



FEBRUARY 2007

IN THIS ISSUE

- Exciting New Art Product: Developed by DPI!
- Lisa Laliberte Belak joins DPI
- 1st Choice of the Experts
 - Artist Spotlight: Karen Mazzarella
 - Local Art Events
 - Discount Coupons

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"Shelley's Garden"
© 2006, Rick Hansen.
www.rhansenstudio.com

Introducing...

"OFFSET-ALTERNATIVE" PRINT PRODUCT

As we continue to set the standard for great art reproduction, we took it upon ourselves to solve an ongoing problem for some of our customers. The new Archival Digiprint™ is unique to DPI Art Services and is the long-overdue alternative to offset lithographic art prints. For years, offset printing has been the method used to reproduce paper prints that retail between \$30 and \$200. However, that process is inefficient and expensive because it requires large quantity commitments from the artist or publisher, and then becomes a storage and marketing burden if those large quantities don't sell. While "on-demand" giclée printing seemed like a great solution to that problem early on, it can be difficult to place giclees into that same retail price range, especially if you are working with a fine art dealer/gallery. Archival Digiprints™ are priced by DPI, as low as .028 cents per square inch (for quantities of 200 or more) and can be printed in quantities as low as 50! Plus, there are no reorder fees if you need to purchase additional quantities at a later time. Each Archival Digiprint™ is produced on a custom-weight archival paper with pigmented inks (not currently available on canvas). This product is also a great way for artists to enter the marketplace for the first time by offering affordable reproductions to their customers. Please call us today for more information or to receive a sample of this great new product.

We extend our sincere appreciation to artist Rick Hansen, for the use of "Shelley's Garden" as an Archival Digiprint™ sample. ♦



Cruse Scans - 1st Choice of the Experts

In the past couple of years, we have been scanning an increasing number of paintings for fine art museums. In fact, many of our museum customers tell us they are committed to using only the DPI Cruse Scanner for capturing their paintings. We have often heard that DPI Art Services has provided them with the highest-quality files ever created for their permanent collection pieces. Furthermore, catalogs being produced for their special exhibitions have never looked better and are generating an unprecedented level of interest in the art. Recent upgrades to our Cruse Scanner makes it the best fine art scanner in the country. Other Cruse Scanners that are similar can be found at: *Chateau de Versailles near Paris, France; The Beethoven Museum in Bonn, Germany; NASA's Johnson Space Center in Houston, Texas; and The Vatican Archives in Rome, Italy. ♦*

"At the Balcony" by Tatyana Vladimirovna Konovalova-Kovrigina, 1962.
Artwork courtesy of The Museum of Russian Art, www.TMORA.org

Artist Spotlight:

ARTIST SPOTLIGHT: Karen Mazzarella

Congratulations to the February Spotlight Artist, Karen Mazzarella! Karen is a native of High Point, North Carolina. She started painting at the age of 15 and had already won numerous local and regional awards by the time she graduated high school. Throughout her adult life, she has continued painting and drawing and her works are displayed in various galleries and private collections. Karen has lived and traveled all over the US with her husband and daughter, continually painting interesting sites along the way. She prefers working in oils and currently lives with her family in Woodbury, Minnesota, where she continues to paint and reproduce fine art prints and giclees for her collectors. Organizers for the 51st Annual International Film Festival in Valladolid, Spain, selected Karen's image "Osio Cinema" as the artwork for the official poster and will also feature the image on other festival items. See more of Karen's work on her gallery page at: <http://karenmazzarella.artspan.com/>.

Each month, DPI Art Services will choose an artist that we feel deserves some recognition in our "Artist Spotlight" section. Each person chosen will be entitled to 1 free Cruse Scan and a giclee print up to 24"x36". Be sure to check our website and/or future editions of this newsletter for future Spotlight Artists. You could be next! ♦



"Selby & Western"
© 2006, Karen Mazzarella

Art Publishing Professional Joins DPI Art Services

We are excited to announce that Lisa Laliberte Belak has joined forces with DPI Art Services. Lisa comes to us with 20+ years of experience in the art publishing industry. She began her career by working for 8 years at Voyageur Art, Inc., where she was in charge of marketing and advertising fine art editions and oversaw all the production duties for literature and art print reproductions. In 1992, she joined Hadley House Publishing where she had multiple responsibilities over 14 years, including recruitment of new artists, liaison to contract artists, management of the fine art reproduction process, and the marketing, advertising and licensing of artists' images. In early 2006, she established ART-PARTNER SERVICES, LLC., to assist independent artists, galleries and smaller publishers with their various marketing, production and business needs. "I believed so strongly in the capabilities of Dave Klein and the production staff at DPI Art Services, and was so impressed by the Cruse Scanner that it was an easy decision to promote DPI's products and services to others who are trying to offer high-quality art products to their customers," says Lisa Laliberte Belak.

Please feel free to contact any of the following people for your art needs.

Lisa Belak, Marketing & Sales Manager - (612) 728-1526, lisab@dpiartservices.com
Kurt Cederquist, Customer Service - (612) 728-1500, kurt@digidigi.com
Joy Plaschko, Customer Service - (612) 728-1507, joy@digidigi.com ♦

10% OFF

YOUR ENTIRE ORDER

Receive 10% off your entire order
when you order 5 giclee prints.

Coupon must be presented at time of order. Not valid
with any other offer. Offer expires: April 30, 2007.



ART EVENTS:

February 16-18, 2007

SOUTHEASTERN WILDLIFE EXPOSITION
Charleston, South Carolina
www.sewe.com

March 3-4, 2007

NATUREWORKS ART SHOW & SALE
Tulsa, Oklahoma
www.natureworks.org/artshow

March 1-5th

NY Art Expo
New York, New York
www.artexpos.com

April 14th-18th

MPPA (MINNESOTA PROFESSIONAL
PHOTOGRAPHERS ASSOCIATION)
2007 ANNUAL TRADESHOW AND CONVENTION
Alexandria, MN
www.mnppa.com

April 20-22th

SPRING FESTIVAL: AN ARTS & CRAFTS AFFAIR
25TH ANNUAL TOUR
Canterbury Park, Shakopee, MN
Voted one of the top 100 shows in the country
by Sunshine Artist Magazine
www.hpifestivals.com

April & May 2007

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May 18-20th

ART-A-WHIRL
Minneapolis, MN
Art-A-Whirl is an open studio and gallery tour of
Northeast Minneapolis
www.nemma.org

Art Events