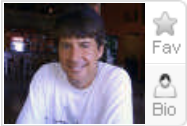


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## Emerging art seen in unusual spaces

August 19, 3:42 AM • Atlanta Small Business Examiner • Sam Dobrow

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Denise Leitch Jackson, founder of Emerging Art Scene at the Stacks, promotes the work of her artists in unusual spaces. Denise has turned a new upscale loft at The Stacks into a gallery and a model showroom. People who come to the sales center at The Stacks can get a feeling for the living space plus a guided tour of the gallery. This approach for putting art into venues where people are not expecting to find it exposes fine art to an audience that might not otherwise go shopping in a gallery. Multi-purposing the space is a win-win for everybody. The open space makes a great gallery and the artwork brings color and mood into a potentially sterile environment. Customers have a reason to spend more time in the loft and grow comfortable with the space. For the gallery, it brings in well qualified buyers - people getting ready to buy a new home with a need to personalize the space.



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Decorating a model home is just one way that Denise introduces the work of emerging and mid-career artists to the unintentional buyer. Denise leverages an extensive online community of followers on Facebook to spread the word about special events and to provide a home for online communities to host a meeting. She has hosted all kinds of events ranging from singles groups to wine tasting, artist talks, and charitable fund raisers.

Although she had a career banking, her passion has always been in art. She grew up living in two major art markets San Francisco and Manhattan. Her father was a painter and exposed her to fine art from a young age regularly visiting the art museums. Even today, she loves to visit the museums when she travels to a new city. As a banker she helped coordinate art exhibits for charitable fund raising and community events. In 2007, the home loan center where Denise worked was closed terminating her employment along with 2000 other people. Faced with a major career change, she decided to get the help of a business coach who helped her put a plan together for her art business.

Denise realized that most artists would rather create art than market their work which typically resulted in them being substantially under represented in the art markets. "There is just too much wonderful art sitting in people's basements!" she says. So Denise decided to start organizing art exhibits and charitable fund raising events in unusual locations including restaurants and lofts. Her

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goal is to find places where art, architecture and design come together to create a unique experience. The installation at The Stacks undeniably meets that criteria.

Denise sees Atlanta as ripe for emerging artists. There is a multicultural population and more people are moving back into the city living in higher density housing. As this new breed of city dwellers loose their lawns they are more apt to become collectors of everything from fine wine to fine art. Additionally, due to the recession, now is a great time to be a buyer of art. Prices have been stable and outstanding works are available in all price ranges. People have been holding back on all purchases. Now that the economy is rebounding, people want to feel better about themselves so they are going out to buy art. According to Denise, there is a strong market for smaller pieces in the under \$1000 price range and works priced in the \$300 - \$500 range tend to be impulsive purchases which can move quickly. Denise caters to an in-town clientele that tends to favor contemporary and representational art.

For more information visit [www.emergingartscene.com](http://www.emergingartscene.com)

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