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Larson-Juhl and Artaissance Leave an Artistic Impression at DIFFA 2007

Atlanta (October, 2007) – Larson-Juhl and Artaissance participated in the 10th annual Dining by Design fundraiser benefiting the Design Industries Foundation for Fighting AIDS (DIFFA). Presented by Elle Décor and GE Monogram, the event took place in Atlanta on October 24 and 25.

DIFFA's Dining by Design is an opportunity for various corporations and designers to showcase their originality and talents by creating unique dining instillations to accommodate their guests. This year, president and CEO of Larson-Juhl and Artaissance, Steve McKenzie, paired with photographer Nichole Sloan to design the company's dining space.

The focal point of the design was centered on one of Nichole Sloan's pieces, "Linger" (Artaissance #1122044) which was framed and placed on the back wall, acting as the perfect backdrop for the head of the table. Taking their cues from this image, Nichole Sloan and Steve McKenzie designed the ultimate space for luxury dining. All of the materials chosen worked well together, with their curved lines mimicking one another, and a white color palate creating a serene environment. White crepe georgette, printed with Nichole's art imagery, was hung from the ceiling to create a flowing, ethereal sanctuary for all guests.

The first DIFFA event, a cocktail and preview party was held on Wednesday, October 24, with the formal dinner following the next night. Guests of Larson-Juhl and Artaissance included representatives from the media; Holly Firfer, host of Atlanta and Company and previous CNN anchor was present as was the Atlanta Journal Constitution's own Social Butterfly, Jennifer Barrett, and Danny Flanders, Editor-in-Chief of Atlanta Homes and Lifestyles magazine. The event was a huge success, raising over \$200,000 for the Design Industries Foundation Fighting AIDS!

To learn more about Artaissance or Nichole Sloan please visit www.artmystyle.com, or call 888.351.0169. Please visit www.larsonjuhl.com or call 1-800-886-626 to learn more about quality custom frame moulding and other Larson-Juhl products. To get more information about DIFFA and Dining by Design please visit www.diffa.org.

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