

HEARING ON ARTISTS' RESALE RIGHTS IS CAUSE FOR HOPE IN THE PASSING OF THE ART ACT

WASHINGTON—"I firmly believe that the time has come for us to establish a resale royalty right here in the United States. By adopting a resale royalty, the U.S. would join the rest of the world in recognizing this important right. The **ART Act** would ensure that American artists also benefit whenever and wherever their works are sold, whether in New York, London, or Paris," said Congressman Jerrold Nadler (D-NY) in his opening statement at the House Judiciary's subcommittee hearing where he introduced the American Royalties Too (ART) Act which would ensure visual artists are compensated when their original artwork is resold.

Congressman Nadler's legislation would bring fairness to American artists who, unlike their fellow visual artists in 70 countries, do not receive any compensation when their works are resold at public auction, even if the sale takes place in a country that has adopted the resale royalty right. Unlike other artists, such as songwriters and performing artists who may receive some royalties whenever their works are reproduced or performed, American visual artists currently benefit only from the original sale of their artwork. This means that the artist receives no part of the long-term financial success of a work. For example, if a young artist sells a work of art for \$500 at the beginning of their career, and the same work is later sold for \$50,000, the artist gets nothing. It is the purchaser, not the artist, who benefits whenever the value of the artist's work increases.

STEVE ALPERT: ARTIST AS ACTIVIST

Steve Alpert is an artist with two very different portfolios of work. He creates abstract landscapes that are sold through galleries nationwide, and he also specializes in American military contemporary art, much of which is in private collections and military institutions. His latest military painting, titled "Journey of Souls," is a tribute to 19 marines who lost their lives at the Battle of Khe Sanh in 1968 during the Vietnam War. When the 77-day siege ended and the men from Bravo Company, 3rd Recon. of the 26th Marines, fell back to Quang Tri, they held a memorial to their fallen fellow marines—19 rifles placed upright in the ground bearing the 19 helmets of the fallen. At the quiet and solemn memorial service, held there in the open air, Sergeant Paul Dargan took photographs that were later placed in the Wisconsin Veterans Museum in Madison. Forty five years later, those photographs became the inspiration for Steve Alpert's painting "Journey of Souls."

The two met about three years ago when Steve, whose studios are in Quogue, NY, and New York City, was giving a talk to a theater group in Bridge-

hampton, NY, about the then upcoming Off Broadway run in early 2013 of the play *The Steadfast*, a war drama by



"Journey of Souls" by Steve Alpert is an oil on canvas measuring 40 by 30 inches.

Mat Smart based on Alpert's painting, "Legacy" and produced by the artist and two-time Tony award-winning producer Ken Greiner. "A man came up to me and



Military artist Steve Alpert with his wife Dorothy, left, and poet Susan Dingle at the unveiling of his painting "Journey of Souls" at the National Museum of the Marine Corps in Quantico, VA.

said, 'I have your next military painting.'" And that was Paul Dargan who also lives on Long Island.

Mr. Dargan sent the photographs to Steve who spent three or four months on research before beginning the work. "It was a painting I felt compelled to

make, as if it was my duty," says the artist. Usually while Steve works in his studio, he listens to music. But when he was painting "Journey of Souls" it was in complete silence. "Listening to music would have been disrespectful," he says. "It was like a wake in my studio, and brought back difficult times for me, and what the country went through. It was not a free-wheeling experience like when I work on my landscapes. This was

about those marines who gave their lives—and it is about their lack of opportunity to experience the American dream, which they fought for. And it is about all those who didn't come home from Vietnam, and all the men and women who go to the ends of the earth and don't come back. This painting has changed me, like I stepped through a doorway. I was so proud to be a part of it."

