



ML NEWSLETTER: FALL 2015

NEW USE FOR ARCHIVAL IMAGES: ILLUMINATING THE PAST

Maps: MuseumLight Brings Archives to Life

When the Missouri History Museum wanted to use archival maps in an exhibit focusing on old St. Louis, they chose MuseumLight to brighten their beautiful sepia color and bring out details from a past era. So successful, they reordered! Old maps and photos benefit from the illumination MuseumLight provides to aging papers, bringing them into the present in a new and practical way. Dig into your archives and send us an image to see how it would look when illuminated!



CATALOGS: CATCHING PAPAL FEVER AND THE HEARTS OF ENTHUSIASTS

Online: MuseumLight Partners with Franklin Mint and Beyond

The historic visit of Pope Francis took the USA by storm with his message of caring and compassion. Partnering with Franklin Mint, MuseumLight created a glowing image of the Pope in Vatican City that resonated with their broad-base of customers. Niche catalogs catering to specific interests are a natural market for MuseumLights. Enthusiasts of all types delight in images that capture the excitement they feel for their passions turned into functional works of art by MuseumLight

TECHNOLOGY: VIRTUAL MUSEUMLIGHTS

Instant Gratification: See the Possibilities Right Before Your Eyes

Have an image you love but not sure how it would look as a MuseumLight? Want to see how a logo might look paired with a related sports or campus scene? How does a black & white photo look when backlit? Now you can see what you will get before buying! Virtual MuseumLights remove the guess work, leaving you with an image that will take your breath away! Many virtuals can be ready in 24 hours.



EXPANDING MARKETS: PROMOTIONAL, DESTINATION, SPORTS,,,,

New to Premium Markets: Any Image, Any Text, Any Message

MuseumLight made its name illuminating exquisite, giclée printed art reproductions on archive quality media...however we can print anything!

We have now brought the MuseumLight design to the promotional market where we can illuminate any message or logo, bringing a brand new look to a market that thought it had seen it all!



Lighting up your store with MuseumLights has never been easier!

- No minimum order requirements
- No set up charge for our MuseumLight Library Collection of 57 popular images
- No set up charge for custom image orders of six or more units

We are excited about the growth of innovative, patented MuseumLight over this past year into new museums and markets. The high quality reproduction and imported art media that make each MuseumLight a piece of functional art, make it a perfect gift for all ages that lasts a lifetime!

Your wholesale prices range from \$22.99 for a Ready-to-Assemble Tabletop model to \$35.99 for a fully assembled Pedestal model.

Each MuseumLight comes packaged with:

1. An Information Sheet with text about both the image displayed and MuseumLight provenance
 - a. Information about your museum is included if a custom image
2. A 4-page Visual Arts guide to aid in viewing any image
 - a. This can help support an education mission, as well as aid in meeting UBIT tax requirements
3. A hang tag with provenance information for your store display

MuseumLight's full provenance information is below; we can also provide this in an acrylic display holder to support your marketing.

Contact me for a full price list, a brochure of Library Collection images, point of sale support, or any questions you may have.

Warm regards,

Patti-Jo

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MuseumLight™ - Bringing Fine Art Reproduction Into The 21st Century

Combining a centuries-old tradition with new age technology

Exquisite Quality

MuseumLight™ combines practical illumination with an exciting new way to look at memorable images. Unique design brings fine reproductions down from the wall, wraps them around a frame and lights the image from within to bring out all the details and nuances of the original art.

The superior reproduction at the heart of each MuseumLight image is giclée printed using pigment-based, archival inks and the latest high resolution computer controlled technology to print 1,440 x 720 dots per square inch – over a million dots per square inch – each dot a unique combination of 10 separate ink colors.

The MuseumLight image is printed on fine Torchon media imported from the esteemed house of Hahnemühle. This uniquely beautiful and resilient art paper is still made from pure spring water and first-class pulps, the same today as over 400 years ago!

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