



For Immediate Release

Take Part in the *Artists & Art Materials USA 2009* Survey and Help the Art Community!

Calling all artists: raise money for visual-arts scholarships, help advocacy for art education and funding, and gain a chance to win one of five \$100 art materials store gift certificates by completing the survey online at www.ArtistSurvey09.net.

New York, NY, April 27, 2009: The International Art Materials Trade Association (NAMTA) and *American Artist* magazine are pleased to announce the launch of a new industry study and are asking all artists and users of art supplies in the United States to take part. Completing the survey is easy online at: www.ArtistSurvey09.net.

The results of this survey will be compiled as part of the landmark report on art materials and artists in the United States: *Artists & Art Materials USA 2009*, to be announced in Fall 2009. An executive summary will be made available to all survey participants.

Artists & Art Materials USA 2009 is the first large-scale survey of industry size and trends, business best practices, and the needs and preferences of artists in more than a decade. The report is independently researched and written by Hart Business Research and co-sponsored by NAMTA, an organization of more than 550 professional arts materials businesses dedicated to supporting the art community, and *American Artist* magazine, a primary resource for artists since 1937.

"One of the most frequent questions we receive in the NAMTA office is "Why can't I find statistics on the art materials industry?" And the answer is simple—because the statistics don't exist. This information is crucial to art businesses and working artists, but we need your help to make it happen. The more participation we receive in filling out the survey, the more accurate the data will be," says Sid Smith, NAMTA's Executive Director.

The consumer survey is open to artists working in all areas, including oil paintings, acrylic paintings, watercolors, pastel drawings, pencil, ink, or marker drawings, mixed media or collage, murals or wall art, handmade books, cards, or scrapbooks, functional art, three-dimensional art, conceptual or installation art, communication art or graphic design, digital art, quilting arts, fiber arts, and more.

"We hope to hear from artists across the country with feedback on a variety of subjects, including the kinds of art they make and how they use it, their art supplies, and how much time they spend on their art each week. This new report is much needed, as much has changed since the last major report was conducted in 1997, including the rise of the Internet and digital art," says *American Artist* publisher David Pyle.

NAMTA is donating \$1 for every completed survey (for the first 2,000 completed) to visual-arts scholarships through the NAMTA Foundation for the Visual Arts.

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Survey participants will be eligible to win one of five \$100 gift certificates to an art materials store. Participants must register to receive the executive summary and to enter the sweepstakes by clicking on the link on the thank-you page after submitting their completed survey. The sweepstakes and executive summary sign-up is separate from the survey to keep the survey anonymous. All survey responses are anonymous and confidential to Hart Business Research and will only be reported as part of totals or averages.

The consumer survey is the first phase of the *Artists & Art Materials USA 2009* study, which will also consist of surveys of art supply retailers and art materials suppliers. In the second phase of the study, Hart Business Research will analyze this survey data plus government statistics and company financial reports to build a comprehensive picture of the evolving activities and needs to artists and industry size, trends, and best practices.

Art Materials Suppliers are invited to respond to their survey at:
<http://www.hartbusinessresearch.com/AMS.htm>.

Art Materials Retailers are invited to respond to their survey at:
<http://www.hartbusinessresearch.com/AMR.htm>.

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The International Art Materials Trade Association (NAMTA)

NAMTA is the only organization catering specifically to those who sell or manufacture art and creative materials. NAMTA unites members in a common goal to grow the art materials industry by sharing information, creating networking opportunities, and providing benefit programs to its members.

American Artist

Founded in 1937, *American Artist* is the leading monthly magazine for representational and figurative artists seeking inspiration and instruction on improving their craft. Devoted to the realism in art that its readers cherish, *American Artist* considers the artists it features to be shining examples of excellence in their medium, whether oil paint, sculpture, watercolor, pastel, colored pencil, graphite, printmaking, or charcoal.

Websites:

www.ArtistSurvey09.net
www.MyAmericanArtist.com
www.Namta.org

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