

**BEST
ARTIST'S
SHOW**



**2010
TOP
ART & FRAMING
RETAILERS
AWARDS**

SPONSORED BY
LARSON-JUHL

Awarded to the art gallery/custom frameshop with the most innovative event to engage the community in art and custom picture framing

WINNER • Artery

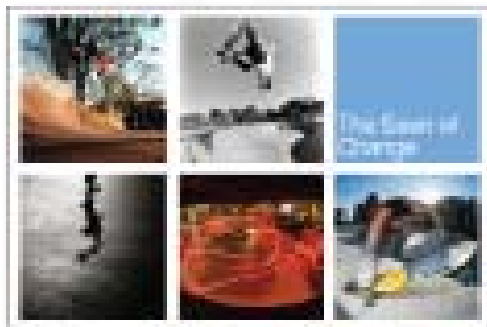
OWNER • Marilyn Murdoch

LOCATION • Portland, Ore.

WEBSITE • www.arteryportland.com



From left, Sally Murdoch and her mother Marilyn Murdoch



Marketing materials for The Seen of Change exhibition, which showcased the artwork of 1990s skateboarding pioneer and photographer Bryce Kanight, as well as other high profile skateboarding photographers.

ARTERY
Presents

The Seen of Change

A Distinctive Group Show of Skateboarding Photography
March 13th through April 30th
Featuring works by J. Grant Brittain, Joe Brook,
Jon Humphries, Bryce Kanights, and Ryan Flynn
Opening Reception with food, drink and a special
sneak performance by local skateboarder Ben Kahn
Friday, March 13th 6-9 pm
Artery
4114 N. Interstate Ave. | Portland, OR 97217
www.arteryportland.com

Artery is not your average mom and pop frameshop. While most frameshops cater to a demographic that prefers watercolor paintings over silk prints of throwback Black Sabbath posters, Artery has stood out as a leader in new age framing and artwork, proudly serving a youthful demographic for the past five years. Marilyn Murdoch, owner of the Portland-based Artery, has dedicated her frameshop and gallery to the progressive artwork of national artists, promoting DIY framing concepts as well as hosting high-profile gallery events.

So when Marilyn and her daughter, Sally Murdoch, had the opportunity to curate an event unlike any other they had in the past, both jumped at the chance to

make it a night to remember. Showcasing the artwork of 1990s skateboarding pioneer and photographer Bryce Kanights, as well as other high profile skateboarding photographers, Artery's show of the year, *The Seen of Change*, became a monstrous celebration of the art genre, thanks to the sponsors, artists and 700 people who turned out for the show.

Using unorthodox marketing strategies as well as word of mouth, Sally and Marilyn were able to use their unique customer base and Artery's trendy location to their advantage in order to attract a large amount of attendees. Crediting Artery's in-store gallery, they were able to spread the word about *The Seen of Change* with the help of show cards. Artery's young clientele base also played a major role, as the skateboarding phenomena was something that their customers could relate to, as direct products of that generation, but are old enough to appreciate the sport in an artistic medium.

"Skateboarders can range from people in their 40s to 12-year-old kids," Sally Murdoch says. "With skateboarding comes an undeniable culture of youth. Bryce (Kanights) has had a lot of his photography shown in a lot of skateboarding mediums but he has never had a lot of gallery exposure, so for him and the photographers he brought in on this show, this was one of the first times that they would be getting their work on the walls to the buying public that's beyond skateboarding."

"It helped them and helped us get closer to a market that's buying art and

framing art. They're just not doing it the same way their parents and grandparents are."

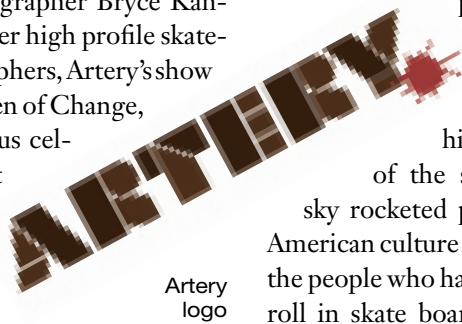
Some of the work that was shown in the exhibit highlighted the enigma of the sport, showcasing its sky rocketed popularity in modern American culture as well as highlighting the people who have played a significant roll in skate boarding's history. Other than Kanight, other skate boarding artists to have exhibited in the gallery were Grant Brittain, Jon Humphries and Joe Brook. Thanks to sponsors like Nike and Red Bull, Marilyn and Sally were able to recruit photographers from all over the country, which heightened the event's profile as well as bring these powerhouse photographers together through

their work.

"It was a huge turn out for Kanight," Sally Murdoch says. "He was new to Portland but people had known of him for years because he was a professional skateboarder. With Nike on board, they helped bring all the photographers in. One of them was even as far as the East Coast. Red Bull signed on because they felt it was an important market and they did some promotions as well. We had a lot of powerful players in our tiny place."

"Bottom line, we sold \$5,000 in art during the length of the show. That was an accomplishment, especially if the artwork was going for only \$300 a piece."

And like any business, the bottom line is the key to the success of any business venture. *The Seen of Change* not only generated money from the sales of the artworks in the show, but it also brought



Artery logo



"Half Past Midnight" by Bryce Kanights



in a slew of new customers. Locals who had never bothered to visit previously to the event are now regular customers, proving the long-term effectiveness

of having such a large-scale show.

“When people have food and drinks in their hands, they’ll buy more,” Marilyn Murdoch says. “Shows can be big investments, especially when customers don’t buy anything immediately, but when you invest in the people coming in the door and give them something, it can turn into a bigger sale later on.”

The future of Artery is sure to see many changes. Going back to her roots, Marilyn’s original gallery, Katayama, which she has owned for more than three decades, will soon call Artery its own, as Artery will be moving its gallery into Katayama. Maximizing their Web presence, Artery will be selling art online as

TAKEAWAY TIP

“You have to reach out. You have to work to increase your audience at all times. If you can’t do it then you should hire someone who can. You should try a lot of ways of getting people in. We had donated beverages, so you can get these things to happen; you just need to ask.

—Sally Murdoch

well as Artery-branded art frames.

As far as Artery’s role in curating future exhibits, they have an upcoming show in January titled Mercury 7, which will be co-curated by Arthur Lindsay, who worked with a plethora of skateboarders and artists. According to Sally, Mercury 7 “will be a show that’s along the outsider art edge,” commemorating the 50th anniversary of the Mercury Space Mission.

A huge accomplishment for this mother-daughter duo, Marilyn and Sally could not have been happier to receive their Top Retailers Award for “Best Artist Show.” Hoping to re-create the same successful reception with their next show, they plan on taking what they have learned from this experience to make Mercury 7 a success.

“It was a great experience for sure because a lot of people turned out and to celebrate it this way (with the Top Retailers’ award) is phenomenal,” Sally Murdoch says.

—Marilyn Simpson



From left, artists Jon Humphries, Joe Brook, Bryce Kanights, Grant Brittain and Ryan Flynn gather for a photograph during The Seen of Change exhibition.



More than 700 people attended The Seen of Change exhibition at Artery, which featured a packed gallery and an overflow crowd outside the main entrance.

ONLINE BONUS

Check out decormagazine.com for more photos of The Seen of Change exhibition as well as more information about Artery’s upcoming Mercury 7 show.