



Las Vegas Market: A First Look at 2020's Top Art, Design Trends

By Ginger Hartford

Designer, marketing educator, and founder of EurDesign Studio Ginger Hartford recently led an all-new insider's tour of Las Vegas Market, giving attendees a first look at this season's hottest art, design, and style trends as part of the West Coast Art & Frame Expo and National Conference. The tour highlighted showrooms of top publishers and home furnishings brands that are driving key design and decorating trends in the marketplace. Tour attendees had the opportunity to connect with exciting new business resources, meet industry thought leaders, and see the top artists of the moment collaborating in product development for new collections launching at the market. Here, Hartford shares some of the biggest highlights from the tour.

I've long believed the art and design industries work best in parallel and converge quite often in our professions. As a designer, I specify products and have deep brand relationships within the home furnishings and design marketplaces. I've noticed a greater media focus on the artistry of design—in other words, on the fact that artists are impacting the trends and design movements seen today.

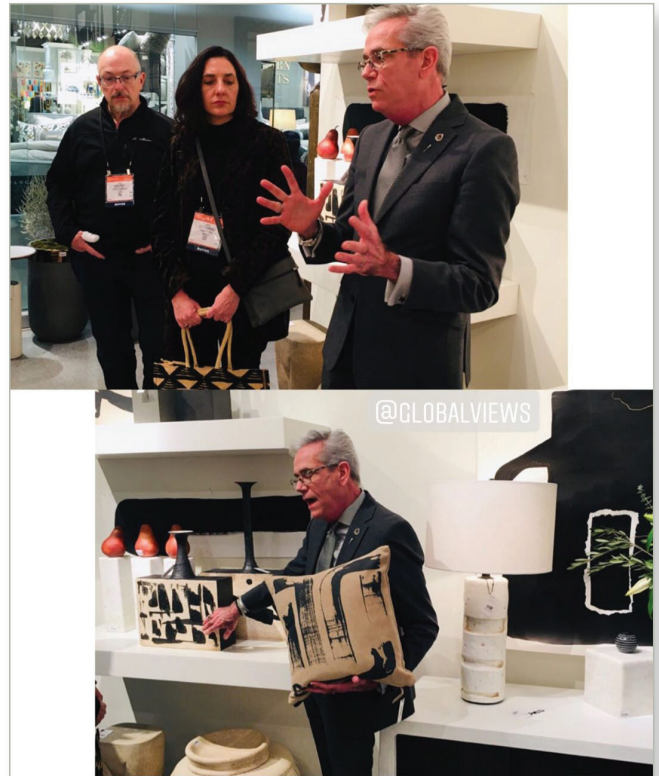
The goal of the tour was to navigate Las Vegas Market's top showrooms of 2020, identifying key design and decorating trends and understanding the product devel-

opment process. I also wanted my group to gain insight on the art themes, styles, and language that resonate with today's consumers.

GLOBAL VIEWS WITH FORM DESIGN STUDIO

We kicked off our tour by visiting Global Views' showroom to learn about their collaboration with FORM Design Studio. Global Views is known for its collection of decorative accessories from skilled artisans around the world. CEO David Gebhart, who also serves as board director of the American Furnishings Hall of Fame Foundation, graciously hosted our tour group. Gebhart shared the design process his team undertook while collaborating on their collection with FORM Design Studio. We learned how art inspires product development, how artists partner with brands to develop lifestyle collections, and how manufacturers work with artisans to bring their concepts and textural treatments to life across home accessories.

Trend details are crossing over to designing framing elements like fine linen and natural-toned matboards. Organic neutrals in cream, ivory, taupe, stone, and shades of charcoal were also prominent. The mineral finishes seen in the collection translate to moulding designs with



David Gebhart of GLOBAL VIEWS shared product design insights, how the FORM Design Studio collection came to be—pure artistry!

matte finishes and resins in cream and charcoal. Many attendees found Global Views' home accessories a valuable resource opportunity for adding gallery products to their business's offerings.

FORM Design Studio, founded by Emmy award-winning designer Joshua Rose and Chinese medical practitioner Rafael Kalichstein, designs modern art, rugs, furniture, lighting, and accessories. The collaboration between Global Views and FORM Design Studio inspired me to launch this design-focused Las Vegas Market tour. It was incredible to see how the talent of Kalichstein and Rose informed every aspect of their bespoke collection, and it was a pleasure to meet them in person.

