



MEDIA CONTACTS

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New Online Gallery Responds to Changing Lifestyles

EyeDance Gallery *helps customers make mindful choices by offering décor-friendly selections, free online consultancy, and customizable wall art.*

Phoenix AZ - February 10, 2009 - The era of careless excess may well be over for America. The country is moving toward mindful living. Consumers are making conscious choices about the food they eat, the clothes they wear, the cars they drive, and the environment they create. They are surrounding themselves with things that support and enhance this new lifestyle.

The economic downturn has prompted significant lifestyle changes. Jobs have been lost, homes downsized, and life's priorities reevaluated. Garage sales overflow with made-in-china tchotchkes—mindless knickknacks that add little joy and lots of clutter. Wall art bought on a whim, just to fill the vast spaces of new-millennium homes, are a thing of the past now. Minimalism, born of necessity this time, is back in vogue. Less is more.

Cocooning has been taken up a notch. Home entertaining has never been more in style. Weekend parties are springing up in loft condos and in communities where the gate guard was once the only fellow who knew everyone's name. The evenings find us mixing old friends, business associates, and new friends whose homes we can actually walk to. Creating beautiful living spaces is a greater priority, as we seek environments that nurture, inspire, and heal the spirit. And what can add ambience as easily as wall art? A few thoughtfully selected wall pieces can tie together existing décor to create an amazingly fresh overall look.

About EyeDance Gallery

EyeDance is an online gallery that creates contemporary and affordable wall art for a discerning audience. **EyeDance** Studio Prints are color-styled to work with the furniture and accessory lines of trend-savvy retailers like Crate & Barrel, Pottery Barn, and Z Gallerie, with their established customer bases and wide following. The style is casual-contemporary—decidedly young and urban. In addition, Photo Art prints from originals, many featuring dramatic close-ups, add another aspect to the **EyeDance** collection.

In an effort to contribute to regrowing our economy, **EyeDance** wall art is proudly manufactured in the United States.