift wrap and stationery brands, apparel and home textile brands.

Julie Harrison is the designer behind **Pattern Play Studio** and is based in Brisbane Australia. Pattern Play Studio designs often incorporate a



love of springtime florals and botanical motifs, and Julie's design style is quite diverse – turning her hand from the traditional hand painted approach to a clean, modern, graphic digital style. Other categories featured in Pattern Play Studio's folio are geometrics, conversational prints and the always popular winter holiday seasonal art. Julie is excited to be returning to BluePrint and New York this May with fresh, on-trend designs and offers her prints and technical repeat patterns for both licensing opportunities and buy-outs. Her art has been licensed in the categories of giftwrap, baby products and fashion, with 20 years design experience.

**Peppyink** are a fun creative artwork resource Design Studio, based in the UK with a strong emphasis on character design and surface pattern design. Peppyink's growing reputation of collaborations with clients are both professional and super fun and easy to work alongside with any project. They take on commissions, sell out-



right, as well as license. At BluePrint this year Peppyink will be showcasing a collection of designs from kids from nought to teens, seasonal, everyday, fashion, scrapbooking, mens, ladies and much much more.

The **Pink Light Studio** team is over the moon excited to be exhibiting for the first time at BluePrint. Their team of 25 artists from around the world have been developing prints and patterns for all categories including baby, juvenile, birthday, wedding, Christmas, everyday, novelty and



all seasons! Pink Light Studio has rebranded and they are excited to launch their new logo and branding. They will be showing trending artwork themes such as Under the Sea, Farmhouse, Animal Menagerie, and Urban Beach, to name a few!

Based on a love for textiles and surface design, **Plum Licensing** aims to work closely with each artist to showcase fresh and innovative designs inspired by the ever changing trends. Focusing exclusively on work that is tailored towards the greetings cards, stationery, apparel



and interiors markets, we proudly represent illustrators from all over the world and work with an exciting array of clients globally - from paper based products right through to fabrics for soft furnishings. As well as licensing the artwork there is also the opportunity to purchase the designs outright!



**Pomelo & Pomelo** will be showcasing loads of new, brightly colored prints and illustrations at this year's Blue Print show. Expect to see delightfully fun artwork for holiday, spring and summer using a variety of techniques like watercolor and digital painting. The artists behind Pomelo & Pomelo all have unique art backgrounds and



many years of experience creating artwork for products such as home decor, paper, gift and apparel. A select group of clients include Pier 1, Michael's, Hobby Lobby, Hallmark, Camelot Fabrics and many more.

**Prints of Orange** was founded in 2013 by Stefan Jans, a textile designer with over 20 years in the field. As CEO and Creative Director, his studio, artists and team strive to design, produce and sell the most exclusive patterns in the industry. The design studio is based in Connecticut and represents multiple textile designers from around the world. The team creates and delivers original, fresh and trend driven, hand painted and digital designs for the Fashion, Interior, Accessories and Paper Goods markets to clients globally.

**Purplethum** is a Harlem-based studio creating on-trend, high-quality prints and graphics for the



surface design market. With over 15 years of experience Purplethum is known for an innovative and creative aesthetic. The collection covers a wide range of categories, including Active, Swim, Home, Tabletop, Holiday, and Conversationals. Art is available for both outright purchase and licensing. Services such as Repeats, Re-coloring and Custom Designs are also available. Clients can take advantage of many years of both sell-side and buy-side experience.

**Rachel Enders** is a Boston-based Art Director, but in her free time, she creates modern illustrations, many of which are largely inspired by her love of history and her pre-revolutionary farmhouse, The Hixson Homestead.

This will be her first time exhibiting at a trade show, and she is excited to be offering the licensing world my bold, energetic designs. Her patterns tend to be based on organic subjects, such as flowers and fruit. She has also been trying her hand at fun geo patterns and abstract shapes with bright colors.



The **Rafale** artists have created some great new themed collections of artwork together especially for launch at the Blueprint show this May, and are really looking forward to sharing them with their customers in New York. Their unique group of artists, designers and illustrators was founded in 1992, and is based in the United Kingdom. They create and develop surface de-



signs for homeware, giftware, greeting cards and stationery. Inspiration is gathered and shared within the group, with trends in the markets also followed at trade shows and stores in the UK, Europe and the USA.

