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**ART-SWITCH**  
THE ART OF EXCHANGE

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# PRESS RELEASE

## New Look, We Listen

*Art-Switch Website & Logo All New*

**London, England – February 09, 2008**

Art-Switch, the only online library of original art offering a true democratic experience to both artists and clients launched a new website look n' feel today which also features a new logo. Designed by an American company, Pixels 2 Picas, Inc., the new logo and new look n' feel are part of a 2008 Marketing Strategy to increase brand awareness in the UK. But that's not all.

Parag Shah, Founder and Managing Director of Art-Switch has been collecting data from clients, artists and prospects since the company began. "Our original look n' feel was launched with our own ideas and with little direction from artists or clients, simply because we didn't have any. But we've been taking notes, asking questions, and listening to suggestions. This new site reflects what people outside the company have been asking for. You'll find easier navigation, a new look with a stronger brand and new tools like a blog to increase communication between us and our stakeholders."

The new logo also shows evidence of how Art-Switch creates balance between artists and consumers of art. "The two circular hoops represent both artists and consumers. When we make a decision in the company for one, we think of the other, and vice versa. True democracy won't survive unless we continue to think in this way" Parag Shah says.

Headquartered in London, England, Art-Switch is the only online library of original art offering a true democratic experience to both artists and clients. Art-Switch offers artworks at prices you can trust, while rewarding the artists with more than they could ever be rewarded by traditional galleries. More information can be found at [www.art-switch.com](http://www.art-switch.com) or by calling +44 (0)20 8555 0037.

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