"Our vision was to create a collection that evokes the intangible; a feeling of soulful connection with a new person or place that opens one's eyes, shifts one's perspective, and enriches one's life," says Rose. "It's the electric moment you realize you have met a new and lifelong friend that we hoped to capture as inspiration. Global Views is the perfect partner to help us bring that vision to reality."

FORM Design created a capsule collection with international flair, originating from art—in most cases, original Chinese ink paintings by the designers. FORM Design Studio is currently developing product lines with Global Views/William D. Scott, LeftBank Art, Dempsey & Carroll, and Mehraban Rugs in addition to designing hospitality, commercial, and residential projects worldwide.

MODERN NATURALS WITH FOUR HANDS

A major trend continuing to evolve in mainstream design is mid-century modern style. This style is not just for millennials; its influence is impacting high/low lifestyle brands around the globe. Four Hands, based in Austin, TX, is a category leader in home furnishings, including a complementary art and photography collection curated by Four Hands Studio.

The studio's modern naturals theme is eclectic and bohemian-rustic with a nod to the mid-century modern aesthetic—no longer just "industrial modern." Their 2020 Las Vegas Market design trends included 1970s-inspired textures and 1980s-inspired maximalism, including natural earth tones with sculptural metals. Our group took note of Four Hands' use of tubular forms from the 1980s inspiring the furniture designs and companion artworks; a nice retro balance for eclectic-minded consumers.

Natural earth tones complement on-trend, warmer color palettes like wine, olive, green, chocolate brown, and yellow ochre. Sculpted metals cross over from lighter furnishings to float frames for art to add personality and



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post-modernist vibes.

Sustainability is also a key trend among these design leaders. Sustainable thinking can be found in materials used, from reclaimed woods like eucalyptus, to hand-blown glass, repurposed denim, and organically shaped forms. Four Hands believes this intensifies an eco-friendly effect beautifully. All details can translate to art and framing materials by style and design.

With over 20 artists and photographers, Four Hands Art Studio curates compelling new art styles including geometric shapes in bolder statement colors. According to the studio's creative director, Kimberly Grey, "Color is the definitive element in creating the illusion of dimension, so there's certainly intention behind the palettes. These pieces use tonal, complementary colors in an approachable way, meaning they can be worked into neutral and experimental styles alike. Color blocking, too, creates contrast and pattern within flat imagery."

LEADING TRENDS WITH LEFTBANK ART

An ARTS Awards Winner, Leftbank Art is known for its modern art collective and trend-forward art publishing as well as trade services working with designers, hospitality professionals, and business-to-business groups. I was a fan of their collaboration with Galerie Magazine at last year's High Point Market and was excited to learn about their collaboration with FORM Design Studio at Las Vegas Market.

Our tour shined a spotlight on the design services available to retailers with a showroom stop at Leftbank Art. We toured their extensive showrooms to preview

FORM Design Studio's definitive art collection, which continued the textural modern theme. Artists by nature, FORM Design Studio's principals, Kalichstein and Rose, say they relish the time spent creating their high-end reproduction art line for Leftbank Art. Their ever-expanding collection boasts well over 100 works, incorporating media from Chinese ink to wire sculpture.

Our group also previewed the latest presentation styles, emerging artists, and leading trends in art and learned more about the printing services needed to expand designer art with original paintings, giclées, hand-embellished canvas prints, and acrylic treatments. Notably, we highlighted the emerging growth trends for printing on linen and mural wallscapes. Many art galleries look to Leftbank to diversify their collections by category, highlight artists, extend product selection and design services, or partner on art projects.

SCULPTURAL STANDOUTS WITH THE PHILLIPS COLLECTION

It's important to note other on trend, non-traditional art forms that could be seen at the show; specifically, sculptural wall decor. This year's winner of the prestigious 31st Annual ARTS Awards for Top Wall Decor manufacturer, the Phillips Collection is a family business specializing in unique, inventive, and dimensional designs that are really off the wall! Our group toured through their amazing showroom and focused on dimensional artworks, wall tiles, sculptures, and more to round out resources and trends for artful living.

Framing professionals might consider designing gal-





Leftbank Art



Four Hands Studio

lery walls for customers that incorporate multiple object forms; for example, the use of metal, ceramic, or wood objects to complement framed artwork can make for a compelling statement wall. As consumers' appetite for unique home decor grows, and as the hospitality and commercial industries look to diversify their art collec-

tions, it's important to become familiar with these kinds of suppliers and expand your product lines and services to capture broader revenue opportunities per project.

