



Verus Art® Announces Availability of First Collection of 3D Art Re-Creations

Featuring 12 paintings from the National Gallery of Canada collection from celebrated artists including Van Gogh, Monet and Thomson

Innovations in 3D digital imaging and elevated printing promises the disruption of another multibillion dollar creative industry

OTTAWA, Oct. 18, 2016 /CNW/ - Verus Art, the brand behind the most advanced and engaging experience in fine art re-creations, announces the availability of the first Verus Art Collection in collaboration with the National Gallery of Canada, enabling art enthusiasts to enjoy a deeper, more meaningful appreciation of fine art through re-creation.

Innovative technology to bring art masterpieces to the home

Over the past year Verus Art has worked with the National Gallery of Canada, one of the most widely respected art institutions in the world, to digitize and re-create 12 paintings from its collection, ranging from Iris by Vincent van Gogh and Mer Agitée by Claude Monet, to Yellow Sunset by Tom Thomson and Squally Weather, Georgian Bay by Frederick Varley. The limited edition collection was unveiled at the National Gallery of Canada today and offered for purchase to the public.

"The launch of the National Gallery of Canada Collection reflects a significant technical achievement and a number of years of research by Arius Technology, Larson-Juhl and Océ," said Drew Van Pelt, CEO, Larson-Juhl. "Until now, fine art reproductions were two-dimensional, lacking depth and texture. By accurately reproducing the colour and relief of the artist's brushstrokes, art enthusiasts have a more engaging experience, faithful to the artist's original intent and vision."

"The National Gallery of Canada has been an incredible partner in this adventure, not only with providing access to their collection but sharing with us their vision for the future of art and heritage," said Paul Lindahl, CEO, Co-Founder and Director of Arius Technology. "Now with our Verus Art partners Larson-Juhl and Océ, we are ready to lead the transformation of the multi-billion dollar fine art reproduction industry from its 2D past into a 3D future, changing the way people from around the world experience art."

Collaboration with the National Gallery of Canada to benefit education and science

A portion of the proceeds from the sale of the re-creations will be used to establish a Verus Art educational fund. The National Gallery of Canada will receive royalties for every re-creation sold, which will help support its educational programming. Re-creations are also

provided to the Gallery for educational and public outreach programs and the 3D digital data will be shared for conservation programs and scientific analysis.

"To be able to assist in the development of a technology that will change the way we document and reproduce cultural heritage was an interesting opportunity," said Stephen Gritt, Director, Conservation and Technical Research, National Gallery of Canada. "The scan data is incredibly rich and will lead to new avenues of research within Technical Art History. The resulting prints provide so much more information than flat images- they give you a direct connection to the artist by showing the nature of the brushwork, the texture of the paint, and physical interplay of tints. Most important for us was how we could use the prints for education as part of our Distance Learning Program – that's a new frontier well worth exploring."

About Verus Art

Verus Art is a partnership between Vancouver's Arius Technology, Atlanta's Larson-Juhl (a Berkshire Hathaway company) and Océ – A Canon Company of Venlo, Netherlands working to re-create oil paintings using 3D scanning and proprietary elevated printing technology. Arius managing in-museum painting digitization, Océ the elevated printing, and Larson-Juhl all framing and worldwide logistics.

Each re-creation comes with a certificate of authenticity, and Verus Art collaborates with museums and galleries to choose high quality frames that are appropriate for the time period in which the original painting was created. Re-creations range in price from \$500-\$8,000 and will be available for purchase through select galleries in Canada and the United States, at the National Gallery of Canada and online at www.verusart.com.

About Larson-Juhl

Larson-Juhl, a Berkshire Hathaway company, is the largest frame manufacturer and conservation business in the world with roots dating back to 1893 and the Pacific Frame company in Seattle, USA. The company currently operates 61 facilities in 16 countries worldwide. For more information, please visit www.larsonjuhl.com/

About Océ - A Canon Company

Founded in 1877, Océ is a global leader in digital imaging, industrial printing and collaborative business services. Océ's mission is to accelerate new digital print technologies and transform them into local printing products and services for blue-chip multinationals around the globe and creative studios around the corner. A Canon Group Company, Océ operates a vast global network of R&D centres to connect emerging digital print technologies to future markets. Océ is headquartered in The Netherlands, in the heart of Europe's hi-tech corridor.

About Arius Technology

A leader in laser-based optical scanning systems for 3D digitization of physical objects used in documentation, inspection, reverse engineering and elevated printing, Arius Technology has developed the only 3D scanning system using direct laser colour measurement to

quantify and collect points containing both geometry and colour. For more information, please visit www.ariustechnology.com

About the National Gallery of Canada

The National Gallery of Canada is home to the most important collections of historical and contemporary Canadian art. The Gallery also maintains Canada's premier collection of European Art from the 14th to the 21st century, as well as important works of American, Asian and Indigenous Art and renowned international collections of prints, drawings and photographs. Created in 1880, the National Gallery of Canada has played a key role in Canadian culture for well over a century. Among its principal missions is to increase access to excellent works of art for all Canadians. For more information, visit gallery.ca and follow us on Twitter @gallerydotca.

For further information: Dalia Kimmel, North Strategic, Dalia.Kimmel@northstrategic.com, 613-883-9125