



PRESS RELEASE:

VISUALPUMP LAUNCHES INTERNET ART GALLERY

VISUALPUMP USES INTERNET AND GICLEE PRINTING TECHNOLOGY TO MAKE ART AFFORDABLE AND ACCESSIBLE FOR HOMEOWNERS AND BUSINESSES. We connect contemporary Grand Rapids artists with an international audience through broadband internet. The new process of Giclee printing allows archival, on-demand printing with a variety of surfaces, sizes and prices.

VISUALPUMP WILL USE TECHNOLOGY TO PUMP ART INTO RESIDENTIAL AND PUBLIC SPACES. We are creating a self-serve, art marketplace. The Internet is the catalyst for Visualpump (the jump for the pump). Currently 38% of computer users have Broadband Internet access. There will be a 300% increase in the next 5 years, Making it possible for these users to connect 30 times faster than dialup. This creates a 9000% growth in the amount of new media that can potentially stream over cable, phone and wireless networks. This is the fastest growing art market space in history and Visualpump is poised to be a significant player.

CURRENT MARKET TRENDS have established that people are buying high and mid-priced items online every day. eBay, Amazon and many others have created a multi-billion dollar Internet market. Internet enabled feedback loops allow us to frequently analyze and adjust our offerings to connect our customers and artists effectively.

VISUALPUMP WILL FOCUS ON MARKETABLE, CONTEMPORARY ART. This is a unique niche in the current art marketplace. We market and brand individual artists with individual gallery sections. The focus is on limited edition prints and objects as well as reasonably priced original art. Visualpump is about placing art within reach. It's about artists, making a living, making art.

THE TEAM

SUSAN BONNER (Principal) is an arts administrator. She has curated permanent art collections for corporations and has directed galleries at universities. Susan has worked individually with arts organizations as a development consultant.

Susan curates, markets and administers the eGallery. She works directly with the artists, photographers and fulfillment sources and perform business administration.

BILL FISCHER (Principal) has been at the forefront of the technology revolution. Founder of BlackBOX (www.getblackbox.com), Bill has created multimedia websites for a diverse list of clients. Bill is also on the Faculty at Kendall College of Art and Design.

Bill's role is to provide design services, develop and maintain the website as well as participate in business planning, marketing and brand development.

WEB SERVICE is provided by gNetworks, (www.gnetworks.com) a company specializing in eCommerce, dedicated hosting and custom Internet applications.

COLOR INCORPORATED DIGITAL SERVICES (www.colorincprolab.com) is our fulfillment source for Giclee prints. They are a full service digital print lab. They are able to produce small and mural sized archival prints on paper and canvas with their state of the art printing technology.

THE ARTWORK curated for the Visualpump.com is contemporary, decorative art. Accessible art: art that people can live and work with.

THE ARTISTS:

Molly Alicki Corriveau creates fun sculptural paintings of Noah's ark and fairytales like kissing the frog prince.

Patricia Hendricks has luscious rich bowls of juicy pears and apples in the tradition of baroque painting.

Melissa Henry's art for meditation include simple and colorful Chinese characters from her nature series.

Jessica Harrett makes polka-dot patterned pop art images of hot sauce, chili peppers and cowgirl kitchens.

Tim LaDuke's mural sized abstract colorful digital photography captures lightscapes in motion.

Michael Pflgebraar creates colorful and sometimes reversible rooms filled with designer furniture.

Sandra Ringlever's pastel drawings are bright and gestural paintings of Michigan landscapes.

Deborah Rockman brings a surrealist sensibility to finely rendered landscapes containing stones floating over a whitecapped seascapes.

Phil Wilson creates whimsical vases and teapots and giclees that would be great for coffee lovers.

VISUALPUMP.COM
ARTISTS MAKE ART. WE PUMP ART INTO LIFE.