



PO BOX 434 SALISBURY QLD 4107  
[www.bluethumb.com.au](http://www.bluethumb.com.au)

## PRESS RELEASE

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### **BLUETHUMB Launches Online Art Gallery**

BRISBANE, QLD, 1 August 2009 – Sisters, Anne-Marie Ridgers and Laura Helle, have launched [www.bluethumb.com.au](http://www.bluethumb.com.au), a unique online art gallery selling original Australian art.

The service will support Australia's thousands of talented artists, no matter whom or where they are. It connects artists to potential buyers in a gallery of limitless wall space, utilising the best in technology, while leaving only the smallest carbon footprint.

It also puts quality art within reach of all Australians no matter where they live or what their budget.

The user-friendly website, [www.bluethumb.com.au](http://www.bluethumb.com.au), has a clever "my walls" feature that enables buyers to see what a particular piece would look like in their homes by overlaying an image of the artwork onto an uploaded photo of the room they wish to hang it in.

Artworks are sent via courier directly from the artist to the buyer, both speeding up delivery and reducing the overall cost to the buyer.

"Currently, original art is really only accessible to 'art lovers' – those in the know as well as those who have money. We wanted to change all that," said Anne-Marie, 29, who, when she's not out there discovering Australian artistic talent, works full-time at a Brisbane pharmaceutical company.

Picking up her older sister's thread, Laura, 27, who works for an engineering firm in Hobart, said: "It's very difficult for the general public to find artworks that are made locally, and that are all in one place. Generally, people will buy

their art on impulse at markets or, most often, from large retail outlets.” Anne-Marie said this does little for the buyer or for the Australian art industry.

“When buying artwork through bluethumb, not only are people guaranteed an original piece, but they can be assured that it hasn’t been mass-produced in a polluting factory or shipped halfway around the world. Also, they are providing an income to the hundreds of thousands of Australian artists that are right here waiting for someone to buy their work – and good quality work at that,” she said.

Bluethumb, an exciting opportunity for amateur and emerging artists in particular, offers its artists three competitive commission plans, ranging from 15% to 30% and, with the powers of the Internet, immediate display on the website.

It’s been a few years in the making and Laura and Anne-Marie, like most people, could not foresee the global economic downturn, but they remain very optimistic.

“Owning original Australian art is not as expensive as you’d imagine,” Anne-Marie said. “Our artists are able to value their own works, and the prices they set can be as low as \$100”.

“Besides,” Laura said, “we’ve noticed a huge swing towards the arts in the general public”.

“The state of the economy is driving people to the arts as an alternative, cheaper, and longer lasting form of entertainment – and visual art is proving to be a stable and safe investment as well.”

To view or purchase artworks currently available, visit [www.bluethumb.com.au](http://www.bluethumb.com.au).

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Available: 8 am to 9 pm AEST

Attachments: ‘Mangoes & Peaches’ by Irina Bush, Oil on canvas, 3cm (D) x 101cm (H) x 76cm (W).  
‘Very Berry Splash’ by Irina Bush, Oil on canvas, 3.5cm (D) x 86cm (H) x 101cm (W).

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