

## **overstockArt.com to Double Art Selection with First Edition Art Program**

*overstockArt.com is doubling its selection of hand painted oil paintings by adding a "First Edition" art program.*

Wichita, Kansas ([PRWEB](#)) May 31, 2014 -- [overstockArt.com](#), the popular online art gallery, released today the initial selection of its brand new "First Edition" art collection, a series of paintings which have been sought after by customers.

The collection is called "First Edition," as the art would be the first hand painted rendition the company has ever made of the famous painting. This provides customers an exclusive one-of-a-kind work of art to decorate and hang on their wall.

Right after a customer purchases a "First Edition" oil painting, one of overstockArt.com's dedicated customer concierges will contact the customer directly. As the painting is being created, the personal concierge will provide the customer with an image of their new art to approve or reject.

Once customers are completely satisfied with their new art, the hand painted canvas will be framed and delivered to their door.

"This new collection allows us to give customers a 'custom art' experience without breaking the bank," said David Sasson, President and CEO of overstockArt.com. "In addition, the new collection will double our current selection in the coming months, something our customers have longed for and we are finally delivering on their wishes."

To learn more about the First Edition art program go to: <http://www.overstockart.com/firstrenditiongal.html>

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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](#).