

ROGER YOST GALLERY EXPANDS, OPENING NEW LOCATION ON THE OREGON COAST

NEWPORT, OR—Roger Yost, a businessman, art aficionado, and owner of The Roger Yost Gallery in downtown Salem, OR, has opened a second gallery, **The Roger Yost Bay Street Gallery**. It is located in a 6,500-square-foot building that he purchased on the historic Bayfront of Newport, which attracts more than 200,000 visitors each year to the central Oregon coast. Similarly, The Roger Yost Salem Gallery is located in a 7,500-square-foot former bank space in an Art Deco skyscraper he purchased. This gallery offers contemporary paintings and limited edition prints, as well as museum pieces that he purchases from auctions and private collectors.

However, the Bay Street Gallery will offer “something for everyone” to appeal to the many visitors to the area. In addition to original paintings and bronze sculpture, it emphasizes hot blown and optical art glass, wearable silk art fashion, jewelry, Raku Potterworks, lacquer sculptures by Hebi Arts, and the largest selection of Disney and Pixar Fine Art in the Pacific Northwest that is available from Collectors Editions. Retail prices range from \$250, for work by a local artist or for framed Disney Silver Series limited edition prints “that are attractive to children and adults alike.”

“We are spreading our wings,” he says, adding, “I think the economy is on the upswing.” The new gallery is meeting or exceeding his expectations. For more, visit: www.rogeryostgallery.com.

MARTA WILEY LAUNCHES ONLINE CATALOGUE

Artist Marta Wiley, also known as a singer, songwriter, and author has introduced a trade-only catalogue of 2,000 of her images, available online. Known as one of the most prolific artists of our time, they encompass many categories, such as jazz, ballet, African American, Latino, Spanish, American, European, French, Renaissance, Italian, Middle Eastern, and Orthodox Jewish, which she describes as a celebration of the cultures of the world, as seen in the dance and costumes of the people. There are also architectural renderings, florals, equestrian, animals, and more.

Her work, represented by Marta Wiley Studios, Litchfield Park, AZ, is available to publishers and licensors on an exclusive basis, one image at a time. The catalogue is being distributed in partnership with CAP-Winn Devon.

“It has been my goal for 20 years to launch a catalogue,” she says. “And I will work with people on exclusive imagery, rather than an exclusive with the artist.” A sampling of 200 images from the catalogue can be viewed at: www.martawiley.com. Permission is required to access a secure area for the full catalogue.

The Mexican-born artist paints almost every day, and in 2016 alone completed 350 paintings, which she thumbprints and also provides a certificate of authenticity. Each morning, she makes coffee and goes to her studio, whether it be in Phoenix, Los Angeles, or Mexico, to paint and listen to audiobooks, mostly focused

on history, science and autobiography. Historically, successful artists have been



“Flamenco” by Marta Wiley, mixed media painting measuring 30 by 40 inches.

highly educated business people, she believes, who understood marketing and finance. From that standpoint, she is making her artwork a part of the Marta Wiley



“Jazz” by Marta Wiley is a mixed media painting with a 40- by 30-inch image.

brand which is augmented by her many and varied interests. Over the years, she has written numerous songs, some of which have reached Top 20 U.S. music charts, such as “Beggar,” “Signal,” and “Certainly.”

She plays the piano and does the vocals in a style she describes as alternative music. She has also written several novels, *The Water Daughter*, *The Shield & The Eight Immortals*, and *The Million Dollar Egg*. She has also been seen on Fox News, CBS, CNN, and the Oprah Winfrey Network.

“I have to remind people that the brand is power, and it is the brand that is pushing the paintings,” she says. “For instance, if I decide to do watches one day with Sears, it should not take away from the paintings, but add to the value.” She does free paintings for charity to children’s hospitals and also works with autistic children. She says, “I am figuring out how I can bring more value to the world.” Currently, she is earning her degree in psychology and entertainment law at Harvard, and wants to combine a career as both an artist and a businesswoman.

