



For Immediate Release

“American Artist” Launches New Online Community for Artists

Social networking website for representational artists working in all mediums—whether oil paint, sculpture, watercolor, pastel, colored pencil, graphite, printmaking, or charcoal—focuses on engagement and community building through sharing of artwork, video content, blogs, forums, and more.

Loveland, Colo., October 7, 2008: “American Artist” magazine today officially unveiled the new American Artist online community, a user-driven website that allows artists to show the depth of their creativity and engage with other artists in exciting new ways.

“We launched this web site to help artists pursue their passions and share that passion with other artists. As artists spend time on the site, they’ll see what an amazing resource it is,” says “American Artist” Editor-in-Chief Steve Doherty.

The editors of “American Artist,” “Drawing,” “Watercolor,” and “Workshop” magazines will be involved in the new community, posting their own blogs, articles, images, video clips, and references to help the community members, but above all, this community will be user-driven.

Members of the American Artist online community will be able to:

- Socialize with fellow artists from around the world and become friends with them.
- Upload and share artwork just for the fun of it or to have other members critique their work.
- Upload and share videos of their art-making process, or other art-related videos found on video sharing sites like YouTube and Google Video.
- Customize a personal profile and, online portfolio, and gallery
- Create groups around special interest topics, whether it’s geographic locations, artistic style, “left-handed artists who are also dentists” . . . or other special interests.
- Engage in conversations in the forums.
- Participate in the member buy/sell forums, where individual members can post supplies or other art-related items for sale or that they are looking to buy (not for retailers or manufacturers)

“This is just the beginning of the exciting things in store for the community. Soon we’ll be moving all of the content from the old site over here and building it out even more. So jump in, have fun, and stay tuned ... there’s a lot more coming your way,” says Doherty.

###

About Interweave

Interweave, a unit of Aspire Media, is one of the nation’s leading arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events for arts and craft enthusiasts. The Interweave Press Publishing Group features 18 subscription magazines and many more special interest newsstand publications. Interweave has more than 250 books in print and annually publishes about 40 how-to craft books on the same subjects as the company’s magazines. Additionally, Interweave operates six annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites and daily e-mail newsletters.

About Aspire Media LLC

Aspire Media (www.aspire-media.com) is a multiplatform enthusiast media company and an acquirer and operator of consumer enthusiast media. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart “how-to,” “where-to,” and “when-to” information to participants involved in crafts, hobbies, and certain other special interests. For more information on Aspire Media, please visit aspire-media.com or call (970) 613-6628.

SOURCE: INTERWEAVE

WEBSITES:

www.myamericanartist.com
www.interweave.com

Media Information Contacts:

For Interweave:
Jaime Guthals, Publicist
(502) 243-6834; Mobile (502) 387-2383
JaimeG@interweave.com