



ARTAISSANCE™

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Artaissance and Gourmet Magazine Present an Evening of Fine Art and Fine Wine

Atlanta (October, 2007) – On October 17, Artaissance and *Gourmet* magazine co-hosted an event in Atlanta to reveal to *Gourmet* readers the perfect partner to fine wine: fine art!

Hosted by *Gourmet* Wine & Spirits Consultant, Michael Green, the event started off with an Artaissance exhibit in the gallery where guests could view a variety of Artaissance's fine quality art reproductions and taste some of *Gourmet* magazine's most popular hours devours; guests also sampled champagne selected by Michael Green for the occasion. After the cocktail hour, guests enjoyed the main event, a wine and art inspired pairing.

Michael Green, vivacious and full of energy, took guests on a journey of the senses, beginning with the Champagne Rosé guests sampled out in the gallery. The choice of the Champagne Rosé was inspired by Nichole Sloan's "Pink Rose" (Artaissance #1121013). Michael shared some of his unique and funny antidotes to pairing wine and art as well as his vast knowledge about all things wine related. He broke many of the stereotypes associated with wine tasting, and explained to guests why certain pieces of art and certain wine go so well together. For example, Michael paired a 2006 Kim Crawford Sauvignon Blanc with "2 Circles A," an image by Jonathan Adler (Artaissance #1121161). The wine, crisp and vibrant with a slight acidic taste has taken the modern wine world by storm; similar to the profile of this wine, Adler's work communicates a clean elegance, but with an underlying structure that supports a rich complexity.

"Inviting *Gourmet* readers to experience Artaissance is the perfect way to promote our unique on-line art gallery. *Gourmet* readers are well traveled; they enjoy fine food and wine, so this audience was an ideal group to introduce to the Artaissance experience," states Steve McKenzie, president and CEO of Artaissance and Larson-Juhl.

To learn more about Artaissance please visit www.artmystyle.com. To learn more about Wine & Spirits Consultant Michael Green or *Gourmet* magazine please visit www.epicurious.com/gourmet.

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