

**FOR IMMEDIATE RELEASE**

**HyperActiveStyle Announces Relaunch of Corporate Website**

*Website Created for ‘HyperActivists’ features interactive and collaborative  
“Of Arts” Newsletter*

ARLINGTON, VA. Apr. 1, 2007 – HyperActiveStyle --an online art forum -- today announced a relaunch of its website, [www.hyperactivestyle.com](http://www.hyperactivestyle.com). The re-designed site showcases a breadth of available content on Metro Washington, DC art events, and improved site navigation, providing for a richer and more dynamic user experience for “HyperActivists” -- art lovers.

Founded in 2006, HyperActiveStyle has developed a loyal following of art enthusiasts who visit the site regularly. The redesigned website includes an easy-to-use text version that enhances user access to information on HyperActiveStyle and Washington metro area art events. HyperActivists already familiar with HyperActiveStyle’s original version will continue to experience the animated “Dancing Cat” and cool jazz music on the art forum’s website.

“The new Website design makes it easier for users to find the information they need, when they need it. On behalf of HyperActiveStyle I hope that the new content and improved navigation will attract even more visitors who are hungry to learn about the hottest art events in the Washington metro area,” said HyperActiveStyle Director Jay D. Krasnow

In addition, HyperActiveStyle announced that HyperActivists can now access recent editions of HyperActiveStyle’s flagship monthly newsletter, “*HyperActive Haikus and News*” online. “*HyperActive Haikus and News*” is a springboard for announcing HyperActiveStyle news and events, community gallery openings, and for reviewing exhibits by young Washington metro area artists. Each edition of “*HyperActive Haikus and News*” also includes a proverb penned by someone wise and a haiku written by HyperActiveStyle’s director.

HyperActiveStyle will unveil its “Dancing Cats” exhibit at Artomatic 2007, a biannual Washington area showcase for the arts. The exhibit’s Opening Night Party is on April 13 at the old Patent and Trademark Office Building, 2121 Crystal Drive, Arlington, Va. in exhibit **Booth 8D4A Green (8<sup>th</sup> Floor).**

Metro stop on the yellow or blue lines. The closing party will be held on May 20. HyperActiveStyle’s exhibit will be on display in Booth 8D4A Blue on the 8th Floor.

Friday and Saturday: noon to 1 AM  
Sunday, Tuesday, and Wednesday: noon to 10 PM

Thursday: noon to 11 PM  
Monday: Exhibit closed.

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ABOUT HYPERACTIVESTYLE

HyperActiveStyle was born out of a series of discussions its director had with a former Georgetown University classmate. Through these discussions he saw the challenge art faces as a form of communication in the Internet age. Everywhere he looked he saw the reinterpretation of the Masters' works as computer icons, postcards, key chains, and even cheap replicas. The question to him was obvious: Does the proliferation of these copies devalue the originals? Why go to Paris to see the Mona Lisa if you can have an apparent exact copy hanging in your living room? The question was simple enough. The answer wasn't. Thus, he decided to focus on the irony of the commercialization of art in my own exhibits.

To receive HyperActive Haikus and News request it at: [www.hyperactivestyle.com](http://www.hyperactivestyle.com). You may also contact HyperActiveStyle on its MySpace site at: [www.myspace.com/jkrasnow](http://www.myspace.com/jkrasnow).