

## **EMBARGOED UNTIL APRIL 13, 2007**

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### **Young, Jewish Artist Debuts at Artomatic**

ARLINGTON, Va. Apr. 13, 2007 -- Jay D. Krasnow, an Arlington, Va.-based Jewish artist, debuts today at Artomatic 2007, a biannual Washington area showcase for the arts, at the old Patent and Trademark Office Building, 2121 Crystal Drive, Arlington, Va., in exhibit **Booth 8D4A Green (8<sup>th</sup> Floor)**.

Krasnow's exhibit, "Dancing Cats," is an ironic wink to art lovers that tells the story of an artist who achieves huge commercial success through hard work at great personal cost, but in doing so devalues his art. From easel to entrepreneurship, the 15-panel exhibit examines the effect art commercialization has had on the value of original works. The artistic study will show the gradual cheapening of the artist's work as he sells copies of the art on mugs, t-shirts and key chains.

"Dancing Cats" was born out of a series of discussions Krasnow had with a former Georgetown University classmate. Through these discussions Krasnow 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.

Though Krasnow has worked in a variety of media --including monochrome photography, graphite, and oil paint canvasses since elementary school-- he expanded his focus to include t-shirt designs three years ago to close the gap he saw in the art world. Krasnow's love for dance inspired him to paint the "Dancing Cats" canvases. He created the "Dancing Cats" exhibit after witnessing the proliferation of art replicas on t-shirts and other accessories.

"As an artist I'm intrigued with the impact the Web has had on art. It's a fact of life that that replicas of masterpieces like the Mona Lisa devalue the original. As a Jew I'm struggling with the same issues as I commercialize my own works," said Krasnow, director of HyperActiveStyle, an online art forum.

Krasnow was raised in Fairfield, Conn., and attended synagogue at Temple B'Nai Israel in Bridgeport, Conn. Though Krasnow moved to Washington for college, he regularly attends services near Arlington, Va., where he resides. Krasnow coordinated monthly young Jewish professional events in the Washington metropolitan area for three years, until mid-2006, when he refocused his energy on his artistic endeavors.

Though Krasnow is not currently planning Jewish community events, his Jewish background and identity remain important to him. "I was born a Jew. I was raised a Jew. I

intend to pass the baton to any children I have,” said Krasnow. “I’m looking forward to renewing my commitment to my faith in the coming months,” he added.

The closing party will be held 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](http://www.hyperactivestyle.com). You may also contact HyperActiveStyle on its MySpace site at: [www.myspace.com/jkrasnow](http://www.myspace.com/jkrasnow).

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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.

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