

PRESS RELEASE: LOOC ART POP UP GALLERY OPENING
FOR IMMEDIATE RELEASE

Contacts:

Claire Johnston 914.450.0347 Claire@loocart.com

Lara McLanahan 914.329.7330 lara@loocart.com

LOOC ART announces its pop-up gallery opening

LOOC ART, a new art venture makes its debut with a pop-up show at 85 Job's Lane in Southampton, NY, featuring six contemporary painters, sculptors and mixed media artists.

Southampton, NY--The gallery will be opening on Thursday, July 5th with a reception from 6:00 to 9:00 pm, rsvp lara@loocart.com. The gallery will remain open for the month of July. Gallery hours: Wednesday - Saturday noon to 9:00 pm and by appointment.

The exhibition coincides with the launch of www.loocart.com (going live June 15th) which offers a new paradigm for collecting contemporary art. The web site offers online pricing and purchasing and features promising emerging artists as well as established artists.

"The art world can be very intimidating and unapproachable. We've culled the studios of innumerable artists and present unique works by investment quality artists. We offer them with no attitude and an easy, approachable way of purchasing."

--Say co-founders Lara McLanahan and Claire Johnston

LOOC ART is the collaboration between two long time Southampton residents, one an art advisor/collector and the other an art enthusiast, who have seen the need in the marketplace for a more user-friendly acquisition experience. Artists Angie Drakopoulos, Caio Fonseca, Ann Marie Heal, Daniel Hill, Elizabeth Schoettle and Tomas Vu will participate in the Southampton show. Bios and works can be seen in advance on www.loocart.com.

About us...

We are about living with art. Whether at home or in your workplace, the art you look at every day should not just compliment a space, but make it unique, exciting and personal. However, trying to find that art on your own can be overwhelming and exhausting. There are so many galleries, artists and art fairs that one hardly knows where to begin. Is it fairly priced? Will it be worth anything in five or ten years? Art can and should be thought of as an investment in an artist who you believe in, whose body of work has substance and shows promise. At LOOC ART we have selected our featured artists from hundreds whose work we have looked at whose career trajectories show tangible success. We would not be offering their works if we didn't believe their art will stand the test of time both aesthetically and financially. Additionally, we would like to make buying art a more transparent process. Prices for works we offer are listed on our-website.

We hope that art lovers of all stripes will take the time to view works by the talented artists we have featured on our web site and come to our pop up shows. Also, share with us what you've seen and liked by writing on our blog, following us on Facebook or tweeting with us.