

MARCH 1999

QUOTE OF THE MONTH

"In life, as well as in business, you need a little luck, but you also need the courage to say, 'Yes,' and take an opportunity when it is presented to you."

Marvin Carson, page 28

CUSTOMER SERVICE VIA E-MAIL

A little appreciated fact is that retailers can use e-mail to market their product and promote their business.

Page 48

BECOME A CONSULTANT TO YOUR CLIENTS

Time invested in attending shows, reading widely, following trends, turns an art retailer into an art consultant, a feature widely recognized in many fields as a great means to build repeat business.

Page 60

GAMBLING ON ART IN LAS VEGAS

The promotion of art from the masters is something new for the desert city of glitz and glitter, but that's exactly what's happening as more states offer gambling and Las Vegas reinvents itself.

Page 24



THE EVOLUTION OF AN ART BUSINESS: GALLERY REVEL

It is the price of real estate that arguably drives the retail art business, and almost nowhere is that more apparent than in the SoHo district of New York City, where rents have increased five-fold in the past five years—with much of the increase in the last year.

Driven by the scarcity and uniqueness of property in the area, commercial real estate in SoHo has gone from \$75-\$100 per square foot to \$350-\$500 for premium retail space, says Peter Rodis, a senior broker for Douglas Elliman, which did \$2 billion of commercial and residential deals in New York City in 1998 alone.

"Contributing to the escalating cost is the fact that a lot of very high-end retailers have realized that many of the people living in and around SoHo have a substantial net worth, but do not wish to travel uptown—

and so these retailers have opened stores here," he explains.

In fact, if rents continue to rise at their current pace, by the year 2000, the price of rental property in SoHo could rival some of the world's most expensive streets, such as Rodeo Drive, Beverly Hills; Worth Avenue, Palm Beach; and Rue Fauberge in Paris.

So how does an art retailer deal with the challenge of doing business in an area that is experiencing an exponential increase in

continued on page 28

Galleries Adapt as SoHo's Ambience Moves From Artist Enclave to High End Retail

When SoHo emerged as a budding artists' community in the 1970s, it could easily be described as Bohemian and offbeat. Today, adjectives like "posh" and "trendy" better fit the bill as this unique pocket of New York City has gone from artists' enclave to tourists' haven. Graffitied walls are now upscale storefronts.

In both stages of being, the prior and the current, SoHo—short for "south of Houston Street"—will always be known as home to a myriad of art galleries, more than 400 of which can be found there today.

But, as the area continues its metamorphosis into a swanky shopping district, what becomes of the creative, artistic life-force—the essence that gave life to SoHo—that can no longer afford the rent? More importantly, what does it all mean, if anything, for the

SoHo art community in general?

For some galleries, about 50 to be specific, it means a change of scenery, north to the area of Manhattan known as Chelsea. Chelsea now offers much of the abstract, riskier type of art SoHo was once known for.

For the lion's share of galleries that still reside in SoHo, however, the upward mobility of the area means a consumer demo-

continued on page 16

WELLSPRING COMMUNICATIONS INC. ANNOUNCES ART WORLD FAIR ATLANTA TO DEBUT IN SEPTEMBER.

ROWAYTON, CT—Wellspring Communications Inc., publisher of *Art World News*, has announced the creation of Art World Fair Atlanta, a trade and consumer art event to take place September 24-26 of this year.

Uniquely positioned to meet the needs of publishers, dealers, and collectors, the show is focused to promote works of art that retail above the \$500 price point.

John Haffey, president of Wellspring states, "We are privileged to present such an incredible opportunity to the trade. Atlanta has evolved as both an international destination and regional hub for the industry, and our introduction of this fair is in response to the voiced need among dealers and publishers to create a viable event suited for their art."

Art World Fair Atlanta will be held in the Apparel Mart, downtown Atlanta's foremost and most accessible venue, and a proven host location for both trade and consumer events. The Fair will be limited in size in order to retain the show's consistency of quality among exhibitors.

Dealers and publishers seeking to learn more may contact Art World Fair Atlanta at (203) 854-8566, fax (203) 854-8569.

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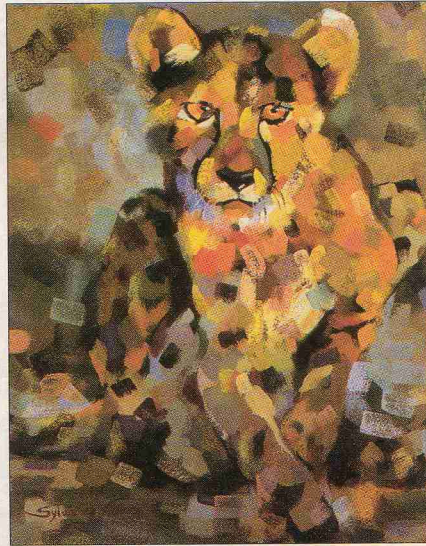
Rarities Presents Sylvia de Villiers' Serigraphs

Rarities International Inc. is now publishing the work of South African artist Sylvia de Villiers.

"Wild Thing..." a collection of six exotic and endangered species, includes: a cheetah, "Sunspots," shown; an elephant, "Big Foot;" a horse, "Horse Power;" a tiger, "Jungle Moods;" a lion, "Grand Daddy;" and a zebra, "Symphony of Stripes."

All six works are published as serigraphs on canvas in an edition of 199, 20 APs, with a retail price of \$995. "Sunspots" has an image measuring 24 by 36 inches.

For further information, telephone (714) 556-0727 or fax (714) 546-9105.



"Sunspots" by Sylvia de Villiers.