

ART In America

Web Site Offers Access To Gallery-Quality Art

(NAPS)—Just as the Internet is changing everything from banking to ordering Beaujolais, it may soon change the way consumers acquire fine art—conveniently and affordably.

The highest-quality digital reproductions of paintings and photographs on display in the world's leading museums and galleries are now being offered online in editioned collections of 5,000, unframed or framed, priced for the home from \$95 to \$750.

The prints of the paintings and photographs—from such estates as The Warhol, The Hopper, The Norman Rockwell and The Matisse, and from such contemporary artists as Alex Katz, Jamie Wyeth, Sheila Metzner and Joel Meyerowitz—are called Artland Masterprints™. They are made by Artland.com, using the advanced digital printing technology that is widely recognized by experts as far superior to lithography.

The prints maintain their color and quality for 15 times as long as traditional lithographs, even if exposed to ultraviolet rays. Each print is made from a high-resolution digital file and prints out by spraying microdroplets of archival inks onto fine-art paper. The resulting prints give a texture, clarity, and brightness never before possible; viewers can even see the brushstrokes in the paintings.

The quality of the prints is so high, in fact, that after reviewing Artland.com's reprints of lithographs, The Warhol Estate was eager to become an Artland.com licensor. However, they exempted reproductions of Warhol lithographs because Artland Masterprints were too close to the original works. "Our reason for extending



This photograph, "Old Faithful" by Ansel Adams...

licensing rights to Artland.com is directly linked with the quality of their reproductions—they definitely meet with our high standards. But, when we saw sample reproductions of some of the Warhol lithographs, we knew they surpassed even our expectations. We knew then and there that we could allow all but the reproduction of lithographs," said Martin Cribbs, the estate's director of Licensing.

The Web site is the creation of renowned art historian, former gallery owner and author James Danziger, who teamed up with master printmaker David Adamson, a pioneer in digital printmaking. Danziger observes that the art market is divided into two extremes—what you get from galleries and what you get with posters. But within the two



...and "Seven A.M." by Edward Hopper are just two of the quality prints now available at www.artland.com.

extremes of serious collectors and those who purchase posters for decoration, he says, there also is a large, underserved group that would like to collect legitimate art works but can't afford to pay huge prices. The mission of Artland.com, he says, is to provide that group with museum-quality art priced for the home.

Danziger has selected Artland.com's offerings from works of art at leading museums and archives; among them are: The National Gallery, The Louvre, The Metropolitan Museum of Art and the National Archives, with whom Artland.com has licensing agreements. Many of the images sold through the site are not available through any other source.

"With Artland.com, I am continuing the tradition that was the hallmark of my gallery," says Danziger. "I am completely image driven and I don't feel limited to the conventional choices of the artists and images that everyone knows. Art is a subjective experience, and I want people to view the Artland.com collections with fresh eyes. I want them to be surprised, moved—and entertained."