ARTIST INSPIRATIONS WITH WENDOVER ART GROUP

Our market tour wrapped in high style as we were warm-

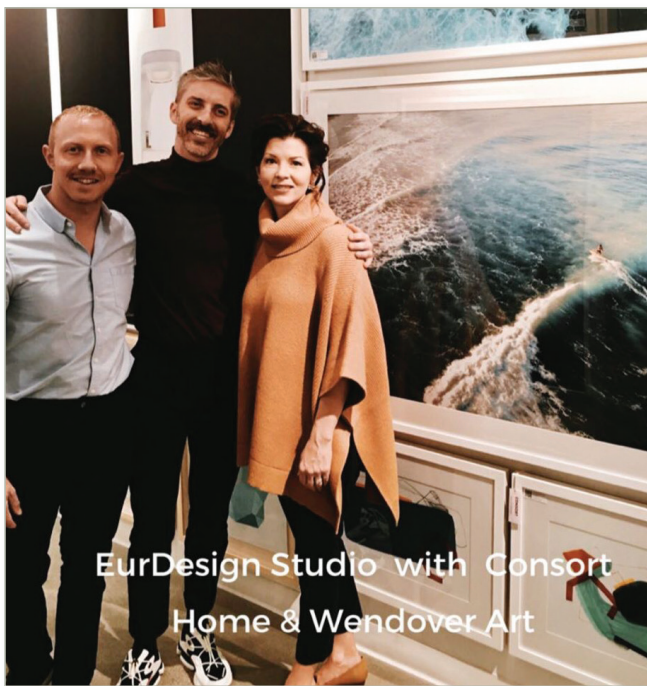
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or design studio and shop founded by Mat Sanders and Brandon Quattrone with projects in Los Angeles, New York, and Telluride. The designers spent time with our group talking about the inspirations for curating and designing their new art collection with Wendover, based around mixed media and playfulness. The artful trends focused on coastal modern photography, abstract, typography, nature, figurative, landscape, animal, and vintage-themed product categories. Photography, especially coastal modern themes, were prominent at the show, reflecting the increasingly popular coastal design styles of today's interiors.

It was a joy to host a group of curious, engaged art and framing professionals on my design-focused insider's tour through Las Vegas Market, the Southwest's premier home furnishings and design resource, on behalf of WCAF Expo and The National Conference. For more highlights of the tour, visit @eurdesign_studio on Instagram. And for more information on the expo and conference, visit www.ecafexpo.com. **PFM**

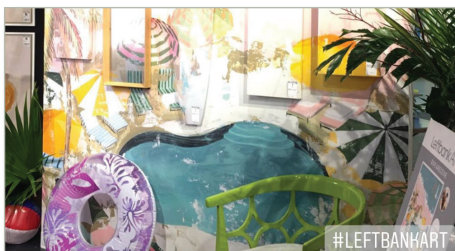
ly welcomed by Wendover Art Group. Wendover is a vertically integrated, domestic supplier of artwork, wall decor, and mirrors within the hospitality, healthcare, and commercial interior design industries. Head of Marketing Leslie Langford shared insights on the breadth and uniqueness of the company's art offerings as well as its specialty in producing licensed collections with top designers Thom Filicia, Lillian August, Christopher Kennedy, Jo Sampson, and Meg Braff.

We were excited to personally meet the designers behind the notable brand Consort, a high-end interi-



Ginger Hartford

Ginger is a highly accomplished art and design industry veteran recognized for her executive leadership and expertise in strategic marketing and global business development. Formerly with Larson-Juhl, Ginger founded EurDesign Studio as a sought-after consultant and National Conference speaker about high-level marketplace trends and design technology.



MAGNETIC MOUNTING SYSTEMS FOR MUSEUMS & CULTURAL INSTITUTIONS

BY GWEN SPICER

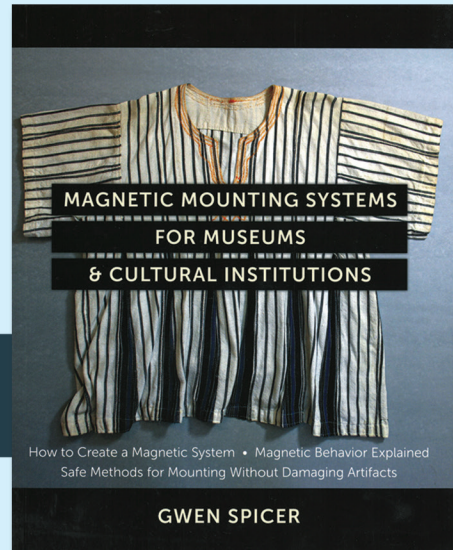
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