



making fine art accessible to all 

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**PACIFIC ART GROUP OPENS SHOWROOM AND DESIGN STUDIO  
Top Retail and Hotel Insiders Preview First Exclusive Art Collection for  
Retail and Hospitality Market**

Emeryville, CA – August 3, 2006—Pacific Art Group, (PAG) the first exclusive fine art brand for the national retail and hospitality industries has opened its Showroom and Design Studio in Emeryville, California. The opening event is gathering retail and hospitality insiders to preview PAG’s exclusive collection of finished fine art soon to be available at top retailers and hotels throughout the United States.

“Pacific Art Group is redefining the way consumers purchase fine art by making it accessible and affordable through trusted multi-channel national retailers and fine hotels,” said Helen Bulwik, founder and president of Pacific Art Group.

“Finished fine wall art is one of the only product categories retailers and hotels do not make available for sale, rather they use it for display purposes only. This represents lost sales opportunities in the tens of millions of dollars. We plan to change that.”

PAG offers an innovative approach to the creation, finishing and distribution of fine art for the national retail, specialty home furnishings and hospitality industries. With its team of more than 130 talented artists, merchants and framers, PAG is able to produce exclusive trend and home décor-relevant imagery unmatched in the industry. PAG partners with each of its customers to deliver finished fine art programs that enhance sales, margin and inventory turn. For the hospitality industry, PAG works closely with the hotel design team to create finished fine art not only for the guest rooms but also for all the public spaces. “We are the only company able to deliver finished fine art originals, giclees and prints created exclusively for each of our hotel clients. It would be a shame not to make these beautiful pieces available to the guest for purchase,” said Ms. Bulwik.

Art represents a \$35 billion industry in the US. Finished original art represents \$9.0 billion in sales or nearly 26% of the total market, and framed art prints account for 24% of the art market with \$8.6 billion in sales. Derived from original art, framed fine art prints are the fastest growing segment within the total market. The category is expected to grow at an annual rate of 12% through 2010.

“Particularly for the hospitality industry, providing finished fine art for its hotels and public spaces which guests would desire to buy represents an extraordinary revenue opportunity. The Wynn Hotel in Las Vegas has set the standard for this,” says Helen Bulwik. There is simply no reason not to accessorize each and every room with art that guests can purchase.”

Leveraging its 30 years of retail expertise and operating experience in the art industry, PAG is redefining the way art is sold at every level of the market. Through its exclusive relationships with the largest art studio in the US and one of the largest framers in North America, PAG has eliminated traditional hard and soft costs associated with producing finished framed art to enhance profitability for the retail and hospitality market.

“No one in the industry until now has had the ability to integrate design, style, production and technology to deliver fine art that sells,” says Barbara Berling, executive vice president, merchandising and sales, Pacific Art Group.

### **About Pacific Art Group**

Pacific Art Group (PAG) is redefining the way art is sold by making it accessible and affordable to all who want to brighten their environment with fine art. PAG creates and produces finished fine art for distribution to the national retail, specialty home furnishings and hospitality industries. With its team of more than 130 talented artists, merchants and framers, PAG partners with major retailers and hoteliers to deliver exclusive trend and home décor-relevant imagery unmatched in the industry. More information can be found at [www.pacificartgroup.com](http://www.pacificartgroup.com).

*Note to Editor: Graphics and/or photographs to accompany this release can be obtained by contacting Dianne Douglas 415-584-4906 [ordianne@douglaspr.com](mailto:ordianne@douglaspr.com)*

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