**Revel Designs** is run by Cindy Willingham. From her home studio in Maine, Cindy creates art that is deeply personal, a thoughtful, easy blend of color and simplicity that is both fresh and comforting. Her work dangles between the traditional and digital worlds, illuminating the soft pieces of life. Things like local food grown in gardens or harvested in the nearby sea, or the wildlife in her backyard, from deer to peonies, are presented with gentle whimsy for revelling



in the magic of the every day. Inspired by the gifts that each day brings, Cindy delights in creating stand alone illustrations, beautiful patterns, and diverse collections.

**Creation Robert Vernet** is one of the leading and most prestigious studios in the world. Based in beautiful Lyon, France, this global studio brings





the French style and fashion sense to every corner of the world. The collection is versatile and suits most markets. The twenty in-house artists offer artworks combining the most modern digital techniques with traditional artistic skills. Attentive to the latest trends and needs of their customers, they adapt their large collection daily, allowing them to meet the specific demands of the markets in both their geographic and sectoral diversity.

**Sandra Jacobs** is a Dutch artist based in the Netherlands. She was trained as a Fine Artist at the Academy of Art In Maastricht, and moved after her Master degree to Paris for two years where she started working for the high fashion industry. With loose self-confident brushstrokes, her painting style can be described as contemporary with a poetic context. Watercolour and inks are her favourite medium, playing with the white spaces and keeping the colours fresh and appealing. In this digital world, her hand-painted watercolors distinguish themselves from the mainstream, keeping a strong identity. She seeks and finds inspiration in nature, music, fashion, movies, books, poems, cities, people and the world around her.



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**Semmy Lee** develops her collections under specific themes for each season, and she will present 'Neo Victorian' and 'Urban Geometry' at Blueprint. Neo Victorian collection is the



series of floral pattern inspired by wallpapers and patterns in Victorian era and reinterpreted in her personal sentiment. Urban geometry is an ongoing geometry series inspired from urban landscape by travelling and residing. For this season, this collection represents Asian cities like Hong Kong, Kyoto and Seoul using various drawing mediums. She also will be showing contemporary designs of floral and conversational categories for fashion, home-fabric, kidswear and stationery.

**Shannon McNab** is a surface designer with a sweet and sophisticated aesthetic who creates patterns, hand lettering, and illustrations for the



greetings, crafting, gift wrap, stationery, gift and children's markets. Since beginning her career in late 2016, she's had the opportunity to license and sell designs to Sears, Mixbook, Design House Greetings, Chalk Couture, and Workman Publishing just to name a few. Shannon truly relishes every client interaction she has and is always looking for new companies to collaborate with. She's also no stranger to trade shows – after three years exhibiting at Surtex, Shannon will be making her debut at Blueprint.

**Simone Gooding** is an Illustrator and designer based in Melbourne Australia. She has spent the last 14 years designing and illustrating toy animals. "I really like to see my artwork reflected in the felt toys I design, and will often illustrate the animals to help bring them to life. This is true in my first book *Little Traveller* published by Tuva Publishing. A book of 10 felt toys, each toy design has a small illustration to accompany it and continue the story".

Simone has always loved to draw, and has been doodling little animals and characters all her life. "When I was a small girl, I loved the work of artists like Dick Bruna, Mabel Lucie Attwell and Enid Blyton. These have been a huge influ-



ence on my own work today. I have a passion for children's books and illustrating for the children's market. My workspace is surrounded by little knick knacks and toys from my childhood and from foraging about in little vintage shops. I am inspired by all things mid-century and have a growing collection of children's books from this amazing era."

Luci and Pattie, after working together as art directors for a gift wrap company, founded **Studio 2** following a long-time dream to create pattern and art for the gift and stationery markets. Most design days start in their sunny NJ Studio



with coffee chat, a brief meditation and then the art. By combining their talents and a shared love of typography and color, they collaborate in a unique way on every design to create fresh modern graphics and whimsical characters.

**Studio Voltaire** has long been a staple in art licensing. This year at Blueprint the studio is rolling out its new range of patterns and flat fee designs for sale or license including hundreds of





new designs in a range of styles: watercolor, vector, vintage ephemera – nearly all set in repeats. For the past 15 years Studio Voltaire has partnered with major manufacturers to provide product for Target, Walmart, Bed Bath & Beyond, Home Goods, Fred Meyer, TJ Maxx, Papyrus, Trader Joes, Kroger, Costco and other national chains. In 2019 founder, Gwynn Goodner, is taking a new approach and expanding the offering the Studio creates. Clients will still be able to find the artists like Deborah Mori and Adam Guan on their site, but now there is an expanded section for repeat patterns and fresh new surface designs. Most of these new patterns are now available for copyright buy-out or license. Buyers will find many of the familiar Studio Voltaire styles, now in repeat patterns with new, easier terms.

