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HyperActiveStyle.com Offers Ironic Wink To Art Lovers at Artomatic 2007

ARLINGTON, VA. Apr. 2, 2007. HyperActiveStyle (www.hyperactivestyle.com), an online art forum, will premiere “Dancing Cats,” its ironic wink to art lovers at Artomatic 2007, a biannual Washington area showcase for the arts, on Friday, April 13 at the old Patent and Trademark Office Building, 2121 Crystal Drive, Arlington at exhibit **Booth 8D4A Green (8th Floor)**.

The 15-panel HyperActiveStyle exhibit examines the effect that art commercialization has had on the value of the original works. The first panel of the exhibit features a blank, cellophane-wrapped canvass propped against a chair, indicating the beginnings of an artistic endeavor. The next two panels tell the story of how a poor, starving artist eventually creates a masterpiece by hard work, at great personal cost.

Each additional panel of the exhibit recounts how the artist profits from his art by selling giclées, t-shirts, and mugs. The final exhibit panel includes a box of key chains with a low-quality print of the art. A sign that points to the key chains invites “HyperActivists” –art lovers– to take “Free Art” as they leave the exhibit.

This exhibit is the brainchild of HyperActiveStyle Director Jay D. Krasnow, a Jewish artist who was born with a silver stencil in one hand and a golden paintbrush in the other. Though Krasnow has been bursting with creative ideas since he was five (or younger), he took a job as a journalist after college to make ends meet.

HyperActiveStyle was born out of a series of discussions Krasnow, 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, and key chains.

According to Jay D. Krasnow, “I wanted to make a statement about the impact commercialization has on a great work like the Mona Lisa, which is no farther away from you than the click of your mouse on a computer icon. If you can drink cocoa from a mug with the Mona Lisa on it or start up your car with keys linked to a cheap copy of a Picasso, that devalues these great works.”

The closing party will be held from on May 20. Exhibit hours of operation will be:

Friday and Saturday: noon to 1 AM
Sunday, Tuesday, and Wednesday: noon to 10 PM
Thursday: noon to 11 PM
Monday: Exhibit closed.

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

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