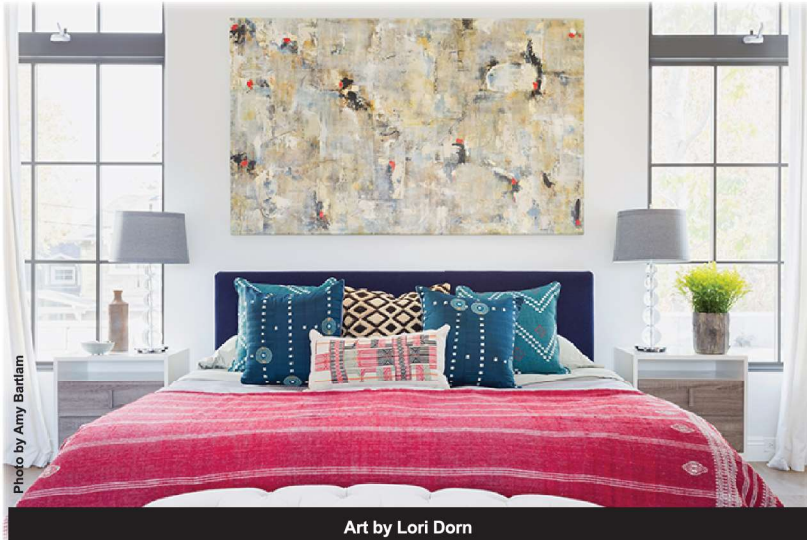




Art Dimensions Online

By Pam Froman



Art by Lori Dorn

Art is a stunning way to dress up any room. But fine art can be expensive. And what if your tastes are constantly calling for something new to decorate your space? Look no more, because Art Dimensions Online has the solution. Art Dimensions Online specializes in the leasing of contemporary art of various media including painting, print, sculpture and photography.

Art Dimensions Online was founded in 1988 and offers up stunning works from more than ninety talented artists. These include emerging artists and established ones like Ann Thornycroft, Judy Stabile, and Ned Evans.

The business was created by Lynne Cohen, and was purchased by her daughter, Whitney Rosenson when Cohen passed away in 1998. Art Dimensions Online has been leasing fine contemporary art for 22 years – first at a physical gallery space in Santa Monica. However, as the business evolved it became purely web-based – and developed into what Art Dimensions Online is today.

If you are interested in brightening up a room all you have to do is visit the company's website. There is original artwork shown throughout, and each artist has his/her own individual page displaying 5 images along with links to personal websites. Clients include everyone from interior designers, home stagers, real estate

agents, property managers, homeowners, law firms and accounting firms.

Art Dimensions Online has a long-standing relationship with set designers, who often need art to dress up their productions. Art Dimensions Online has worked with TV shows including *How I Met Your Mother* and *Lie to Me*, as well as movies like *Ocean's 13* and *Little Fockers*. Artwork is rented by the week for production companies and rented by the month for corporate clients and homeowners.

"Art means home to me," says Whitney. "My mother took us to museums and galleries. Art makes me feel like I'm in a place where you can settle in, get invigorated and get inspired."

Leasing art is a very attractive alternative to purchasing. It's a great way to acquire a collection affordably – you can test drive pieces before you buy. And you will want to buy – a big percentage of clients that rent from Art Dimensions Online end up deciding to keep the pieces. Lease fees are 5% of the retail price of the art per month. 60% of your total lease fee can apply towards the purchase of the art. There is a six-month minimum lease period.

"Art creates warmth, and adds a whole other dimension," says Whitney. "I think artwork is the finishing touch. It's a whole other layer, a visual of a great palette to look at and to be surrounded by."

As an added bonus Whitney also works as an art consultant to help her clients decorate their space. Interior designers typically provide the dimensions, and pictures of the naked rooms, or oftentimes might show fabrics to provide inspiration. Whitney visits the space, measures the walls and then proposes certain pieces that she thinks will work with the project.

Art Dimensions Online is presenting *Residence II*, a group show running for one week at Open Mind Art Space in West Los Angeles from Saturday, May 19 through Friday, May 25, 2018. *Residence II* was created by Whitney and artist Christina Hale, whose drawings are part of both the Achenbach Museum and LACMA's permanent collections. The pop-up exhibition will include drawings, photographs, paintings and prints from Hale along with contemporary Los Angeles artists Laddie John Dill, Brian Hodges and Dave Zarick.

"Dave Zarick's work is beautiful, and this is the first time it's going to be seen in 13 years," says Whitney. "I'm also excited to show Laddie John Dill's serigraphs, lithographs and monotypes – those are pieces that have never been exhibited before."

An opening night reception will launch the group show on the 19th from 6 p.m. to 9 p.m. with several of the artists in attendance.



Whitney Rosenson

Open Mind Art Space is located at 11631 Santa Monica Blvd., Los Angeles, CA 90025.

For more information on Open Mind Art Space log onto:

www.openmindartspace.com/calendar/2018/5/19/opening-reception-for-pop-up-exhibition

For more information on Art Dimensions Online log onto:

www.artdimensionsonline.com

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Domine: *Piano Concerto #2 in C minor*
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