



For Immediate Release

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**Artexpo to Offer Atlanta Art Enthusiasts
A Unique Opportunity to Experience and Purchase Fine Art
From Around the World**

**1st Annual Artexpo Atlanta To Showcase Paintings, Prints, Sculptures, Photography, Animation
and Decorative Art For Collectors**

June 7, 2004...The International Art and Framing Group (IAFG), the No. 1 producer of art shows in the world, will present Artexpo Atlanta, September 10 – 12, at the Georgia World Congress Center. Under the theme *Art for All*, Artexpo Atlanta will showcase art for every taste, style and budget for new collectors, art enthusiasts, and patrons wishing to add a piece to their collections.

Fine works of art, ranging from original works to high-quality reproductions, will be on display. Every level of collector, from first-time to experienced buyers, will have the opportunity to purchase, and take home, trend-setting pieces, covering the wide spectrum of artistic styles, before they are released into the marketplace.

“We are eager to introduce the successful Artexpo concept to the Atlanta market,” said Eric Smith, vice-president, IAFG. “For 24 years, Artexpo New York has been an avenue for artists, galleries and publishers to showcase fine art, and an event for consumers to explore what the art world has to offer, purchase a piece, and take it home the same day. Artexpo Atlanta is excited to offer the same experience to the large and affluent Atlanta market,” he added.

Over its 24-year history, Artexpo New York has defined the popular art market, and served as a marketplace for attendees to purchase pieces of fine art. Artexpo New York is eagerly anticipated by art dealers, publishers and private collectors, and draws thousands of qualified buyers and art enthusiasts to view the collections each year.

“Like our successful Artexpo New York experience, Artexpo Atlanta will be a don’t-miss event for people in Atlanta that love art, and those interested in adding to, or starting, their collection,” said Smith.

Tickets for Artexpo Atlanta are available the day of the show at the Georgia World Congress Center ticket office. Adult tickets are \$10 a day; \$7 for seniors. Children under 12 are free. \$4 off coupons are available through local Atlanta luxury product retailers.

Unique *Solo* Gallery to Feature Emerging Independent Artists

Featured among the galleries and art publishers at Artexpo Atlanta 2004 will be a collection of independent artists that have yet to sign with a gallery or art dealer. Independent artists will showcase their work in the *Solo* section, a special area of the show floor dedicated to independent artists and their work.

“Solo artists bring to Artexpo Atlanta their unique style and ‘undiscovered’ potential. Solo has been a great avenue for emerging independent artists to be discovered,” said Hugh Tobin, Show Director. Like the rest of Artexpo, Solo artists will be selling their works.

The International Art and Framing Group

The International Art and Framing Group (IAFG) is the No. 1 producer of art shows and art-related publications in the world, serving three distinct segments of the art and framing market.

In the decorative art and framing market, IAFG produces DECOR Expo Atlanta, DECOR Expo New York and *DECOR* Magazine. DECOR Expo Atlanta is the 123rd largest tradeshow (by attendance) in the United States according to *Tradeshow Week* magazine, and is held each September at the Georgia World Congress Center. Published since 1880, *DECOR* magazine is the bible of the art and framing industry, and will celebrate its 125th continuous year of publishing in 2005. IAFG also produces: *Framing Business News*, focused on the technical side of the framing business, and *Art Expressions* magazine, for the European market.

In the fine art segment of the art and framing market, IAFG produces Artexpo Atlanta and New York, which showcase a variety of artists and styles, including: painting, prints, sculptures, photography, animation and decorative arts. Artexpo Atlanta is in its inaugural year, and will be held September 10 –12, 2004 at the Georgia World Congress Center. Artexpo New York is held each winter at the Jacob K. Javits Convention Center. IAFG produces *Art Business News*, the mid-tier art market’s No. 1 publication, reporting on art trends, art news and art retailing issues, serving art dealers, retail galleries, interior designers, and other related professionals.

The modern and contemporary art market is served by Art Miami, Miami’s original art fair. Art Miami is held each January at the Miami Beach Convention Center. In 2005, Art Miami will celebrate its 15th year of showcasing fine art from around the world.

IAFG is a division of Pfingsten Publishing, L.L.C. a medium size, business-to-business publishing company that focuses on Art and Framing, Financial Services and Industrial markets.