

For Immediate Release

For more information:

Groovy Arts
5130 Porter Street
Burlington · Ontario · L7L 6K8
media@groovyarts.com
P. 905.331.0716
F. 905.331.0716

RENOWNED CANADIAN ARTIST KAREN COUILLARD INTRODUCES HER TRENDY NEW LINE OF GIFTWARE TO THE US MARKET.

Artist, Karen Couillard is setting a new trend in the rapidly changing world of pop culture and design with two new lifestyle brands: “**Groovy Arts at Home**” and “**Groovy-O-Grams.**”, which feature everything from fine art prints to an all-new concept of colourful stationery and giftware based on the artist’s signature Groovy Art collection. Her fun-spirited themes and witty messages appeal to the urban trendsetter and offer women of all ages an opportunity to bring fun into their lives. For January 2005, the new brands will be first introduced at the Dallas Gift Show with exclusive representation by Lynn -Marie and Associates for the Midwest territories along with other sales representatives throughout the United States..

Karen was inspired to develop her new brands after returning from a successful trip to Los Angeles where her trendy fashion artwork was showcased at the respected Palm Springs International Art Fair in Palm Springs, California. The show introduced her latest original pieces and won the praise of many art collectors including representatives from The Disney Company.

Karen’s loose brush stroke style, capturing fun-spirited themes of popular culture and trends, has received an enormous amount of attention since she broke into the art scene three years ago. She has prominent representation at the Liss Gallery in Toronto and the Hilliard Gallery in Kansas City, along side world famous artists such as Romeo Britto, Peter Max, Charles Fazzino, Burton Morris and LeRoy Neiman.

Her first solo exhibition at the Liss Gallery was attended by over 300 people, with half of her original works selling within a couple of hours—many to first time art buyers. It is this popularity that is not only raising her presence in the art world; it is also dramatically increasing the value of her work. The originals are worth more than 10 times their value from four years ago. “Now, my goal is to create product lines that everybody can afford and bring my art to different markets. I am very pleased to launch “**Groovy Arts At Home**” and **Groovy-O-Grams** which offer everyone the opportunity to acquire pieces of my art at an affordable price.” Karen says.

It’s the charm of life itself—the spontaneity and fun of popular culture and trends— that turns Karen’s work into high art. Her unique perspective sets her apart from other contemporary artists, earning her a growing reputation as a trendsetter in the ever-changing world of art and design.

