



PRESS RELEASE

For immediate release
beautifulwebsitesforartists.com

June 14th, 2005

Design Studio Declares War On Ugly Artist Websites

“Beautiful Websites For Artists” was launched this week with a mission to create high-quality cost-effective custom websites specifically geared to the needs of visual artists. The firm, based in Brooklyn, NY and Minneapolis, MN is a boutique design studio with specific expertise in art, design, and art-marketing.

“As an artist myself, I am very upset by the uniformly poor quality of art on the internet”, said Josse Ford, Creative Director at BWA. “Artists invest huge amounts of time and energy in their work and they need to take much more care in how they display it. This is particularly true now because more and more galleries and collectors are looking to the worldwide web in selecting and reviewing art purchases. Our aim at Beautiful Websites For Artists is to showcase each artist’s work as if it was in a museum or high-end commercial gallery.”

While many good artist websites do exist, the sad fact is that most art is displayed on websites that look cheap and folksy or are so generic that none of the personality of the artist shines through. “Beautiful Websites For Artists” addresses this need by providing cost-effective website design and consulting services specifically geared to the needs of artists.

“Arts professionals want to see that the art looks great, but they also want to get a feel for who the artist is,” commented Daniel Tardent, responsible for new business at BWA. “A well executed website will never replace a physical meeting with a collector, but it can be the key factor that sets the meeting up – and the value of that is priceless. You just can’t get that from any old designer – they have to understand artists and the art industry”

Learn more about Beautiful Websites For Artists and how to create an effective artist website by reading “Designing Beautiful Artist Websites: 12 Tips to showcase your art at <http://www.beautifulwebsitesforartists.com/articles-for-artists.html>

Beautiful Websites for Artists is a design studio based in Brooklyn, New York and Minneapolis, Minnesota specializing in developing beautifully designed websites showcasing artist’s work. For more information contact Daniel Tardent, business development director, 718-360 5806, or daniel@beautifulwebsitesforartists.com.