

For immediate release
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Fine art entrepreneur breaks all the rules

(Vancouver BC, Canada) October 2009 – After four years of hard work and research, Angela Cameron, an award-winning photographer, is the first to take her photographic art and offer it directly to interior designers and the hospitality industry as unique, finished art pieces. Cameron's business model bypasses the usual chain in the art world by omitting art consultants and resellers, allowing designers and clients to select their art at more affordable prices. She is the only artist offering the complete art selection process from creation to placement to mounting on the wall.

Cameron's abstract art combines a modern style, exquisite detail, and a varied colour palette into art that is affordable, but one-of-a-kind. "Most art choices available seem to be generic in style. I saw the need for authentic, quality art pieces that could truly become part of a unique design," she said.

Each art piece is created solely by Cameron, and carries her signature. The Angela Cameron website lets designers pick and choose their pieces using a function called, "the project box." This allows designers to forward their selections to clients. This ground-breaking direct buy process allows designers more flexibility in helping their clients realize the vision they are trying to create, while also allowing providing their clients affordable custom art that is not mass produced.

Cameron's art is original and non-manipulated photographic modern art. Art can be divided into pieces and custom-designed to fit any architectural space. Art can also be created in response to customer request. Many fine restaurants, hotels and corporations worldwide have acquired unique pieces of this custom art brand. She is the first photographic artist to offer her work exclusively to the design industry.

Madeleine Fay, an art consultant with Art Initiative, Inc. said, "My project involved not only help with selecting the perfect image but custom colouring and custom cropping... We had to crop a single image into four parts to be hung on a curved wall. Angela's prompt and insightful help and suggestions ensured the project was a success... her attention to detail helped the project turn out beautifully on time, and within budget."

Angela Cameron has had her work showcased in galleries, in numerous magazines, on HGTV and at the Vancouver Art Gallery among other facilities, and works exclusively with the worldwide hospitality market. During her 20 years behind the camera, she has developed a style and popularity that have garnered her many awards. She is known for her creative skill and photographic technique that does not require post-production manipulation.

For more information on Cameron's abstract fine art, please visit her website,
www.angelacameron.com.