

ArtistBe.com Artist Community Launches Newly Redesigned, Responsive Mobile-Friendly Website

The artist community website, which is home for over 5000 contemporary artists, can now be viewed on any device including tablets and mobile phones.

Wichita, Kansas ([PRWEB](#)) April 21, 2015 -- Artist Become ([ArtistBe.com](#)), the revolutionary online community for creating, selling and buying artworks online, today announced the completion of its fully responsive redesign. The redesign allows artists and art lovers to browse, share and buy art on any device including mobile phones.

ArtistBe.com is an online platform providing tools and resources to enable emerging and established artists to showcase and sell their artwork. The online community focuses solely on original art and its growing amount of artist members. ArtistBe.com was created by overstockArt.com, the go-to source on the web for purchasing art reproduction oil paintings.

Since the fully responsive site rolled out, sales made via smartphones on the ArtistBe.com website have increased 125% compared to the same period last year. Across all devices, conversion on the new sites is up 50% compared the same period last year.

“We’re committed to continually upgrading our technology so that our artists stay ahead of the curve and our customers enjoy a fun and engaging art shopping experience,” said VP of Marketing & Development Amitai Sasson. “Our goal is that site visitors will enjoy ArtistBe.com no matter which device they are on.”

“This redesign delivers best-in-class mobile e-commerce technology. As importantly, we consulted with ArtistBe.com’s customers and artists to find their pain points when using the platform. As a result, the design of the site rivals any e-commerce website in any retail category.”

In addition to the sophisticated look and feel, the new ArtistBe.com website features significant functionality improvements, including:

- *Fully responsive design for optimal shopping on any device
- *Enhanced product presentation, including the ability to zoom into the art.
- *New HTML5 frame studio offering 45 different frame choices.
- *The ability for shoppers to share their favorite works of art using multiple Social Media options including Facebook, Pinterest, Houzz, Twitter and WhatsApp
- *Enhanced artist management tools
- *New curated categories to showcase great new art
- *Faster load times via improved algorithms and data structures.

"With this recent move to an optimized and responsive system, ArtistBe.com is set to accommodate the ever-expanding amount of member artists and art lovers that are taking part in this unique artist community," stated David Sasson, overstockArt.com's president and CEO.

ArtistBe.com provides a unique means for emerging artist to be discovered and to assist established professionals in finding new clients without relying on agents. There is no cost to join and members can sell

their art without commission fees. Artists receive royalties for every canvas reproduction sold.

“Our commitment to art and the art world started with overstockArt.com,” said Sasson. “Now we want to branch out and give art lovers around the world a chance to find the next great artists of our generation. ArtistBe.com gives artists the ultimate platform to become recognized for their work and to make a living out of their creations.”

Art is not an easy thing to sell, let alone online, but ArtistBe.com will have the unique ability to leverage itself with its parent company, overstockArt.com. Sasson stated, “This relationship allows ArtistBe.com to introduce and promote its member artists to overstockArt.com’s network of thousands of art lovers, which will help them grow awareness and ultimately sales.”

ArtistBe.com’s founding members come from around the globe, with notable artists such as Justyna Kopania from Warsaw, Poland, Pol Ledent from Brussels, Belgium and Helena Wierzbicki from Buenos Aires, Argentina to name a few.

For more information on ArtistBe.com, visit <http://www.ArtistBe.com>. For more information on overstockArt.com, visit <http://www.overstockArt.com>.

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About Artist Become:

Artist Become (ArtistBe.com) is the new online community for contemporary artists around the world, providing tools and resources to enable artists to pursue their artistic and professional goals. Artist Become has over 1500 artist members and is owned and managed by overstockArt.com, one of the web’s leading distributors of online reproduction oil paintings. For more information, visit <http://www.ArtistBe.com>.

About overstockArt.com:

Founded in 2002, overstockArt.com is one the web’s leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine’s 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list and 2011, 2012 and 2014 Second 500 Guides, and was recognized with the STELLAService Seal for Elite customer service. For more information, visit <http://www.overstockArt.com>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).