Suzanne Cruise, founder of **Suzanne Cruise Creative Services, Inc. (SCCS)**, draws from more than 25 years of licensing experience when working collaboratively with her artists and with the creative directors from the many licensees she works with. Suzanne has developed extensive industry knowledge of art and consumer trends, and she has deep insight in areas such as product development, art licensing, and



effective creative management. This background enables her to expertly align the artists' creative work with the needs of her licensees. SCCS represents a diverse array of artists and art styles that are highly suitable for consumer needs and demands: Seasonal, everyday and specialty holiday artwork; seasonal and everyday gift and home decor art and design; and customized seasonal and everyday product development for gift and home decor are among the many benefits of working with SCCS. Suzanne is a well-known and highly knowledgeable industry authority on art licensing. She has presented countless numbers of talks as a keynote speaker at numerous national and regional licensing events.

**Tana Bana Design Services** has been creating high quality artworks for the stationery and textile industry for over ten years. Drawing inspiration from this time of new beginnings they are excited to exhibit their latest collection of transitional conversational and seasonal designs. Classical motifs will be getting a makeover; cul-



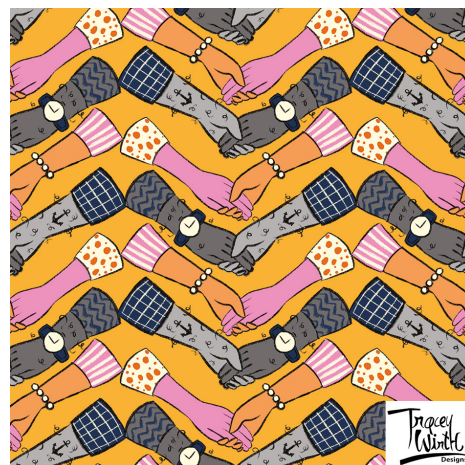
tural icons and designs will be brought forth in new and exciting ways. Traditional designs have always been their bread and butter. Pulling from that vast knowledge base they will be showcasing a collection that looks forward towards a bright future while maintaining the quality and integrity they are known for. Great design cannot be truly be utilized to its full potential without the proper handling of the data and information. Their high quality files are delivered in a timely manner and can be delivered in any format to suit a buyers needs.

**Tatyana Starikova** is thrilled to participate in the Blueprint show in May 2019. Her vibrant and joyful "Art for Little and Big Moments" comes alive in new holiday and everyday prints and patterns along with watercolor florals, bird imagery and hand lettering designs.



It has been a great year for Tatyana, designing new collections and signing new deals with companies in the home decor, fabric, stationery, and tableware industries. Her designs have been sold nationwide in stores and online. She hopes to extend the relationship with manufacturers, buyers, and art directors and expand her licensing and commission opportunities in stationery, textile, home decor, and gift markets.

**Tracey Wirth's** art is from the heart, and is a sum of all her experiences that have brought her joy to this point. Stories are told through her art about my Michigan roots, her Cape Cod summers and her present Northern California residence. Her now adult sons and pet pugs have brought comedic relief to her home, and her biggest wish is that it gives others a good giggle or results in a smile on their faces!



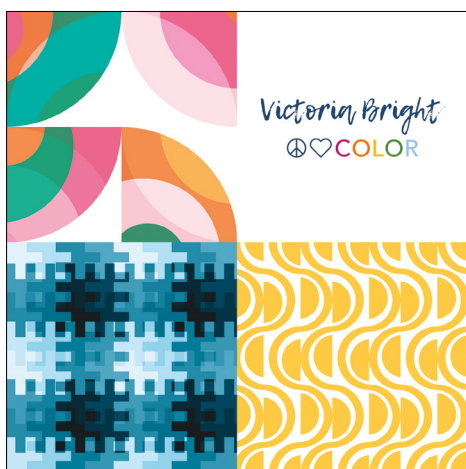
Scandinavian Surface Pattern designer Solvejg Makaretz is the creative mind behind **Tröskö Design**. Her designs go from stylized simple to detailed story-telling; preferably with a sense of humor! They cater to kids and the "Young at heart". The inspiration comes from observations of the world going by, folklore, nature and





happy childhood memories. Licensing clients include Naigai, Nishikawa, Robert Kaufman, Spotlight, Northcott fabrics, Camelbak and more. Solvejg would love to see her designs in children's books, on kids' clothes & Home decor, stationary, and more fabrics.

