

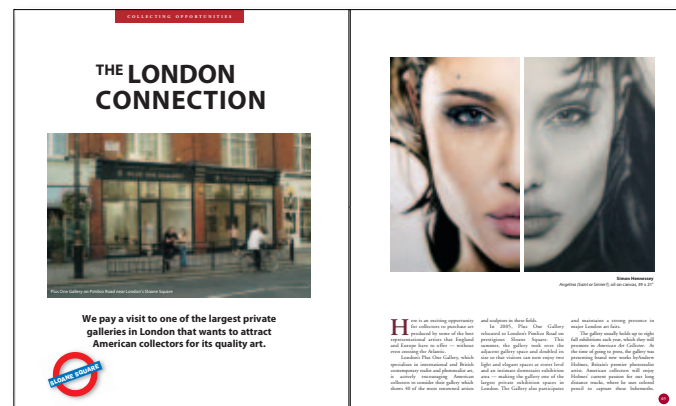
The story so far . . .

As we promised in our premiere issue, *American Art Collector* has changed the way artists, galleries and collectors connect. Each month the magazine is helping to close the gap that previously existed in the traditional art market. Now, moving successfully into our second year of existence, the *Sold!* stories keep rolling in. On these pages you can read just some of the feedback pouring into our office from coast to coast on sales and connections achieved.

London Sales

In the November issue of *American Art Collector*, we introduced a new feature that brings London art galleries straight to American collectors without them ever having to cross the Atlantic. Our first feature was of London's Plus One Gallery, which represents some of the best photorealists artists that the UK and Europe have to offer. According to the gallery, our readers have definitely taken advantage of this exclusive collecting opportunity. Here is the email we received from gallery director Maggie Boellart:

"We have received great feedback from the editorial in *American Art Collector*, in particular from the editorial about the gallery. We have had a number of enquires from readers and one sale. We have worked with a number of magazines and newspapers in the UK having editorial and taking out advertisements and we find the work with *American Art Collector* to have been our most successful. Thank you for everything!!"



● **SOLD!** Our November feature on London's Plus One Gallery has resulted in numerous inquiries and one sale.

Paintings Bought Sight Unseen

The Cavalier Gallery in Greenwich, Connecticut had planned for the Nicholas Berger exhibition to open at their gallery in Mid-December. However, thanks to the preview we ran in the December issue of *American Art Collector*, one of his paintings sold in Mid-November, the day after our issue was delivered to subscribers. Here is the note we received from gallery director Joellen Aday:

"The Preview of the Nicholas Berger Exhibition in your December issue was wonderful and we are so pleased that one of your subscribers purchased *Behind the Green Door* sight unseen and just days after the issue came out! Thank you again for being such a wonderful forum for collectors to find new artists and galleries across the country."



● **SOLD!** Nicholas Berger's painting, *Behind the Green Door*, oil on board, 24 x 36", sold to an *American Art Collector* subscriber one day after the issue was released.



Scottsdale Sales

Before our January issue even hit the newsstands, a collector had already purchased the painting *Orientalist* by Sherry Loehr from the Leslie Levy Gallery in Scottsdale. The painting was purchased a full three weeks before the show even opened.

● **SOLD!** Sherry Loehr, *The Orientalist* acrylic on board, 24 x 24", sold directly out of the January issue of *American Art Collector* a full three weeks before the exhibition ever opened.

Small Works Equal Big Profits

The Addison Gallery in Boca Raton is used to the south Florida art scene beginning just after January 1. However, after running an ad in the December issue of *American Art Collector*, the gallery sold two paintings directly from the page and more than thirty more from the exhibition itself. Below is the email from Addison Gallery director Gavin Hendry:

"We had an amazing response after running our December advertisement for our 6th annual Small Works show. Two pieces sold directly from the advertisement, Olga Plam's *Nasturtiums* and Zhaoming's *Figure as Landscape*, as well as over 30 additional paintings from the exhibition."

● **SOLD!** These two paintings sold directly off the page to two of our subscribers after the gallery ran an advertisement in the December issue of *American Art Collector*.



Olga Plam, *Nasturtiums* oil on canvas, 12 x 12"



Zhaoming Wu, *Figure as Landscape* 12 x 16"

South Street Art Gallery

The South Street Art Gallery is located in historic Easton, Maryland. When gallery owners were ready to open a new exhibition in October by gallery favorite Robert C. Kirpatrick, they decided that the best forum to advertise such a show would be in *American Art Collector*. Well, their decision paid off as the painting in the advertisement sold to a Seattle collector, completely across the country. Happy gallery owner Nancy Tankersley sent us the following email:

"Just wanted to let you know that we had our first sale as a result of an *American Art Collector* ad. In November we sold Robert Kirkpatrick's *Philosophy of Painting* which was featured in our October ad, to a collector in Seattle."

● **SOLD!** A clever subscriber in Seattle snatched up this painting before the exhibition even opened from a gallery on the opposite side of the country.



Robert C. Kirpatrick, *The Philosophy of Painting* oil on canvas 13 x 22"

New National Audience for this Charleston artist

Rick Reinert is a Charleston painter who, while very successful in his own region, has just recently started looking for more of a national audience. After running an advertisement in the December issue of *American Art Collector*, out of state art enthusiasts immediately started taking notice of his signature style. Days after his exhibition opened, we received the following email from Reinert:

"Just wanted to mention that I sold '*Charleston Singles*', 12" x 9" oil on panel this past Saturday to a collector in Texas. He bought it after seeing it in *American Art Collector*. The painting depicts the architectural style of housing unique to Charleston. The houses are rapidly being bought and remodeled by investors who in turn sell them for a great deal of money."

● **SOLD!** Reinert's painting of a Charleston home sold immediately off the pages of our December issue to an *American Art Collector* subscriber based in Texas.



Charleston, *Singles*, oil on panel, 12 x 9"

GALLERIES! Want to get your best collectors into our *Sold!* pages? Just take a picture of the collector next to the purchased painting that appeared in *American Art Collector* and send it in. We'll take it from there.