CLIENT: Sylvia Lippmann Art

PROJECT: Fall 2021 Marketing Campaign

COPYWRITER: Meg Peery

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WEBSITE

HOMEPAGE

HEAD

Art Carries Our Stories

SUBHEAD

10/1/21—12/31/21

BUTTON

[LEARN MORE] → link to ABOUT THE ARTIST

[GALLERY MENU]

BODY HEAD

What can art do?

BODY

As an artist, I know what art does for me:

Art intuits.

Art imagines.

I also know that art does something for all of us:

Art carries our stories.

BUTTON

[LEARN MORE] → link to ABOUT THE ARTIST

NEWSLETTER SUBSCRIBE BAR

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JOIN THE JOURNEY

SUBHEAD

Updates, inspiration, and unique happenings — direct to your inbox.

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ABOUT THE ARTIST PAGE

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Art Carries Our Stories

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BODY HEAD

It's been another different year, hasn't it?

BODY

As the end of 2021 approaches, I've been thinking about all that this year has held. I've been noticing the ways in which art has carried me.

I've also been thinking of you.

In what ways has art carried you this year? Did a song carry part of your 2021 story? A movie? A sculpture, an outdoor play, a novel? It's a funny thing to think about.

I invite you to pay attention during these final months of 2021. Notice art that touches you. Look for art that carries part of your story.

Art doesn't have to cost anything. Stream music on your phone. Spend time near outdoor installation art. Where it is safe to do so, attend a free live performance. Mask up and wander the halls of a public museum. Read poetry online.

When you find something (and it is permissible to do so), take a picture. Record a video. Share a link. Post the art that moved you on Instagram and Facebook. Tell your story.

Tag #artcarriesourstories. Tag friends who might like to share their stories, or see yours.

For my part, from 10.1.21—12.31.21, I will post one of my paintings on <u>Instagram</u> and <u>Facebook</u> every few days at <u>@sylvialippmannart</u>. I will post only the visual image; no name, no description.

Which of my pieces carry your 2021 story? Take a moment. Look close. What part of your story do the images reflect? Of what do they remind you? Of whom?

The connection can be personal or collective. A loss, an accomplishment. A struggle, a new beginning. A heartbreak, a celebration. A world crisis, an individual triumph. Art carries all of our stories.

Usually, we artists name our works. We tell their stories. This year, my art is yours. You name it. You tell its story.

Social media offers unlimited space to respond, and art holds space for infinite human stories. Even if there are already 300 comments, your story is important. Add yours.

My mission is to offer my art to the people and stories of 2021. By year's end, I hope to find for each painting at least one person who senses a name for it, and for whom it carries a story.

I honor you, gentle warriors of 2021. May my art carry your stories.

Sylvia

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[PURCHASING ART DURING #ARTCARRIESOURSTORIES 2021] \rightarrow link to FAQ [SHOP ART] \rightarrow link to SHOP ART

HEAD ABOUT ME

BODY

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 $[SHOPART] \rightarrow Link to SHOPART$

[ARTIST STATEMENT] → Link to ARTIST STATEMENT

FAQ PAGE

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Purchasing Art During Art Carries Our Stories

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For general purchasing FAQ, see below.

BODY

Original works and prints remain for sale during #ArtCarriesOurStories 2021. If you are moved to purchase an original work during this time period, a few unique opportunities are available:

- 01 | If you wish, the name the painting carries for you can become its official name. Images of your purchased original will permanently hold that name in my online galleries.
- 02 | Likewise, if you wish, the story the painting carries for you can become its official story. You will have the option to share the story in your own words, and have it listed with the painting on my website. With your permission, I will share it on my social media and email accounts.
- 03 | If you wish, you may designate a 501(c)(3) charity to receive 5% of the proceeds from print or product sales bearing the image of your purchased original. The donation accrual period will begin on the date of purchase, and continue through December 31, 2022. (If your painting is not yet listed as a print, it soon will be!)
- 04 | In an effort to make original art accessible to all, **original works** will be discounted 20% for the month of October 2021, discounted 15% in November 2021, and discounted 10% in December 2021. Please note that original works must be purchased before [date] to ensure arrival by Christmas. Standard shipping is always free. Please see the General Purchasing FAQ below for delivery timetables for prints.

BUTTON [SHOP ART] \rightarrow link to SHOP ART

HEAD GENERAL PURCHASING FAQ

BODY [current text, lightly edited]

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SHOP ART PAGE

HEAD SHOP ART

SUBHEADS

Click cover image to visit gallery

Original works available with a twist in honor of #ArtCarriesOurStories 10/1/21-12/31/21 — Learn more \rightarrow link to FAQ

(Wish you could see it on your wall before you buy? Scroll down for magic...)

[GALLERY MENU]

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Wish you could try before you buy?

BODY

01 | Select a piece you love

02 | Click "Live Preview AR (Augmented Reality)" to view your art on the wall where you plan to hang it, by using the camera on your device

03 | Click "Wall Preview" to view your art in a simulated room, to help get a sense of scale or try it against different wall colors

Magic!

MOST POPULAR PAGE

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MOST POPULAR

SUBHEAD

A mix of originals and prints | the pieces viewed most often by recent gallery visitors

ABSTRACTS PAGE

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ABSTRACTS

SUBHEAD

Original works on gallery-wrapped canvas | varnished, signed, wired and ready to hang

BOTANICALS PAGE

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BOTANICALS

SUBHEAD

Original works on gallery-wrapped canvas | varnished, signed, wired and ready to hang

PRINTS PAGE

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PRINTS

SUBHEAD

Stunning prints of selected original works | your choice of medium, size, and style | optional security hanging hardware

CONTACT PAGE

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Questions? Need help? Like to talk about art?

SUBHEAD

(Me, too.)

BODY

Send me a message at [email], or fill out the form below. I'll write back!