Over the years she has exhibited at numerous art fairs worldwide. “I do the shows to get my creative juices flowing,” she says. Fairs also provide an opportunity for news plugs. “But more and more what I would like to do is build the catalogue and licensing opportunities.” She admits the shows are very hard work. “I have gone to pretty much

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CALENDAR

March 30–April 2: The Photography Show, Pier 94, New York City. The Association of International Photography Art Dealers. Visit: www.aipad.com.

March 1–5: The Art Show, Park Avenue Armory at 67th St., New York. Produced by the Art Dealers Association of America. Visit: www.artdealers.org, (212) 488-5550.

March 1–5: Volta NY, Pier 90, New York City. Produced by Merchandise Mart Properties Inc. For details, visit: www.voltashow.com.

March 2–5: The Armory Show, Piers 92 and 94, New

York City. For details, visit: www.thearmoryshow.com.

March 2–5: Scope New York, Metropolitan Pavilion, 125 W. 18th St., New York. For more information, visit: www.scope-art.com.

March 2–5: Art on Paper, Pier 36, New York City. Art Market Productions. Go to: www.thepaperfair.com or call (212) 518-6912.

March 15–19: Art Boca Raton, Research Park on the grounds of Florida Atlantic University, Boca Raton, FL. Produced by Next Level Fairs. For more details, visit: www.nextlevelfairs.com.

March 15–19: Spectrum Indian Wells, Renaissance Indian Wells Resort, Indian Wells, CA. Produced by Redwood Media Group. Contact Rick Barnett via e-mail: rick@redwoodmg.com, call (831) 747-0112 or go to the website located at: www.spectrum-indianwells.com.

March 29–April 2: Affordable Art Fair, New York City, Metropolitan Pavilion, 125 W18th St., between 6th and 7th Ave., New York. Visit: www.affordableartfair.com/fairs/new-york.

April 6–9: Dallas Art Fair at Fashion Industry Gallery, Ross Ave., Dallas. Produced

by the Dallas Art Fair Team. For details, e-mail: kelly.cornell@dallasartfair.com or visit: www.dallasartfair.com.

April 21–24: Artexpo New York, SOLO, and FOTO SOLO, Pier 94, New York City. Produced by Redwood Media Group. Contact Rick Barnett via e-mail: rick@redwoodmg.com, call (831) 747-0112 or go to: www.artexponeewyork.com.

April 26–30: Art Market San Francisco, Fort Mason Center, San Francisco. Art Market Productions. For more information, visit: www.artmarketsf.com or phone (212) 518-6912.

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everywhere in the world, although not China." At one time she was mainly known as an international artist, particularly in Japan where she enjoyed great success.

"Lately, I have focused on the U.S. which is a strategic decision. Even though the market may not be as sophisticated as Europe, the world looks to the U.S." And she intends to maintain the pace of her workflow. From the perspective of an artist, she knows the importance of evolving in order to stay relevant. "So many artists have their heyday, but can't re-invent themselves." Productivity, she says, is part of the process of staying fluid and



"Happy" by Marta Wiley is a mixed media painting with a 30- by 40-inch image.

on the edge. Wiley's mixed media paintings sell for \$1,500 to \$10,000.

For further information, visit: www.martawiley.com or call Marta Wiley Studios at (623) 824-2699.

FRAMING APP

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mouldings is \$18 per month. Both apps are available for download from the Apple App Store or from Google Play.

When consumers view the moulding and matboard selections through the vFramer app, they do not see the suppliers' names. Mouldings are sorted by color, veneer, and style, such as modern, antique, traditional, contemporary, distressed, and so on. "The best liked moulding wins."

Mr. Freitag, who has a background in electrical engineering, has been in the framing industry since 1982. He operates Sierra World-

wide, a moulding manufacturing company based in Hong Kong with manufacturing facilities in the Philippines and China.

At one time he was a leading supplier to Peter LaMarche of LaMarche Moulding, and as a tribute to the late Mr. LaMarche he is using the symbol on the iFramer app of a red fleur-de-lis that typically represents French royalty.

For more information on the iFramer program, visit: <http://iframer.club> or e-mail: info@iframer.com.

For more details on the vFramer program, go to the website: <http://vframer.com> or send an e-mail to: info@vframerclub.com.