



MEDIA RELEASE

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A PHOTOGRAPHIC COMMUNITY FOR THE FUTURE

At a time when technology and photography are linked like never before – enter a new cutting-edge concept and resource for all photographers, Ph.Art Gallery... It's Photographic Art.

Ph.Art Gallery, found at www.photoartgallery.com, has entered the market after four years of research and development, consulting industry professionals and gallery participants the world over.

In creating this new on-line gallery and digital art space, where serious photographers can store, share and sell their photographic art works, the team at Ph.Art have developed a work space that's easy to use, respectful of great imagery and allows photographers of all skill levels and experience to interact, learn and share with each other.

Unlike some other on-line communities where images can get lost in all the "noise" or are dispersed between poetry, animation and a raft of other mediums, Ph.Art Gallery's focus is exclusively and definitively on all things photographic thus their aim and aspiration to be **the ultimate photographic destination**.

Ph.Art Gallery Chief Executive Officer and Founder, Andrew Coppin comments:

"The Gallery sees its role as a co-op for photographers who all too often fail to find the time and resources to adequately promote and market their works to appropriate buyers be they art collectors, corporate buyers, creative's or other consumers of high end imagery.

The Gallery certainly doesn't refrain from selling images as stock, but their key focus is in the art space where we believe the medium and trends are continuing to favour photography as a cost effective and diverse market well placed for these economic times. Our claims are backed up with real results and our custom order print module puts the size and quality options in the hands of the buyer or artist who can produce amazing art prints, canvases or aluminium finishes.

To maintain the exceptional quality of work, the Gallery has created a hierarchy of galleries linked to super-smart search technology that ultimately allows better promotion of photographers and their work. In actively assisting all of its members to gain exposure to sell and promote their work to a global audience, the Gallery engages with a diverse range of industries and opportunities that make it quite distinct from a traditional image library."

Delving into www.photoartgallery.com, it is the first singularly focused digital photographic art hub.



The Galleries

There is a unique hierarchy of curated galleries committed to showcasing photographers work. At a basic level the gallery offers the more mainstream services of secure online storage of all your personal digital images, the ability to create private collections and invite friends or clients to share them, or turn them into your own art prints.

In the public space, images and photographers are actively marketed. The Public Gallery allows photographers to display their images in a non-exclusive environment and with unlimited editions. The more heavily curated Collectors Gallery, is where the best of the best are displayed and each image becomes part of a 1/20 limited edition print series. The Gallery actually creates and tracks the limited editions which are sent out with an Authenticity Certificate and are duly signed, stamped and dated. These images can still be sold and promoted by the Gallery for commercial purposes.

A Free Personalised URL

The Gallery's pitch to pros and semi -pros is the opportunity to promote their gallery as their own without investing big dollars into developing and maintaining their own site. A photographer can have their own profile, images, story and other marketing information all located on their own profile. New enhancements providing personal URL's and self pricing is also expected in the near future.

Andrew Coppin comments:

"We are seeking to create a photographers' community and make Ph. Art Gallery a place to expand your expertise, get inspired, share your images, get advice, be a critic, be recognised for your achievements and create amazing Photographic Art. In the shadow of the market down turn the world is currently experiencing we present another bona fide channel for photographers to sell and promote their work and earn income from their images.

"We place enormous emphasis on generating public and peer recognition for outstanding works by offering the curated galleries and a daily home page slide show featuring images from the Collectors Gallery."

An Online Resource

Ph.Art Gallery provides a complete Ph.aculty detailing courses, workshops and exhibitions; a Community portal with Ph.forums and Groups; and a comprehensive shop showcasing everything from DSLR's to some of the worlds' best photographic books, an unsurpassed digital destination.

Earn Extra Income

There are very real opportunities to earn money with unlimited sale opportunities in the Public Gallery or more exclusive limited edition prints available from The Collectors' Gallery.

With more tightening in the economic climate to come, photographers and photo enthusiasts can unlock their personal work imprisoned on their hard drives and put it to work, attracting a new and real potential income source that would otherwise sit gathering dust.



The Gallery's open and entrepreneurial approach means that it is happy to promote all artists work, industry courses, exhibitions and events...so long as they relate to photography. With some amazing early growth rates the Gallery presents a very real option for those in the industry who are seeking targeted yet cost effective promotions of their images, events or products.

www.photoartgallery.com

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