

FOR IMMEDIATE RELEASE

## **Painter's Digitally Created Fine-Art Prints Bring the Vibrant Color and Elegant Beauty of Nature Indoors**

### **Collectable and Affordable Fine-Art Giclee Prints Tastefully Complement Home and Office**

Phoenix, Arizona — Mar. 3, 2006 — Virtual Pictures Company, an online gallery of fine-art prints, today announced the grand opening of its virtual store featuring original works from Bob McCarroll. Unique in its selection of superior giclee artwork that is affordably priced, Virtual Pictures Company highlights McCarroll's breathtaking nature prints, which beautifully enhance any home or office. Characterized by bold brushstrokes with a hint of impressionism, these sophisticated, vividly colored collector prints accent any setting.

Digital artwork in the form of giclee prints originated in the 1990s and is gaining popularity today. Giclee—"spray" in French—refers to fine-art prints created using a high-resolution ink-jet printing process that incorporates a wide range of specialized ink colors. Unlike offset printing, where thousands of duplicates are mass-produced on commercial-grade paper, giclees are custom-printed in vibrant and varied hues on either high-quality watercolor paper or canvas.

McCarroll uses giclee printing to provide artwork to the public that suits nearly any budget. He creates each unique piece digitally using sophisticated computer software that simulates the paint medium and realistically reproduces the texture of every brushstroke.

"Everyone wants classy home and office art pieces, and people should be able to afford beautiful artwork. Using computers and giclee prints, I've been able to price my pieces for the average budget," said McCarroll. "Good artwork should complement, not dominate the space. Although my art commands attention, it can easily fit with what is already in a room without overpowering it. I believe each one of my collectable art prints truly enhances the overall space."

Virtual Pictures Company's online gallery offers a broad spectrum of color choices that helps decorators, designers, architects and homeowners make those critical decisions about how to use wall space in aesthetically pleasing ways. The spectacular color selection among McCarroll's works stems from an appreciation of nature that started with his childhood in Scotland. Many of his flower, landscape and skyscape prints bring out the vibrant, dramatic beauty of natural surroundings.

"Most people don't have the opportunity to appreciate flowers—particularly during the hot Arizona summer season," stated McCarroll, an Arizona resident for the past 26 years. "With each floral painting, I strive to capture the delicate way the individual petals are formed and shaded while creating a unique composition within the boundaries of my

canvas. My focus is on bringing nature's beauty indoors using shape and color, and leading the viewer to look at and appreciate flowers in a whole new way.”

Though many giclee prints sold online today are reproductions that do not come from the artists themselves, a Certificate of Authenticity signed by the original artist accompanies all artwork from Virtual Pictures Company. Every piece is generated separately after an order is received. Customers can choose either watercolor paper or canvas, and both standard and custom sizes are available.

### **About Virtual Pictures Company**

Virtual Pictures Company is an online gallery for high-quality, collectable and affordable fine-art prints. Emphasizing the beauty of nature with a touch of impressionism, the gallery specializes in exquisite flowers and captivating landscapes in colors and sizes that tastefully accent home and office décor. To view and order online, please visit [www.virtualpictures.com](http://www.virtualpictures.com). Additional information is available at 1-800-492-7080.

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