WALLdécor

United Visual Arts
Brings Innovation Through defEYE™ 3-in-1 Program

Newcomer United Visual Arts is creating excitement in the world of wall décor with its unique defEYE™ 3-in-1 approach that features product innovation and aims to make high-quality art accessible to the average person.

"The next art movement is not about style or content, it is about access," says Ben Goldman, UVA founder. People crave contact with exciting visual art, but lack time for exhibits and money for expensive original art, he says. At the same time, struggling artists are busy making masterpieces, but cannot sell them. UVA links this supply and demand with affordable, high-quality art products and services.

United Visual Arts was created in 2006 by Goldman, who brings a music-business approach to the visual art world. Modeling UVA like a record label, Goldman uses the trademark defEYE Productions to brand this product line.

The first facet to the defEYE system is an up-and-coming artist's hand-signed, limited edition, museum-quality giclee. Currently, UVA represents the work of artists from the New York metropolitan area. The second part of defEYE features a sleek, transparent easy-to-open frame perfect for building art collections and easily changing the images inside. And the last piece of Goldman's revolutionary program is a certificate that authenticates the exclusive worldwide limited edition from UVA. Helping to present "an artist's signature on every wall," UVA also has a designer point-of-sale rack and stand for wholesale customers that displays ready-to-carry-home and hang, one-of-a-kind art pieces. The company plans to service the wholesale, custom and hospitality markets.

United Visual Arts is based in Weehawken, N.J., and can be reached toll-free at (800) 687-0515, or through e-mail: info@unitedvisualarts.com. The company's web site is www.unitedvisualarts.com.