

Art WorldNews

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SIGNS & SYMBOLS OPENS NEW LOCATION IN NYC



NEW YORK, NY—**signs and symbols** recently held its inaugural exhibition titled “That Was Then, This Is Now” at its new permanent location at 249 East Houston Street. After operating out of its former space in the Lower East Side for three years, the gallery has expanded its showroom space. The exhibit presents a selection of new works by gallery artists with forthcoming solo exhibitions. Each artist’s work and practice has been integral to the gallery’s evolution and vision, and together these artists configure the living history of signs and symbols. The title of the exhibition is borrowed from, and gifted by, artist Annabel Daou, an emblematic phrase that reflects on our growth and development over the past three years. Daou’s painting, “That Was Then” is shown above. Along with Daou, participating artists include Adam Broomberg, Benoît Platéus, Carol Szymanski, Jen DeNike, Jonah Bokaer, Michelle Handelman, Mischa Leinkauf, Ornella Fieres, Paul Jacobsen, Pola Sieverding, Rachel Libeskind, Sarah Entwistle, Sharon Loudon, Shaqayeq Arabi, Tony Orrico, and Zander Blom. For more information, telephone (310) 741-2202 or visit the website at: www.signsandsymbols.art.

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and Indonesia due to Covid-19, which lasted for a good part of the summer, also impaired business.

For Mr. Galazzo, existing inventory helped ease some of the shortages but now that too has depleted which brings in a new facet of delays. “Both of our warehouses were pretty well-stocked prior to these numerous circumstances. This helped a lot, until recently. Now, for stock which is not currently in transit or coming soon, we offer alternative options when possible. It is very hard to determine which area has experienced the most setbacks, since there are shortages on almost everything.”

Ultimately, it’s the retailers that have had to adjust their offerings to the consumer, which has not been easy as it changes daily adding a new layer of frustration. “At first our customers were more reluctant to accept these new circumstances,” he says. “However lately they have become more open-minded, as they begin to recognize their options are limited. There has been some improvement, especially concerning the lack of raw material. However, ocean freight continues to be a challenge and is extremely hard to deal with.”

It is hard for those in the art and framing industry to get away unscathed by some aspect of the delays. Dot Heckle, director of marketing for Tru Vue, Inc. in McCook, IL, says that is difficult to

avoid. “While Tru Vue has not faced major issues with delays as a domestic supplier, we are impacted by rising costs in freight, lumber, labor and raw materials as everyone in the industry is experiencing inflation,” she says. “Shipping times and costs of international containers have created challenges. But our customers continue to expect and experience clear and advanced communication on shipments.”

Tru Vue’s customers have been understanding as they are experiencing shortages



The Frame Shop is located in Indianapolis, IN.

and delays with nearly all of their suppliers as well. “When a shortage has occurred, customers have been very open to different options and solutions. Unfortunately, they are facing issues with most materials and they appreciate that Tru Vue is working hard to solve any glazing issues.”

The company has been able to handle the workload during this time by adjusting and accommodating. “Tru Vue has a skilled team driving production, planning, and customer service and we have been able to keep pace with the market demand,” Ms. Heckle says. “Despite U.S. shipping issues and international containers taking more than two times longer than

normal, Tru Vue is getting good reviews from customers on our commitment to meeting supply needs. Many people are predicting inflation and supply chain tightness to last into 2022. But we will continue to meet the challenges of the market and our customers.”

Larry P. Neuberg, president of Neuberg & Neuberg Importers Group, Inc. in Los Angeles, makers of Framing Fabrics custom hand-wrapped mats, and liners has been able to stay ahead of the curve by staying well-stocked leading up the pandemic. “We have

been very fortunate because we immediately started increasing our inventory and when necessary we reverted to air freight,” he says. “Our position was the extra costs of shipping goods by air was better than the alternative of having shortages. Our company policy is not to back-order products and always put the customer and their needs before profits.”

The soaring costs have created issues though. “The biggest problem we have faced is the rising price of raw materials and the cost of goods which we have had to pass along to our customers when there was no other choice. The ‘just in time’ requirement has been a big issue for our customers and we have extended our work schedule when required to accommodate those needs.”

The changes, while not ideal, have helped to keep sales flowing. “Our success rate has been excellent and it

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