

## **The Online Art Community Artist Become (ArtistBe.com) Celebrates Two-Year Anniversary with a Bang**

*The art venture is celebrating two years of innovation and a one-of-a kind online platform for buying and selling art. The community hit critical mass this past year reaching over 2500 artists on display.*

Wichita, Kansas ([PRWEB](#)) May 16, 2013 -- Spring/Summer, 2013 – Artist Become ([ArtistBe.com](#)), the leader in buying and selling artwork online, is celebrating its two-year anniversary. Since its official launch in 2011, artists and art lovers from around the world have been connecting on this innovative, one-of-a kind, online platform. It provides tools and resources to enable emerging and established artists to showcase and sell their artwork and connect with the global art community. In its first year, more than 500 independent artists from around the world joined the community.

Artistbe.com is a sister site to [overstockArt.com](#), the go-to source on the web for purchasing art reproduction oil paintings. “ArtistBe.com has become a destination for artists around the world to showcase their art for free. One of the toughest things an artist faces is turning their passion into a source of income, and artistbe.com allows them to do just that,” said David Sasson, president and CEO of overstockArt.com. “Without spending a dime, artists can create an online portfolio to share with the world. Not only can artists sell their original works without a posting fee, they can showcase their art to art lovers around the world. In addition, while gaining exposure, they can earn money through royalty checks received from the sale of their art reproductions.

With Artist Become, the founders have created a unique way for emerging artists to be discovered, and to assist established professionals in finding new clients without relying on agents. Fellow artists and art lovers can connect and communicate with other community members, comment and rate each other's artwork and become fans of other members. The site utilizes the latest in social networking features such as sharing and commenting via Facebook, Twitter, Pinterest and Google+. Artwork found on the site can be purchased as an original piece of art directly from the artist, or as museum-quality fine art prints.

ArtistBe.com knows it would not exist without the talented artists who continuously join the community. So, in honor of its 2nd anniversary, ArtitsBe.com will be adding an interactive gallery where art lovers can learn more about their favorite artists. Here, artists will be posting videos describing their inspiration, process and more. It's a unique window into the creative life of an artist.

“I don't think artists are aware of the power of utilizing a tool like Artist Become,” said Sasson. “Our online community provides artists with a much larger market than they would find in small galleries, dependent on foot traffic. Our audience is the global art community and our member artists have a chance to get their work in front of the eyes of millions of potential art buyers online. And now with artist videos, art lovers and buyers can get a deeper glimpse into that world.”

Sasson says the company's goals for the year ahead are two-fold: to expand technology and keep growing the community. The online community plans on doing both in part by further interlacing with the social realm to make the site more integrated in the current social networks and interactions of its members.

In addition to expanding its reach in the social media realm, Sasson says they plan on adapting overstockArt.com's acclaimed augmented reality feature, “View in a Room,” for Artist Become. The

innovative web tool will allow customers to view selected works of art in different room environments or to upload images of their rooms and see how the art will look on their own wall.

“This technology has revolutionized the way people purchase wall art online,” he explained. “It will give our member artists the unique ability to make purchasing their artwork online a personalized and interactive experience.”

Since its launch, Artist Become has successfully engaged the global art community, member artist’s hail from the company’s Wichita, Kan. headquarters throughout the United States, to Canada; Poland; Vietnam; Germany; and England; to name a few places. There is no cost to join and members can sell their art without commission fees. Artists receive royalties for every canvas reproduction sold. New member artists can join the community at <http://www.artistbe.com/register/>

**Contact Information**

**Amitai Sasson**

overstockArt.com

<http://www.overstockArt.com>

(316) 631-3999

**Online Web 2.0 Version**

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