



overstockArt.com Launches ArtistBe.com -- A Real Game-Changer for the Art World

Artist Become (ArtistBe.com) is overstockArt.com's New Social Commerce Venture. The Innovative Platform is Changing the Way Artists Promote their Original Art and Get the Recognition they Deserve.

Wichita, Kansas (Vocus/PRWEB) March 25, 2011 -- Things are changing for artists. No longer do they have to toil endlessly in obscurity, unsure of how and when they'll be able to sell their artwork. The people at overstockArt.com have launched a new commerce solution for artists called Artist Become (ArtistBe.com).

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 is the latest venture by the popular online art gallery overstockArt.com, the go-to source on the web for purchasing art reproduction oil paintings.

"With ArtistBe.com we are doing more than creating a place for up and coming artists to display original art online, we are creating a new social platform for artists and art lovers alike," stated David Sasson, overstockArt.com's president and CEO.

Some distinctive features of ArtistBe.com include:

- Connecting artists and art aficionados around the world – 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 via Facebook and other social networking sites. Artists can create their own galleries for free and have a dedicated URL to showcase their art, biographies, exhibitions and more.
- Art purchasing options – Artwork can be purchased as an original piece of art directly from the artist, or as an affordable canvas transfer painting. Artists get royalties for every reproduction sold.
- Easy site navigation - Like overstockArt.com, ArtistBe.com has arranged its content into a variety of different galleries specified by artist, subject, style and type - artists will dictate how this online art community will look in the future by tagging the art with keywords that will help visitors find the art they love.

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. Reproductions come in a variety of sizes; pricing is dictated by the individual artists.

This is something of a game-changer for artists, considering that most galleries take 40 to 60 percent commission!

"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 world, with artists hailing from the company’s Wichita, Kan. headquarters to Calgary, Canada; Warsaw, Poland; Oberhaid, Germany; Sherman Oaks, Calif.; and Brooklyn, N.Y., to name a few places.

Access and availability have long been the two hurdles keeping people in the creative fields (art, music, writing, etc.) from successfully and widely monetizing and marketing their skills. With the rise of innovative ecommerce solutions like ArtistBe.com professionals working in these fields may just find new ways to live their passions instead of slaving away at day-jobs.

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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