

3D Printed Masterpieces Give Children the Chance to See (and Touch) the World's Most Popular Art

Verus Art® launches Art Connection, their Community Outreach Program to bring art to the people.

VANCOUVER, BC – In a commitment to make art more accessible, Vancouver based Verus Art is taking their collection of 3D printed art re-creations on the road, through Art Connection, their new Community Outreach Program.

Following the success of families visiting their exhibition last month, students at elementary schools are about to get their first look, and touch, of masterpieces that are housed at the National Gallery of Canada in Ottawa and The Mauritshuis in the Netherlands.

Starting on Tuesday May 2nd, students at Thunderbird Elementary School in East Vancouver will have the opportunity to learn about artists like Van Gogh, Monet and Vermeer. Instead of looking at pictures on computer screens, the children will be able to see and feel the brushstrokes, thanks to 3D printed replicas.

In addition to conservation and preservation benefits, museums are able to partner with Verus Art to drastically increase the reach and impact of their collection. Until now, many schools could only dream of being able to take their students to visit artwork on display at the National Gallery of Canada.

Stephen Gritt, Director of Conservation and Technical Research explains, “Something that we’re very excited about at the National Gallery of Canada is the ability to get these unique and culturally valuable objects out to places that they wouldn’t ordinarily be able to go.”

“These prints are close enough to the real object that they are going to show people the advantages of interfacing with the real object that it is a very different thing from looking at an image on a monitor.”

To make a lasting impact on the way children get to experience and learn about art, Verus Art will also be donating art supplies to each school. This includes packages of painting materials and colouring sheets of the pieces in their collection. These can also be downloaded, free of charge, for everybody to enjoy – simply head to verusart.com/colouring/

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About Verus Art

Verus Art enables a more enriched art experience by allowing people to connect with the actual brushwork of their favourite artists. “Please touch the artwork” is at the very core of our philosophy.

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 manages the in-museum painting digitization, Océ the elevated printing, and Larson-Juhl the art framing and worldwide logistics.

Each re-creation comes with a Certificate of Authenticity signed by the museum director, 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 \$650-\$6,650 CDN and will be available for purchase through select galleries across Canada and the United States, and online at www.verusart.ca.

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Image: Children visiting the Art Works Gallery exhibition during Spring Break

Image link: http://verusart.com/wp-content/uploads/2017/03/17492290_10155125651849441_358076036061717858_o.jpg