Victoria is a designer of textiles for interiors and apparel, but enjoys the stationery market, too. Inspiration can be the most obscure and tiny thing... colors and shapes intrigue her the most and she spend countless hours experimenting with combinations of them. She is drawn to modern, vintage modern and contemporary design, especially in geometric form. She genuinely wants to help people feel better in their living and working spaces by designing patterns and products that brighten environments, hence her business name of **Victoria Bright**.



She has a heart for eco-conscious materials and loves to work within that space as well. She has shown at Surtex and PrintSource and this will be my first Blueprint show She is bringing over a hundred new patterns in cheerful colors.

Not aiming for the tame, **Watercolor Devo's** Amarilys' vibrant work of lush florals, coy

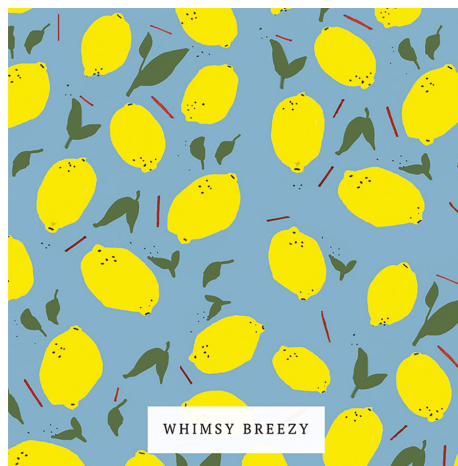
animals, fun people and carefree lettering has graced a variety of surfaces from paper to porcelain. Clients enjoy her versatility and professionalism but it's always the joyful undertones of her colorful palette that come to the forefront. Educated as an illustrator, experienced as a print designer, and having her surface design business spring from a small Etsy shop rendered Amarilys a working knowledge of market needs.



"I truly enjoy trade shows--curating what I've created and walking others through my offerings. This is my first year exhibiting at Blueprint, and I'm excited to make a variety of new connections but more than anything, I look forward to reconnecting with existing buyers. I've found that a collaborative business relationship where everybody wins is one that endures through time and trend; and often extends to even more energizing projects!"

**Whimsy Breezy** is an art and design studio and lifestyle brand located in Seoul Korea, founded by local illustrator and graphic designer Yoojin Guak.

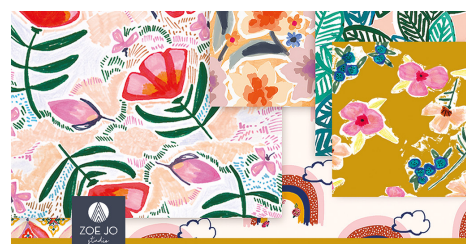
Whimsy Breezy was inspired by Yoojin's whimsical artwork and her desire to share her artistic spirit with others like a calm gentle breeze.



Yoojin's work is all about colors, shapes, compositions, and patterns. Sometimes she make humorous and whimsical images, other times she make very serious conceptual illustrations. Yoojin will be showing her various style of work that is created into pattern at Blueprint Show at Shop Studio in May. Recently, Yoojin collaborated with Korean fashion label, Among, for their S/S 2019 collection. She produced a series of abstract patterns following the theme of their collection "Untitled".

**Zoe Jo Studio** was founded in 2014 by Jen Gassiraro inspired by a belief in the beauty and magic of the artist's mark, it's brush stroke, and the novel imperfection of something that is made by hand.

Zoe Jo is a boutique creative studio creating collections of exclusive artwork for the apparel, home, and paper industries.



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# ELIZABETH STIRLING DESIGNS CELEBRATES 25 YEARS!

**Elizabeth Stirling Designs is celebrating 25 years in the art licensing business this year. Total Art Licensing talked to Gill Stirling to find out more about the business and how she has kept her art fresh and relevant over the years.**



The company was setup 25 years ago by Gillian Elizabeth Stirling to create designs for the textile market.

"I'd always had a passion for drawing and as a child would often be found tucked away with my sketch book or watercolours," explained Gillian. "As a textile student I developed a love of French classical design which influenced our first collections of ornate damasks and traditional florals for woven textiles, bedlinen and table-top."

