



art2day™  
 Press Release  
 November 2007



## New online art gallery opens.

art2day.com.au is the creation of artist Michele Havlik.



The need for original wall decorations inspired her to invest in in-house reproduction facilities to deliver custom made, quality artworks.

According to Michele there is a demand from savvy homeowners to source art directly from artists with no middleman. There is also a growing demand for original contemporary art prints at affordable prices.

All artwork is created and printed in-house at Michele's studio in Melbourne. Custom stretcher frames made from regrowth wood are also made in-house. The 100% cotton canvas print is wrapped around the edges of the frame, so the image continues on around the sides, top and bottom. Michele says there is no need for buyers to purchase expensive frames, as she wants her art to be easy to display. This appealing contemporary look is called a gallery wrap; it is very much in vogue with its clean simple look. The art pieces are supplied ready to hang with wall fittings and instructions.

The collection showcased on the website is designed by Michele and is being added to as new designs are created. The art is intended to

address the needs of today's interiors, by offering affordable contemporary art, suited to modern homes, business or corporate premises. Each artwork also comes in a choice of sizes and colour schemes so there is something to suit each individual. There is a large range of sizes and shapes, prices start at \$216 and go up to \$993 for a huge print of 90cm x 225.

Michele's art reflects today's trends, designs and lifestyle choices. All the designs are unique and of the highest standard. Michele individually signs every print. This online phenomenon is a growing trend in the artworld and art2day™ is a good example of the artist reaching out to her audience.

Contact: Michele Havlik  
 Mob. 0404 875 926  
 michele@art2day.com.au  
 www.art2day.com.au



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