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New Partnerships and National Distribution Fuel the Creative Growth of Artaissance, the Art Publishing Division of Larson-Juhl

Established in the framing industry over a century ago, Larson-Juhl today is the largest source of custom art frames in the world. The company's fine art mouldings represent time-honored handcrafting traditions such as old-world, water-gilded finishes, hand-applied veneers, and classic European "stacked"-style frames. With operations in 21 countries Larson-Juhl, owned by Berkshire Hathaway and based in Atlanta, has long distinguished itself through fine craftsmanship and personal service, along with modern manufacturing and distribution capabilities.

A milestone in Larson-Juhl's more recent history was the introduction in 2006 of its Artaissance division, an art publishing program which allows customers to browse a wide variety of artwork reproductions exclusive to Artaissance.com. Customers can select the size specifications to their own space, and then work with local framers to custom frame their selections. Larson-Juhl CEO Steve McKenzie explains how the introduction of Artaissance was a natural progression; "Larson-Juhl has been working with fine art for over a century. The timing was right, both from a technological standpoint and from a company standpoint, to go into this new market. All the pieces were in place to supply print-on-demand; customizing the size was not available before, now we have the digital capabilities to meet this need."

With national distribution now in place, the Artaissance library offers over 2000 images that represent the work of some 100 artists. The broad array of artistic expression ranges from photography and printwork to watercolor, oil painting, and collage. The seventeen different artistic genres vary from floral, to abstract, nautical, landscapes, figurative, nature, modern, americana, and still life. And while these archives indeed include an inexhaustible range of artistic sensibilities, particular highlights come from such celebrated southern artists as Nichole Sloan, whose naturalistic photographs, often close-up florals, convey a soft, sensual quality; or Rodney White whose eclectic spin on vintage advertising is animated both by lively typography and nostalgic pictorial elements; or Kim Marks whose whimsical paintings vary in subject matter from dancing chili peppers to radiant sunflowers to flamboyant roosters.

Since its introduction a year ago, Artaissance has formed three partnerships that have further ensured its creative growth. The first is with the **New York Botanical Garden** whose rare book room has provided a vast resource for botanical prints from the seventeenth, eighteenth, and nineteenth centuries. The nearly seventy images Artaissance has licensed are all precise botanical representations. All of these prints and drawings, whether an image of root, seed, stem, bud, or flower, were originally made to serve science. Today, however, they are recognized pieces of art in themselves.

Reflecting an entirely different sensibility, is the work of celebrated ceramic artist and designer **Jonathan Adler** who is represented in a series of crisp, contemporary graphics; bright, abstract, modern, these have assorted application for contemporary interiors.

Finally, Larson-Juhl has teamed with the New-York-based **Alpha Workshops** (www.alphaworkshops.org) which trains people with HIV/AIDS in a range of decorative arts skills such as gilding, decorative paint finishes, color theory, and wallpaper design. The assorted patterning, graphics and images developed in the Alpha ateliers have been adapted here by Artaissance for prints that can be framed.

These images, as well as all other Artaissance prints, along with the artists' profiles, can be viewed on the division's interactive online catalog, www.artaissance.com. Once artwork has been selected, it can be custom sized. Customers can also specify their preference for paper or canvas prints, which can then be shipped directly to the customer or to their local custom frame shop. Larson-Juhl's all-inclusive collection of frames has been a significant presence in the world of fine art for over a century. Now a comprehensive artistic resource, which has a full capacity for production and distribution, Artaissance is an innovative program that indeed redefines the company's role in the marketplace for contemporary art.

For more information about Larson-Juhl please visit www.larsonjuhl.com. For more information about Artaissance, please visit www.artmystyle.com.

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