



**MEURAL PARTNERS WITH ARTISTS RIGHTS SOCIETY TO RELEASE COPYRIGHTED WORKS BY KLEE, KANDINSKY, KAHLO, AND MORE ON MEURAL CANVAS**

**March 2nd, 2017—NEW YORK, NY:** Art-tech startup Meural is pleased to announce a partnership with Artists Rights Society, the organization that represents the estates of Picasso, Matisse, Chagall, Klee, Kahlo, and others, to release a collection of notable works from influential 20th century artists. The selection will be exclusively available for use on the Meural Canvas, a connected frame with a matte surface that displays over one million colors, and closely resembles a physical print.

This collaboration is an inaugural foray into the world of emerging tech for the heritage organization, and marks the first time that copyrighted works of this magnitude have been fully licensed for use on a digital frame product. This is a significant step for ARS, which remains selective on which entities are permitted to use their copyrighted catalogue.

"We've carefully chosen works from across these artists' lives—playlists that visually tell the story of their artistic development and bring together, for a single sitting, individual works that otherwise live in different museums and private collections across the globe," says Poppy Simpson, Head of Curation at Meural.

Meural has taken special care to include a diverse range of artists from ARS's roster in their collection, such as pieces from painter Jacob Lawrence's "Migration" series, which tracks the migration of African Americans from the rural South to the North. "While this deal contains many 'big-hitters' and builds on our existing collection," Simpson continues, "it also deepens Meural's commitment to depth and diversity. For example, we've not only got Pollock, but also Lee Krasner, one of the few female artist to have a retrospective at MoMA. We're thrilled to be able to bring these iconic works to the walls of the people."

With this program, Meural furthers its mission of using tech to increase accessibility to some of the world's most celebrated works, especially for those that live outside of cultural epicenters like New York City.

To learn more about Meural, visit [meural.com](http://meural.com), and explore Meural's library at [my.meural.com](http://my.meural.com).

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ARTIST LIST:

- Alexander Calder
- Paul Klee
- Wassily Kandinsky
- Michael Escoffery
- Georgia O’Keeffe
- Alfred Steiglitz
- Jackson Pollock
- Lee Krasner
- Diego Rivera
- Freida Kahlo
- Alexej von Jawlensky
- Hans Arp
- Susanne Valdadon • Kurt Schwitters
- Marc Chagall
- Leonora Carrington
- Mike King
- Kim Keever

ABOUT MEURAL:

Meural combines the best of art, technology, and design to create products that make us feel something. We are building a future in which art lives in every home, and everyone can become a patron of the arts.

Our first product is the Meural Canvas: a smart frame designed with Meural’s proprietary *TrueArt* technology—a combination of hardware, firmware, and algorithmic software meticulously-engineered to display rich and vividly textured art and photography.

The Meural Canvas can be easily controlled via gesture (a wave of the hand) or mobile app, and acts as a conduit to our expansive art library, [my.meural.com](https://my.meural.com)—an expertly-curated and ever-growing collection of artworks sourced from the catalogues of leading museums, collections, and artists, and spanning the past, present, and future of art.

Meural was founded in 2014 by longtime friends Vladimir Vukicevic and Jerry Hu, in response to the art community’s need for a dynamic and modern platform. Incubated out of an artists’ collective on New York’s Lower East Side, supporting artists remains central to the way we do business. The Meural Canvas now lives on thousands of walls across the world. Follow Meural on Instagram, Twitter, Facebook, and Pinterest @meetmeural. Visit us at [meural.com](https://meural.com), and explore the Meural art library at [my.meural.com](https://my.meural.com).