Throughout the 90s Elizabeth Stirling Designs developed a reputation for beautiful hand-painted artwork working with most US and UK textile manufacturers and in 1995 they were asked to style their own range of wallpaper for Seabrook wall-covering in Memphis, TN.

This proved so successful that they were soon

*Original Damask from 1997*



styling five collections a year for Seabrook, Maxwell, Blenders and Warner wallcoverings with Gill flying back and forth to America for design and colour meetings as well as proofing the collections for weeks at a time in Toronto. And all of this in addition to exhibiting a collection of original artwork at Heimtextile in Frankfurt, Surtex in New York and Indigo in Brussels. This continued for the next ten years but following the birth of her daughter Emily, and a downturn in the wallpaper market, Gill decided that she needed to switch direction. Having always sold seasonal designs to table-top manufacturers she decided to take Elizabeth Stirling Designs to Paperworld in Frankfurt to exhibit a collection suited to giftbag and paper companies.

It was a smart move. She was fortunate to meet Filcas, a stationary manufacturer from North Carolina who gave Elizabeth Stirling Designs a contract to produce their Christmas range of giftbags and wrapping paper. From this point on the company has concentrated on creating fun whimsical designs and seasonal florals and has forged close ties with most bag, card and wrap manufacturers including Lindy Bowman Designs, American Greetings and Hallmark.

"For several years we worked directly with Walmart to produce Christmas, Easter and Halloween style guides that were sent to their suppliers to set the look of their seasonal products," continued Gill. "It has always been the highlight of my year to visit the States in December to see our designs in so many stores and even after so many years there is nothing better than to see a customer put something with your artwork on into their trolley!"

"I think that some people regard character designs as being less skilful than the elaborate textiles we used to produce but I believe that it takes just as much skill to make a great design for a giftbag that will appeal to a shopper amidst a sea of products. We put just as much effort and pride into our work as we ever did and are always striving to create the best collection we can to showcase at shows such as Blueprint." Gill is very conscious that it is vitally important



*Gill's latest collection*

to stay ahead of trends in the market. "I've always thought that to stay relevant after 25 years in design it is important to embrace new ideas and technology. We still paint many of the elements in our designs but we often combine these with Photoshop techniques to give them a fresh look. We regularly use Illustrator and ipads to create designs but we always start with a sketch book and a pencil which gives the artwork we produce the hand-drawn look we are known for. We are always looking for new ways of doing things and spend time trend shopping both in Europe and America to ensure that we are up to date with all markets. Hopefully this will mean that we can continue to grow and evolve, always pushing forward with new and exciting designs that will bring success to our clients."







See the full collection at Blueprint.  
You can contact Andrea via her  
website at [www.andreaturk.com](http://www.andreaturk.com)

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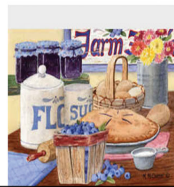
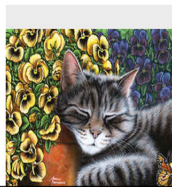
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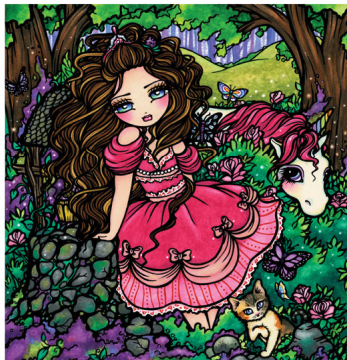
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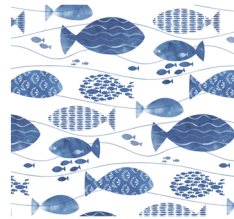
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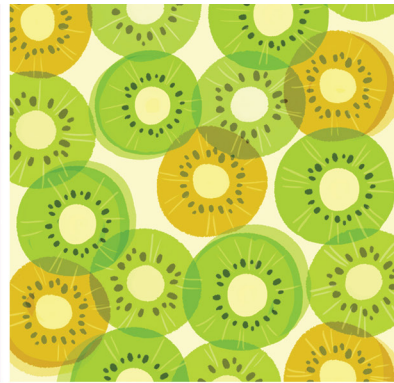
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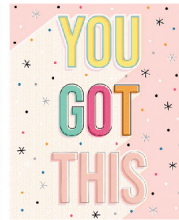
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