

246 EDITIONS

Art Gallery Sells Culture for Less Than a Dinner Out

For Immediate Release

Falls Church, Virginia, April 30, 2009-- Imagine finding the best emerging artists, archival print technology and affordable prices. You will soon find all of this at 246 Editions who will launch their virtual gallery implementing this revolutionary approach May 7th. They sell art to those that have never owned art before or are “thoroughly art scene indoctrinated.” In a way, this gallery has leveled the playing field for the art industry.

"We think that our price of \$20 is really reasonable for this day and age for art that will last for over 100 years." says Catherine Shaw, President and CEO of Mediastudio, Inc., the parent company of 246 Editions. "Our other price point of \$50 is almost as affordable, and one we think can provide far more enjoyment on a 'cost to enjoyment ratio' for everyone."

The gallery is launching its presence in the art community by offering an edition by the well-known and respected painter Peter Dayton. "His blend of high modernism and surf culture runs in parallel with our high art / low cost approach, and thoroughly demonstrates the spirit with which we began our gallery" cites Matt Langley, Creative Director of 246 Editions. He goes on to say " We have worked very hard with a number of amazing people to be able to make the idea of fine art as low as \$20 dollars a reality. The artists we are working with are thrilled to be able to reach out to people who are new to their work."

246 Editions launches May 7, 2009 at 2pm EST

Visit 246 Editions at: www.246editions.com

246 Editions is a web-only print atelier, and is located at www.246editions.com. For more information please contact Catherine Shaw at 703-536-9775.

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