The act of creating this painting served as a catharsis for Steve who did not serve in Vietnam as he was in college—something he has wrestled with ever since. The lesson he has personally drawn from the experience is the value of contributing to society by volunteering for non-profits as a demonstration of never forgetting the sacrifice and honoring those who served.

continued on page 22

**SCULPTOR DALE MATHIS
OPENS DOWNTOWN
LAS VEGAS STUDIO**



LAS VEGAS—Mixed media artist and high-relief sculptor **Dale Mathis** has opened a 3,000-square-foot studio and showroom in Downtown Las Vegas. Mathis, who also has a working studio in the Philippines, believes his new space in the tourist destination of Las Vegas will expose his sculpture, ranging in price from \$65 to \$40,000, to more people. “It’s always been a dream of mine to have a studio where people can visit and get a behind-the-scenes look at where all the magic happens,” says Dale. “Downtown Las Vegas is the perfect place for me. It’s become a collective of creative, inspirational, and positive energy.”

He says those interested in purchasing, except for very small pieces, will be referred to one of the galleries that sells his work. Currently, he is planning to add select galleries to his dealer network. Shown is a deck of 3-D metal and mechanical playing cards, an edition of 2,500, the same size as a standard card size, and retailing for about \$65. Produced with monies raised through a Kickstarter campaign, the deck has been described as “a piece of playing card history.” Visit: www.dalemathis.com or call (702) 646-8881.

THE ART OF SELLING TO MILLENNIALS

Millennials, or Gen Y as they are also known, are defining the way in which the global marketplace is headed, with estimates putting their purchasing power at \$170 billion a year, according to comScore, an Internet technology company that measures what people do as they navigate the digital world. They are the generation born between 1980 and 2000 that grew up with cell phones and personal computers.

We should begin to take note of millennial shopping habits, notes Vicki Arnot, co-owner with her husband Peter of Arnot Galleries in Manhattan. “They are excellent candidates for the art market—and it is interesting how different they are in life and in business from Generation X and the Baby Boomers. So I ask, ‘How do you adapt to them in the marketplace when you yourself are from Gen X or a Baby Boomer? It is almost like speaking a different language.’” She counts herself fortunate to have a millennial daughter, Nicole, who has a business career and, as such, can provide useful insights. “It requires a lot of adaptation to reach out to that market. They are on warp speed, prefer texts to e-mails, and do their research online before buying.” For

that reason, the Arnot Galleries’ website is specifically designed to be fast, easy to use, and offer an abundance of information.

“It is a different world, and learning how to reach out to them is an extremely important aspect of incorporating Millennial prospects into your future sales.” And yes, she has achieved sales via text message—grabbing links from her website to attach to texts to advance toward closing the sale.



“Girl at Night” by Igor is an oil painting, 12 by 16 inches, retailing for \$1,100.

of seasons, retro clothing from the ‘60s and ‘70s has been popular, and the trend has translated into the type of artwork that appeals to Millennials—artists such as Igor, whose highly stylized work that sells at prices beginning around \$1,000 retail, reflects those decades. At the other end of the price spectrum, they seek out Rocca’s original paintings, which Mrs. Arnot describes as more investment level. (His work was recently acquired for the Coca-Cola collection.) Those who want a more affordable piece of art by Rocca can select a limited edition giclée, which he makes himself and signs in his studio in Italy.



“25 Candy Machine” by Luigi Rocca, an acrylic, 28 by 20 inches, price upon request.

Mrs. Arnot compares the art business to the fashion industry; for the past couple

To reach Arnot Galleries, call (212) 245-8287 or visit: www.arnotgallery.com.

STEVE ALPERT
continued from page 20

“Journey of Souls” is now in the permanent collection of the National Museum of the Marine Corps, Quantico, VA.

As homage to the painting, New York poet Susan Dingle collaborated with

Steve Alpert, working from a photograph of his painting and journals, to write *Benediction*. She performed this poem at the official unveiling ceremony this summer at the museum.

A giclée on canvas of “Journey of Souls” is available as a gallery wrap from

Rich Timmons Fine Art Gallery in Doylestown, PA, exclusive representative of Alpert’s prints of his military work. For information, visit: www.steadfastfineart.us or call (267) 247-5867. For more on Steve Alpert’s work, go to his website: www.stevealpertart.com or phone (917) 623-0147.