

overstockArt.com Releases a New Innovative Summer Art Catalog

The Smart Summer Art Catalog is one of several web and mobile tools overstockArt.com is launching to simplify shopping for Home Decorators.

Wichita, Kansas ([PRWEB](#)) June 29, 2015 -- overstockArt.com announced today the release of its [2015 Summer Art Catalog](#). The new online catalog, which showcases an impressive line of hand painted fine art reproductions, is the latest addition to the retailer's multiple online resources available to simplify shopping for the busy home decorator.

overstockArt.com's Summer Art Catalog was purposefully designed for online and mobile use, built on the new Dynalog technology. The catalog is highly interactive allowing users to zoom in on the art, view product descriptions and more images of the product by clicking on the "orange plus" link on each painting. It is a full catalog with full color and links to all of the products featured on the desktop and on your mobile device it turns into an easy-to-use flip book.

overstockArt.com catalog features more than 500 best-selling hand-painted oil paintings divided into Art Collections, Canvas Prints from up-and-coming '[Artist Become](#)' collection, as well as a selection of museum quality frames to best compliment your chosen work of art.

The overstockArt.com 2015 Summer Art Catalog can now be accessed in four ways:

1. Access the overstockArt.com 2015 Summer Art Catalog on your desktop or tablet at <http://www.overstockart.com/gcatalog.html>.
2. Access the overstockArt.com 2015 Summer Art Catalog in the Home Decor section of Catalogs.com: <http://www.catalogs.com/home-decor/overstock-art.html>
3. Access the overstockArt.com 2015 Summer Art Catalog on your Mobile Phone: <http://dynalog.catalogs.com/catalogs/6616/pdf>

“Our mission at overstockArt.com is to make shopping for art into a rich and fun experience, we achieve this by removing all the doubts from the buying process and enriching shoppers with a great shopping experience and ultimately a magnificent piece of art for their space,” said David Sasson, CEO of overstockArt.com. The new catalog is now organized via subjects and collections. It holds many of our newest arrivals along with exclusive collections and even our "Turn photos into Hand Painted Art" service.

overstockArt.com has traditionally created one print catalog a year, the online retailer now updates their catalog four times throughout the year.

“Using a digital catalog gives us an opportunity to create more seasonal versions of our catalog without the expense and waste of creating print catalogs,” stated Sasson. “It also allows our catalogs to be more current and up-to-date with our selection, which allows our customers to see the new products as soon as we start carrying them.”

Additionally, overstockArt.com has invested heavily in mobile apps to aid customers decorate on-the-go and visualize the art on their wall prior to purchase. overstockArt.com's apps allow people to easily browse hundreds of oil paintings in the palm of their hand and view the art on their own wall. The app is available, free to download for the Android, iPad and iPhone.



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](#).