

## TWO TOWN STUDIOS CELEBRATES TEN YEARS WITH NEW ARTISTS

Two Town Studios, a Cape Coral, Florida based art licensing agency is celebrating ten years of licensing in 2010. "We incorporated as Two Town Studios in 2000 with four experienced artists and have never looked back" says Jim Marcotte, who along with his wife Ronnie Walter owns the agency. "Three of them, Ellen Krans, Sarah Phelps and Ronnie are still with us and all have played a very important role in our success."

Two Town also represents nine additional artists and several branded properties, including My Friend Ronnie and Name Above All Names. Ronnie explains why, after ten years, they have not expanded the number of artists even further: "Our philosophy has always been that a small group of talented and focused professionals will generate the greatest success for both the individual artists and Two Town Studios as an agency.

We don't actively seek new artists, and when we do review a portfolio, we need to see that they can add something we don't already offer to our clients." In keeping with this philosophy they have added three new art personalities to their roster:

Andrea Tachiera is a well-established illustrator whose extensive portfolio "hits subjects and styles that our clients are always looking for," says Jim. Her watercolor designs cover a wide variety of subjects, many of which relate to her love of nature and outdoors – wildlife, beach, sports, garden and more.

Brenda Pinnick is an internationally known artist whose utilizes color sense, pattern mixing abilities and product expertise. Her multi-million dollar selling scrap-booking kits were sold on her own show on direct response TV in both



the US and UK markets.

Writer, artist, and connection expert, Marianne Richmond has touched the lives of millions over the past decade through her publishing company, Marianne Richmond Studios, Inc. Her uplifting creations are sold nationwide — from corner gift shops and bookstores to mass merchants and department stores. Since her start in 1991 with just 20 greeting cards, she has become a recognized creator of numerous books, hundreds of cards and bright, colorful giftware. Her goal that ties it all together is "to help people convey their feelings and connect with those who mean the most to them," says Marianne.

"It's a new world" said Marcotte when quizzed about the future of art licensing. "I believe we are finally exiting one of the most difficult periods in the 30 year history of modern licensing. Agents and artists who are still trying to work with the old business model – "Here's a picture, what can you make with it?" – are not going to have much success. The changes in retail and manufacturing have greatly affected not only what gets licensed, but also how they go about it. Our job is to try and recognize how these changes will affect our business and respond accordingly."

