



MEDIA CONTACTS

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Why is Choosing the Wall Art so Hard?

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

Phoenix AZ - February 7, 2009 - In a market flooded with do-it-yourself TV design programs and mass produced retail chain art that is uninspiring at best, consumers are overwhelmed with the decisions to be made in selecting wall art. From choosing the style of piece to determining the best colors and optimal size, there are decisions to make that can be daunting.

"Generic wall art has limitations, and even if you come across a mass produced piece you like, it soon springs up at every resource in town and online," says Diana Kempton, Design Director and co-owner of **EyeDance Gallery**. "Clients want a unique look. But choosing the right pieces can be tricky. Wall colors at home are different, and the scale of the piece may not work in its intended space. Then there are questions about correct hanging height, whether the art works with surrounding furniture and accessories, and how best to light it. Customers want to be sure the art will 'look right' once it's in place."

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—urban and young in spirit. In addition, Photo Art prints from originals, many featuring dramatic close-ups, add another aspect to the EyeDance collection.

EyeDance gauges the pulse of the market and constantly updates its galleries with art that works with current décor trends. Additionally, customers are offered a choice of sizes and dimensions, free online consultancy to assist in the decision-making process, and custom solutions to solve special challenges.

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