

CREATIVITY IN A TIME OF UNPREDICTABILITY

Are you looking for tidbits of positivity in this chaotic time? Right now, people are starting to listen to one another and act - that alone right there is encouraging.

But there is more to it, chaos and unpredictability have often proceeded incredibly creative periods. Coming out of WWI and the Spanish Flu Pandemic, we saw the emergence of Surrealism and the Dada movement. After WWII we saw Abstract Expressionism take off. Here in the U.S. during the late sixties and early seventies saw a period of unrest including the anti-war protests, the Hippy anti-establishment culture and the growth of the women's movement.

Following that we see the introduction of the contemporary art genre and postmodernism, not to mention some great music. What awaits us as we grow through this both individually and collectively?

Okay, so let's look at this thought on a more practical level. In a survey by Brandar Consulting released this week, 2019 showed sales of licensed art products up 4.9%.

After being cooped up in our homes for such a long period of time, I believe that we will see two extreme reactions from consumers. The first group is going to come out of this time looking for a bit of nostalgia and comfort - or even just a bit of humor.

The second is going to come out ready to change everything about those four walls that they have been staring at for months. Art licensing has been successfully navigating both types of consumers for years and we are uniquely



prepared to provide the images that will resonate. We also need to consider that a number of brick and mortar retailers will be sitting with a large amount of inventory on their shelves. We don't want to ignore this, nor does it have to stagnate sales for years to come. What can we introduce now to compliment that inventory and give it a new kick of excitement?



You can already see the ADG artists responding to these coming trends. The colors are brighter than they have been in recent years, there is a bit more humor. They are focusing on all of those new gardeners, cooks, builders and DIYers that have been using their own creativity during this period. They would love to work with others to navigate the upcoming needs and trends.

Until they can see you face to face, those interested can schedule a virtual meeting to discuss their needs and see what is available. Drop ADG a line at info@artsdg.com, or visit their website - www.artsdg.com - or call 410-923-3786.



JIGSAW PUZZLES AND CRAFTS FROM PORTERFIELD'S

Porterfield's Fine Art Licensing is riding the giant wave of consumer demand for jigsaw puzzles and crafts, and has recently expanded its art offerings as a result.

One major addition to Porterfield's roster is artist Peggy Davis, who is well-known for her fine art wall décor, including prints and canvasses, and has now expanded into licensing. Her initial art licensing launch has been very successful and her beautiful fantasy gardens and forest images, as well as seasonal, beach and Christmas images are creating a stir.

Porterfield's Fine Art Licensing is an international art licensing agency that represents commercial and fine artists in the licensing field today. Porterfield's was established in 1995 and over the years has grown to become one of North America's foremost art licensing agencies, with over 35 artist and more than 3000 pieces of compelling artwork.

Their focus has ranged from home decor and accessories, kitchen and tabletop products, dining room decor products, fabric and apparel to giftware, cards, stationery, all types of paper products, quilting and bolt fabrics, puzzles and toys, and a host of unique and compelling products made even more attractive by the use of artwork licensed from Porterfield's artists.



TOP DRAWER EVENT GOES VIRTUAL

This year's edition of the UK lifestyle trade show, Top Drawer will be held virtually. Top Drawer's new digital platform will offer the show's community new opportunities to network and expand trade. The September programme will provide both UK-based and international buyers easy access to exciting product launches, expert advice, inspiring case studies, next season trends, and much more.



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